

Implementation of Segmenting, Targeting, Positioning in Increasing Buying Power towards Customer Satisfaction: A Conceptual Review

Ahmad Taufiqurrahman Asy'ari^{1*}, Agung Winarno²

¹Magister of Management, Economics and Business Faculty, Universitas Negeri Malang

²Economics and Business Faculty, Universitas Negeri Malang

Corresponding Author: Ahmad Taufiqurrahman Asy'ari

ahmad.taufiqurrahman.2404138@students.um.ac.id

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ABSTRACT

In the face of increasingly fierce business competition, this conceptual study aims to analyze how the implementation of Segmenting, Targeting, and Positioning (STP) strategies can increase purchasing power and enhance consumer satisfaction. The research method used is a qualitative literature review, gathering insights from various empirical and theoretical studies on STP strategy implementation in marketing practices. The results show that effective segmentation enables businesses to identify homogeneous market groups with specific needs, targeting allows the selection of the most profitable consumer segments, and precise positioning builds a strong brand image in the minds of consumers. The discussion emphasizes that accurate STP application enhances marketing communication efficiency, increases purchase intentions, and fosters brand loyalty. As a conclusion, the study affirms that consistent and strategic implementation of STP not only improves consumer satisfaction but also creates sustainable competitive advantages for companies.

INTRODUCTION

In the era of increasingly competitive business competition, companies are required to be able to understand the needs and desires of consumers more deeply. Modern consumers no longer only consider price, but also value, experience, and product suitability for their lifestyle. In this context, marketing strategy becomes a very important element to win the market. One strategic approach that has proven effective is Segmentation, Targeting, and Positioning (STP).

STP strategy allows companies to divide the market into homogeneous groups (segmentation), choose which groups are most potential to serve (targeting), and design the appropriate brand or product position in the minds of consumers (positioning). Proper application of STP can not only improve the efficiency of marketing communications, but also create an emotional attachment between consumers and brands. This can encourage an increase in consumer purchasing power, because consumers feel that the products offered are relevant to their needs and desires, Segmentation, Targeting, and Positioning help companies systematically understand the market, determine who their customers are, and how to shape the desired perception of the product in the minds of consumers. These three elements are interrelated and form the basis of planning a more targeted and efficient marketing campaign.

Market segmentation allows companies to divide broad markets into groups of consumers who have similar characteristics, needs, or behaviors. With the segmentation process, companies do not need to use a general marketing approach (mass marketing), but can develop a more personalized strategy according to the needs of each segment According to Putra & Sismanto (2021) Segmentation (Segmenting) is defined as a strategy to divide the market into several groups of consumers who have different characteristics, needs, or behaviors. segmentation is carried out to ensure that companies can adjust products and marketing strategies.

According to Kotler and Keller in (Putra & Sismanto, 2021) Explaining several market segmentation approaches, namely:

1. Geographic Segmentation

Divide markets based on geographic locations such as countries, regions, cities, or specific neighborhoods.

2. Demographic Segmentation

Grouping consumers based on variables such as age, gender, income, education, occupation, religion, race, and nationality.

3. Psychographic Segmentation

Groups buyers based on characteristics such as social class, lifestyle, or personality.

4. Behavioral Segmentation

Groups buyers based on their knowledge, attitudes, product usage, or response to a particular product.

The next step is targeting, which is the process of selecting one or more market segments that are considered the most potential and profitable. According to Tjiptono and Chandra in Eva Rita Sonata (2024) Targeting is the

process of selecting and evaluating several attractive market segments to be assessed, served with the company's specific marketing program. Targeting is selecting target markets according to certain criteria. Targeting allows companies to focus their resources and marketing efforts on certain consumer groups, making them more effective in influencing purchasing decisions. This strategy can encourage consumer purchasing power because consumers feel that the products or services offered are intended for them specifically, According to (Annastia et al., 2024) Targeting is a process in marketing strategy in which companies evaluate various market segments and select one or more segments to be the main target market.

According to Rhenald Kasali in (Eva Rita Sonata, 2024) there are four that must be fulfilled in getting the target market, which are as follows:

1. Responsive

The target market must be responsive to the marketing products that are developed. This method begins with a clear segmentation study because without a clear target market the producer bears too great a risk.

2. Sales Potential

Sales potential must be broad enough. The larger the target market, the greater its value. The size is not only obtained by the population but also the purchasing power and market need to own the product.

3. Adequate growth

Delay in the market to react immediately. The market grows gradually until it finally launches quickly and reaches the point of maturity.

