

Exploring Effective Target Market Strategies and Digital Marketing Tactics to Drive Sales for Mie Nyaman MSME via E-commerce in the Post-Pandemic Era

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Abstract: This study aims to discover how the target market and *digital marketing strategies* increase sales to Mie Nyaman MSME through *e-commerce* in the post-pandemic period. This study applies a qualitative design, namely research focusing on the general principles that form the basis of manifesting a symptom of human life. In this study, the owner of Mie Nyaman MSME, Rizka Catur Angelina, is the key informant and the parties involved in the main activities (*key activities*) of Mie Nyaman MSME. Determination of informants, namely by using the *snowball sampling method*; (Sugiyono, 2014) describes snowball sampling as a method for selecting samples that are initially few in number, then increased. The results of this study where the segmentation of Mie Nyaman MSME Jember divides market segmentation based on the character and needs of consumers. In forming digital marketing strategies and introducing new products, promoting events, and promoting specific campaigns, Mie Nyaman MSME uses internet advertising services, namely Instagram. Along with the development of social networks in marketing activities, the e-commerce media used by Mie Nyaman MSME in marketing its products is Instagram. Usually, the owner promotes through advertising photos using descriptive words and detailed explanations for the promotional media. The contribution of this research is that it is hoped that the results of the research can provide understanding to sellers to be able to further optimize target market strategies and digital marketing to maximize sales.

Keywords: Instagram, Positioning, Segmentation, Targeting

INTRODUCTION

Micro, Small, and Medium-Sized Enterprises (MSMEs) are crucial for boosting a nation's overall economy in the current era of globalization. Micro, Small, and Medium-Sized Enterprises (MSMEs) are important to Indonesia's economy in a number of ways. Given the abundance of MSMEs in the food sector, in particular in terms of presenting employment prospects and larger commercial opportunities. The Central Statistics Agency (BPS) estimates that 1.9 million small and micro-scale food and beverage businesses, or 99.6% of Indonesia's total food and beverage industry, were operating in 2018. According to beritasatu.com, the non-oil and gas industry's Gross Domestic Product (GDP) is mostly (34%) contributed by the food and beverage industry. According to the Central Statistics Agency (BPS), the food and beverage sector's gross domestic product (GDP) at constant prices (ADHK) was IDR 200.26 trillion in the second quarter of 2022. That number increased by 3.68% from last year's IDR 193.16 trillion. The following graphs show the GDP data for the Food and Beverage Industry from 2020 to 2022 as follows:

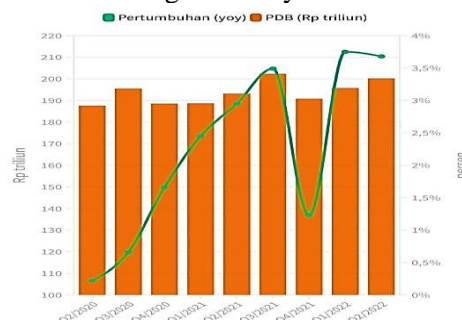


Figure 1. GDP of the Food and Beverage Industry
Source: dataindonesia.id

Information technology is advancing at an excessive rate, and numerous small- to medium-sized business operations benefit from this growth to operate their operations. In order to reach the target market and consistently grow sales volume and profitability, the appropriate marketing and media techniques are used (Agustin Hari et al., 2021). One of the marketing channels that the public is currently clamoring for to promote various activities is digital marketing. People are gradually beginning to migrate from conventional/traditional marketing approaches to current marketing, namely digital marketing (Sanosra et al., 2022). With digital marketing, transactions and communication may take place anywhere in the world in real time (Sanosra et al., 2022). The marketing strategy of segmenting, targeting, and positioning is quite helpful for companies to rely on because, with this strategy, the company can find out which side the company can excel at to continue to grow in the culinary business (Aprida, 2020) (Nursaid et al., 2021).

Segmentation is a process that groups markets into groups of consumers who can be differentiated according to their characteristics, needs and behaviour and who may require different products (Lupiyoadi & Hamdani, 2006). Targeting is evaluating the attractiveness of market segmentation and choosing one or several segments to enter (Daryanto, 2011 in Rambli et al, 2020). Positioning is a communication strategy that enters the minds of consumers and has a specific meaning in the product/brand/name (Wijaya & Sirine, 2019). This is an associative relationship that reflects product characteristics and superiority compared to other products/brands/names. Segmentation, targeting and positioning are needed in every product (Qomariah et al., 2022). Then to be able to spread this widely, social media is needed so that it can be reached by everyone.