4. Media reach

The target market can be reached optimally if marketers choose the right media to promote and introduce their products.

After determining segmentation and target market, positioning becomes a crucial step to create the right perception of the brand or product in the minds of consumers. Positioning concerns how the company wants to be recognized by its target market-whether as a premium, economical, environmentally friendly, or innovative product. A strong and consistent brand position not only encourages the first purchase, but also increases customer trust and loyalty.

According to Kotler & Keller in (Santoso et al., 2024) defines that positioning (product positioning) is an act of determining market position to show how a product can be distinguished from competitors' products. With the right positioning, companies can create competitive advantages that are difficult for competitors to imitate.

Aspects of Positioning Strategy according to (Magister et al., 2018) Outlines several important aspects of an effective brand positioning strategy:

1. Target Market Understanding

A positioning strategy must start from a deep understanding of who the target consumers are, including their needs, lifestyles, aspirations, and expectations.

2. Point of Parity (POP)

POP is the elements that a brand must have in order to be considered comparable to competitors. For example, all cars must have standard safety, comfort, and fuel efficiency.

3. Point of Difference (POD)

POD is the key differentiating factor that makes consumers choose a particular brand over its competitors. This could be product innovation, service quality, design, or emotional value.

4. Brand Mantra

A short phrase that describes the essence of the brand.

5. Clarity and Consistency

Positioning must be conveyed clearly, consistently, and relevantly across marketing communication channels. This is important so that the message does not confuse consumers.

6. Sustainability

A positioning strategy must also be sustainable, meaning that it can be maintained in the long term despite changing market conditions.

Furthermore, an increase in purchasing power supported by STP strategies will have an impact on the level of consumer satisfaction. Satisfied consumers have the potential to become loyal customers, leave positive reviews, and recommend products to others. Therefore, understanding the strategic role of STP in influencing purchasing power and consumer satisfaction is important, not only for marketers, but also for decision-makers in product and service development, Supported By (Sya'bania et al., 2022) Research Results by The development strategy of Lamingo97 MSMEs through the use of digital marketing reflects the STP (Segmenting, Targeting, Positioning) approach, where the targeted market segment is young people and urban communities who are active users of digital media, with the main target of local consumers in the Malang area and users of online ordering applications such as GoFood, while its position is formed as a professional, modern, and easily accessible contemporary beverage brand through logo rebranding, attractive product visuals, and an active presence on social media and marketplaces.

Most research related to Segmenting, Targeting and Positioning (STP) still discusses the three elements separately, without thoroughly examining how STP integration simultaneously affects purchasing power and customer satisfaction. In addition, existing studies mostly focus on short-term outcomes such as sales volume and brand awareness, but not many have explored the contribution of STP to the formation of long-term relationships with customers through increased satisfaction. Research on STP implementation in the digital context, especially in MSMEs and emerging markets, is also limited, even though digitalization has significantly changed consumer behavior and brand interaction patterns. In the midst of these changes, there are not many studies that analyze how STP strategies can be effectively adapted in the digital ecosystem. In addition, there is still a lack of conceptual studies that integratively summarize theoretical and empirical findings to provide practical guidance for marketing actors. Therefore, this research is here to fill the gap by presenting a conceptual review that directly links STP implementation with purchasing behavior and consumer satisfaction in a dynamic market context.

This article will conceptually discuss how STP strategies are applied in marketing practice and how this approach can increase consumers' propensity to make purchases and strengthen their level of satisfaction with the products or services received.

LITERATURE REVIEW

The application of Segmenting, Targeting, and Positioning (STP) strategies is a basic approach in modern marketing to identify market opportunities and increase consumer engagement. As stated by Kotler and Keller in various studies, STP allows companies to customize their marketing efforts by identifying customer needs, selecting specific market segments, and building strong brand perceptions in the minds of consumers (Putra & Sismanto, 2021; Santoso et al., 2024).

1. Market Segmentation

Segmentation involves dividing a broad market into smaller, homogeneous groups of consumers based on certain characteristics such as geographic, demographic, psychographic, and behavioral factors. Kotler & Keller categorize segmentation into four types: geographic, demographic, psychographic, and behavioral. These variables allow marketers to identify and understand customer differences more effectively (Santoso et al., 2024). Lamb, Hair, and McDaniel emphasize that segmentation-especially demographic and psychographic-is essential for crafting marketing messages that align with consumer preferences (Dindha Tria Lestari et al., 2025).

2. Targeting

Targeting is the process of evaluating and selecting one or more market segments to enter. According to Tjiptono and Chandra (Eva Rita Sonata, 2024), targeting allows companies to optimize marketing resources by focusing efforts on high potential consumers. Rhenald Kasali, cited in the same study, outlines four criteria for selecting a viable target market: responsiveness, sales potential, growth potential, and media reach. These factors help companies to determine whether a market segment is worth pursuing and can be reached effectively through marketing communications.

3. Positioning

Positioning refers to creating a distinct and valuable place for a product or brand in the minds of consumers. Kotler & Keller (Santoso et al., 2024) define positioning as the way a company differentiates itself from competitors and presents its value proposition. According to Magister et al. (2018), an effective positioning strategy includes understanding the target market, identifying points of similarity (POP) and points of difference (POD), and creating a consistent brand mantra. A well-developed positioning strategy can improve brand image, build emotional connections, and encourage loyalty (Chandra et al., 2024; Aaker in Wahyunina Putri et al., n.d.).

4. Impact of STP on Purchasing Power and Satisfaction

Research shows a strong correlation between the implementation of STP strategies and increased consumer purchasing power. Personalized marketing

that aligns with consumer values and preferences increases purchase intent and actual purchase behavior. For example, income-based segmentation helps businesses price products within consumer affordability ranges, thereby increasing accessibility and appeal (Dindha Tria Lestari et al., 2025).

At the same time, customer satisfaction is significantly affected by the relevance and clarity of marketing strategies. Sahvira Apriliana & Bangun Putra Prasetya (2024) confirmed that consumers are more satisfied when products or services align with their expectations - an alignment facilitated by accurate segmentation, precise targeting, and strong brand positioning. Satisfied customers are more likely to become loyal advocates who recommend the brand, thus strengthening its market reach.

METHOD RESEARCH

This research uses a descriptive qualitative method in the form of a conceptual literature review to analyze and synthesize theories and empirical findings related to the application of Segmenting, Targeting, and Positioning (STP) strategies to purchasing power and consumer satisfaction. The data used is secondary data obtained from scientific journal articles, marketing expert textbooks, and relevant studies published between 2017 and 2025. The literature was selected based on relevance to the topics of STP, marketing performance, consumer behavior, and customer satisfaction. The research process included identification of literature through databases such as Google Scholar and ScienceDirect, thematic coding based on STP elements, comparative analysis between findings, and synthesis to build a comprehensive understanding of the contribution of STP to consumer behavior. This method was chosen because it is able to summarize existing knowledge and direct further research without conducting direct empirical measurements.

RESEARCH RESULTS AND DISCUSSION

Based on various previous studies, STP strategies have been shown to have a significant role in influencing consumer behavior, including purchasing power tendencies and satisfaction levels. Some of the relevant findings are described as follows:

1. Market Segmentation and Its Effect on Purchasing Power

Market segmentation is the process of dividing the market into groups of consumers who have similar characteristics, both in terms of needs, behavior, and responses to a product or service. According to Kotler and Keller in (Santoso et al., 2024) segmentation is an important cornerstone in marketing strategy because it helps companies understand the market more purposefully and efficiently. By knowing who their consumers are and what they need, companies can develop more suitable offers and increase the likelihood of purchases.

In the context of purchasing power, segmentation has a huge influence as consumers tend to be more responsive to products or services designed specifically for them. If companies can identify these differences early on, they can tailor their marketing messages, product design, and distribution channels according to the habits and purchasing power of each segment.

Several empirical studies show a strong relationship between segmentation accuracy and increased consumer buying interest. For example, research conducted by Lamb, Hair, and McDaniel in (Dindha Tria Lestari et al., 2025) suggests that demographic segmentation (based on age, gender, and income) contributes greatly to shaping appropriate pricing and promotion strategies, which ultimately have a direct impact on consumer purchasing decisions. Income-based segmentation, for example, allows companies to categorize consumers based on their economic capabilities, so that they can set pricing strategies that are not only competitive but also within the purchasing power of their target market.

In addition, psychographic and behavioral segmentation is becoming increasingly important in today's digital era. Consumers today are not only differentiated by age or geographic location, but also by their lifestyles, interests, values, and online behavior. With digital technology and big data, companies can collect richer and more accurate data on consumption patterns, shopping preferences, and consumer interactions on social media. This information can be used to develop more relevant and personalized marketing strategies, which in turn can increase consumer interest and purchasing power for a brand.