Social media platforms are used by digital marketing to map and promote digital markets. Digital marketing operations frequently use social media platforms like Facebook. Businesses may advertise and market their goods and services on social media platforms like Instagram, WhatsApp, Twitter, and others thanks to their distinctive characteristics. For small businesses to thrive, technology-based marketing is crucial (Alford, P., and Page, 2015 in Raharjo and Rofiuddin, 2022). As a result, it is crucial to pay attention to MSMEs' expansion. Online marketing techniques can help MSMEs become more profitable (Setiawati, I. and Widyartati, 2017 in Raharjo and Rofiuddin, 2022).

The growth of several business chances in Indonesia is taking use of the Internet and social networking phenomenon. One of them is the use of social media, which has grown to carry out buying and selling activities, as well as the Internet as a tool for advertising, to promote and sell goods. This brand is known as e-commerce. E-commerce, according to (Kotler & Armstrong, 2012 in Pelengkahu et al, 2023), is an online channel that one can access via a computer and is used by both consumers and business people to obtain information using computer assistance. The process starts by offering information services to consumers in selection. The Central Bureau of Statistics reports a 17% increase in e-commerce in Indonesia over the past ten years. In the US, there are 26.7 million users of online shopping. The Indonesian e-commerce market expanded in 2018. According to studies, Generation Z and millennial online shopping behaviors are crucial to the expansion of Indonesian e-commerce. The use of Social Media is important to apply and take advantage of in today's sophisticated era, especially for MSMEs. The maximum use of social media will also have an impact on the level of sales of MSME products themselves.

Most MSMEs in Indonesia, like the Mie Nyaman MSME, make effective use of the great potential of e-commerce in that country. Mie Nyaman MSME is vegetable and fruit instant Mie Nyaman MSME without preservatives, chemical dyes and synthetic rice enhancers (MSG), processed without frying, so they are safe from bad fats and without using eggs or synthetic developers. This Mie Nyaman MSME is located on Jl. Rembang no. 77, Darungan, Jember. Mie Nyaman MSME has four flavours: dragon fruit, carrots, spinach, and Moringa leaves. In online sales, Mie Nyaman MSME utilizes e-commerce, such as Instagram and Shopee. Mie Nyaman MSME has taken advantage of Instagram e-commerce to market the Mie Nyaman MSME product. On Mie Nyaman MSME Instagram account, there are 623 posts and 1,996 followers, and there are also highlights containing customer testimonials, price lists, and promos. Mie Nyaman MSME has several different price lists; the price list for resellers is Rp. 5,500/pcs, the price list for agents is Rp. 5,300/pcs, while the price list for distributors is Rp. 5,000/pcs. Mie Nyaman MSME makes it easy for consumers by uploading their products via their Instagram accounts. the use of Instagram for marketing Social media is regarded as a successful advertising tool to draw customers; Instagram makes it simple for the general public to see the goods being promoted.

Mie Nyaman MSME also uses the shopee as a means of marketing Mie Nyaman MSME products. Several products are offered in a shoppe account called Mie Nyaman MSME Official Shop. Shopee is one of the e-commerce platforms of choice for Mie Nyaman MSME to utilise online marketing and sales because of

its convenience. Mie Nyaman MSME is one of the MSMEs that offers its products through the Shopee application. Mie Nyaman MSME uses the shoppe to sell, and market noodle products, in which use Mie Nyaman MSME maximizes sales with media promotions through the Instagram and Shopee applications. Using e-commerce allows customers to easily find Mie Nyaman MSME products by simply searching the e-commerce platform; besides that, e-commerce also allows customers to buy products cheaper.

METHODS

Research design

This study applies a qualitative design, namely research whose focus is on the general principles that form the basis for manifesting a phenomenon in human life to obtain a representation of an ongoing example. Qualitative observation structures are used to examine natural phenomena (as opposed to experiments). So based on the elaboration of the explanation above, there is a hypothesis that the author takes, namely that there is an increase in sales at Mie Nyaman MSME using a target market strategy and digital marketing.

Population, Sample, Sampling

In this study, the owner of Mie Nyaman MSME, Rizka Catur Angelina, is a key informant and a party involved in the main activities (key activities) of Mie Nyaman MSME. Identification of informants, namely through the use of the snowball sampling methodology, which, according to (Sugiyono, 2014), is a strategy for selecting samples that are first small in number, then enlarged.

Table 1. Research Informants

| No | Informant | Information |
|----|------------------------------|----------------|
| 1. | The owner of Mie Nyaman MSME | Key Informants |
| 2. | Employee | Main Informant |
| 3. | Consumer | Main Informant |

Data Source

In this study, the primary data source was all from passive observation and direct interviews with several participants who were by the target and considered to represent the population, namely the owners and employees of Mie Nyaman MSME. In this study, secondary data includes information gathered from pertinent books, journals, and websites used in literary studies.