On the other hand, inappropriate or overly broad segmentation can reduce marketing effectiveness and even cause confusion in the minds of consumers. When companies fail to distinguish the needs of each segment, marketing messages become unfocused, and consumers feel that the product is not relevant to them. This can result in low purchase intent before consumers even consider the product further.

Moreover, segmentation also provides strategic benefits in resource planning. By understanding which market segments have high potential purchasing power and product suitability, companies can allocate marketing, human resources, and distribution budgets more efficiently. This is especially important for small and medium-sized enterprises (SMEs) that have limited budgets but still want to compete effectively in the market.

Based on the above description, it is clear that proper market segmentation not only helps companies in developing effective communication strategies, but also directly impacts on increasing consumer purchasing power. Consumers are more likely to buy products that they feel match their personality, needs and lifestyle. Therefore, companies must continue to conduct market analysis and segmentation evaluation on a regular basis to remain relevant to the evolving consumer dynamics.

2. Targeting Strategy and Marketing Communication Effectiveness

According to Rasul (2017), targeting the most potential market according to the company's capabilities and objectives so that marketing can be carried out effectively and efficiently, there are several types of targeting strategies that are commonly used, including undifferentiated marketing which targets the entire market without distinguishing segments, differentiated marketing which tailors products and marketing for several market segments, concentrated

marketing which focuses on one potential market segment, and custom targeting which adapts products and marketing communications specifically to the needs of certain segments. The choice of targeting strategy is strongly influenced by the company's resources, market characteristics, and product cycle stage. With the right targeting strategy, companies can customize products and marketing messages so that they are more relevant to consumer needs, which ultimately increases marketing effectiveness. The effectiveness of marketing communications is highly dependent on careful planning, execution and evaluation. Effective communication planning involves developing message content that suits the needs of the target market and selecting the right communication media based on market research and current trends. The implementation of marketing communications must use relevant message strategies, efficient media, and determine the optimal time and place for message delivery so that the message can be well received by the audience. Evaluation of marketing communications is carried out by measuring the impact of messages on cognitive aspects such as brand awareness, affective aspects in the form of purchase motivation, and conative aspects, namely purchase actions. According to Machfoedz in (Azzahra & Sudradjat, 2023), the right message strategy and media selection are crucial to avoid losses due to ineffective promotions, so continuous evaluation is needed to adjust strategies and improve marketing results.

Expert opinion also emphasizes the importance of effective targeting and marketing communication strategies. Machfoedz in (Azzahra & Sudradjat, 2023) emphasizes that the success of promotion is highly dependent on the right message and media strategy, while Muna in Eka Putri, n.d (2025) reveals that the evaluation of marketing communication strategies is very important to determine the impact and effectiveness of the applied communication components. By implementing the right targeting strategy and effective marketing communication, companies can increase the efficiency of using marketing budgets, build brand awareness, and motivate consumers to make purchases, thereby ultimately increasing the company's profits and competitiveness in the market.

Appropriate targeting strategies and effective marketing communications are essential to achieve efficient marketing and maximized results. The selection of targeting strategies should be tailored to the company's resources, market characteristics, and product cycle stage. The planning, execution, and evaluation of marketing communications are also key to success, focusing on crafting relevant messages, selecting appropriate media, and determining the optimal time and place of communication. emphasizes the importance of message strategy, media selection, and continuous evaluation to avoid inefficiencies and increase promotional effectiveness. By implementing these strategies consistently, companies can optimize marketing budgets, build brand awareness, motivate consumer purchases, and increase profits and competitiveness in the market.

3. Positioning and its Effect on Brand Image and Customer Loyalty

Positioning plays an important role in creating positive consumer perceptions of products or services. According to Solomon in (Chandra et al., 2024) strong and consistent positioning can shape brand identity in the minds of consumers. For example, a brand like Apple has positioned itself as a symbol of innovation and prestige, which encourages consumers to remain loyal despite the relatively high price of the product. Strong brand positioning not only increases initial purchasing power, but also encourages repeat purchases as consumers feel satisfied and believe in the value of the product.

Effective positioning plays a major role in shaping brand image and building customer loyalty. By creating a strong and relevant image, and establishing a deep emotional connection with consumers, companies can strengthen relationships with their customers and increase loyalty levels. According to Aaker in (Wahyunina Putri et al., n.d.) brand image is a set of associations that consumers have with the brand, which is built through experience, communication, and interactions that occur in the market. Clear and consistent positioning helps consumers to identify the value that the brand offers, and provides a strong reason for them to remain loyal even though there are many alternatives in the market.

According to Aaker in (Nabila et al., 2020) states that brands that succeed in building strong positioning can increase customer loyalty. This loyalty arises when consumers feel that the brand provides more value than other brands. Therefore, companies need to develop positioning strategies that not only attract attention, but also create experiences that touch consumers' emotions and meet their needs on an ongoing basis.

4. Consumer Satisfaction as the Final Impact of STP Strategy

Research by (Sahvira Apriliana & Bangun Putra Prasetya, 2024) shows that when consumers feel that a product or service meets their needs-thanks to the right STP strategy-the level of satisfaction will increase. This satisfaction triggers loyalty, positive word-of-mouth, and the tendency of consumers not to switch to competing products. STP is not only a strategy to attract new consumers, but also to retain existing customers through relevant and meaningful experiences. Based on the discussion of Consumer Satisfaction as the Final Impact of the STP Strategy, the STP (Segmentation, Targeting, and Positioning) strategy has a very important role in creating sustainable customer satisfaction. Through proper market segmentation, companies can better understand consumer needs and preferences. Furthermore, by conducting accurate targeting of the appropriate market segments, companies can customize the products or services offered to meet consumer expectations. Finally, with clear and relevant positioning, companies can communicate the unique value offered to consumers, which in turn increases customer satisfaction.

Consumer satisfaction depends not only on the quality of the product or service provided, but also on how well the company can identify and meet the psychological and emotional needs of consumers through the implementation

of the right STP strategy. As stated by Kotler and Keller in Jamira & Anaseputri, (2017) understanding of market segmentation, accurate targeting, and effective positioning are the basis of customer satisfaction which can ultimately create long-term loyalty. The satisfaction created through this STP strategy also has the potential to strengthen the emotional connection between brands and consumers, thereby increasing the likelihood of consumers to make repeat purchases and become loyal customers.

In addition, high consumer satisfaction contributes to a positive brand reputation, which makes it easier for companies to attract more new customers. Therefore, it is important for companies to continuously improve the implementation of their STP strategies, conduct regular market research, and adapt to changing consumer needs and preferences. By doing so, companies will not only be able to meet consumer expectations, but will also be able to create lasting and mutually beneficial relationships.

CONCLUSIONS AND RECOMMENDATIONS

Segmentation, Targeting, and Positioning strategies are fundamental approaches in modern marketing that significantly contribute to increased purchasing power and consumer satisfaction. By properly dividing the market (segmentation), selecting the most potential segments (targeting), and building an appropriate product or service image in the minds of consumers (positioning), companies can create more relevant and personalized value for their consumers. Effective STP implementation not only increases consumer interest in making purchases, but is also able to create positive experiences that encourage customer satisfaction and loyalty. Consumers who feel that the products or services offered truly reflect their needs and lifestyle will be more likely to make repeat purchases and provide recommendations to others. Thus, companies that are able to integrate STP strategies consistently in all their marketing activities have a greater chance of winning market competition while building long-term relationships with customers.

Based on the findings, it is recommended that companies regularly evaluate and update their segmentation models according to changes in consumer behavior, especially in the digital era which is rich in psychographic and behavioral data. Marketing practitioners also need to utilize data-driven technologies such as CRM and big data analytics to identify and serve high-value segments. Positioning strategies should not only emphasize functional benefits, but also emotional attachment to strengthen brand loyalty. MSMEs are encouraged to utilize low-cost digital platforms such as social media to remain competitive even with limited resources. In addition, policy makers and educational institutions need to encourage capacity building programs in strategic marketing for local businesses.

FURTHER STUDY

However, this study has limitations because it is conceptual in nature and does not use primary empirical data or a quantitative approach, so the generalizability of the findings is limited. In addition, most of the literature analyzed is general in nature and has not gone in-depth on specific industry

contexts or the influence of local culture. Therefore, future research is recommended to conduct empirical studies using quantitative or mixed methods to directly measure the effect of STP implementation on purchase intention, satisfaction, and customer loyalty. Research should also focus on the application of STP in specific sectors such as e-commerce, tourism, or healthcare, as well as exploring differences in STP effectiveness in a cross-cultural context. In addition, studies on the use of new technologies such as artificial intelligence and machine learning in improving marketing segmentation and personalization need to be expanded, including analysis of the long-term impact of STP strategies on brand value and customer loyalty on an ongoing basis.

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