Instruments

The first data collection technique is observation. The type of observation used in this study is passive participatory observation, carried out directly to the place where the participants will be observed. The next step is to conduct interviews. The participants or informants in this study were the owners and employees of Mie Nyaman MSME, whose function is to seek in-depth information responsible for social media control. also with documentation, of course. In order to gather information to support the research, documentation for this study was done by looking at documents associated with it that were based on real-world data.

RESULTS AND DISCUSSION

An Overview of Jember's Nyaman Mie Nyaman MSME



Figure 2. Jember Nyaman Noodle Products

Source: Mie Nyaman MSME Jember, 2023

Mie Nyaman MSME Jember is an organic noodle producer founded in December 2017. This is where the marketing of Mie Nyaman MSME itself is still offline and has begun to develop until it is marketed and sold online. The Nyaman Mie Nyaman MSME themselves are made specifically for consumers who are on a diet, pregnant women and toddlers, where the composition is made from natural ingredients without eggs, gluten, developers, dyes, and chemical preservatives, which are all processed manually. This Cosy Noodle has various flavours, including Dragon Fruit, Carrot, Spinach, and Katuk flavours. Apart from Mie Nyaman MSME, KIM O'reng Rembangan also produces chocolate. This product also comes in various flavours, like the taste of Jackfruit, Edamame, and Chocolate Tempeh. Because Kembangan is one of the Dragon Fruit producing areas, the Vegetable Noodle Variants have Dragon Fruit, Carrot, Spinach and Katuk, priced at IDR 7,000 thousand per unit. Vegetable Mie Nyaman MSME have the benefit that people can live healthily without preservatives, MSG, and other chemicals. Live healthy with Mie Nyaman MSME that come from vegetables and fruits.

Discussion of Findings

STP analysis (Segmentation, targeting, positioning)

a. Segmentation Mie Nyaman MSME Jember

In digital marketing, Mie Nyaman MSME Jember divides market segmentation based on the character and needs of consumers. The grouping of market segmentation used by Mie Nyaman MSME Jember, namely demographic, psychographic, and behavioural. Mie Nyaman MSME digital marketing activities use the age variable to range ability adjustments for consumers accessing digital devices and the internet. The age segmentation group in digital marketing is the age group of 16 to 30 years. Mie Nyaman MSME Jember uses income segmentation variables with the income group of the upper-middle-class economy.

b. Jember Mie Nyaman MSME Market Targeting

Determination of the target market for Mie Nyaman MSME is done based on the segmentation variables and group segmentation outcomes evaluation. Consequently, the marketing digital target market for Mie Nyaman MSME is 16-30 years old middle and upper-income earners who actively use technology and the internet as well as social activities. Determination of the target market is particular; it aims to be marketing activities. Digital work can be focused and consistent, but it is not close to the possibility of Mie Nyaman MSME consumers outside the target market.

c. Positioning Mie Nyaman MSME Jember

Mie Nyaman MSME has a formula for determining the position of its brand. The steps taken contribute to determining the form of a slogan or statement that will represent the brand image of Mie Nyaman MSME. "healthier and safer, instant Mie Nyaman MSME without preservatives and non MSG" is a statement that becomes a bridge between brand images company with customers. In general, a digital marketing communication plan is implemented to staff utilizing a database in order to ensure that the brand image of Mie Nyaman MSME is developed and securely attached to consumers.

Mie Nyaman MSME Jember Digital Marketing Strategy

a. Instagram

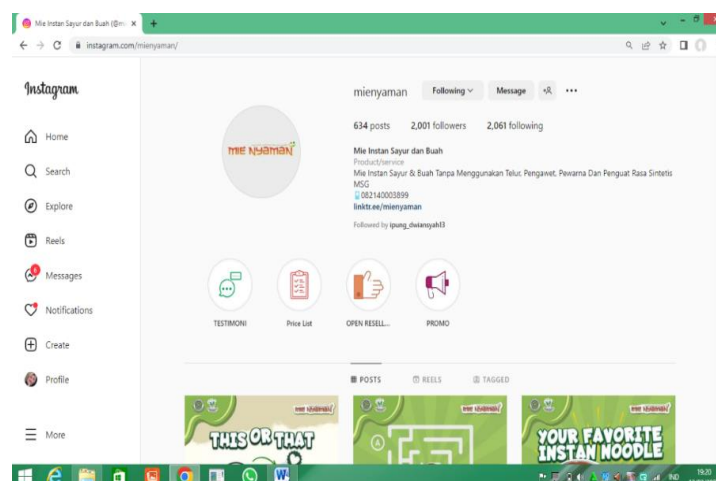


Figure 3. Mie Nyaman MSME Instagram account

The way Internet advertising works, one of which is Instagram, has a way of working that directly affects sales and marketing. The Instagram social media displayed by Mie Nyaman MSME wants to convey and promote a healthy lifestyle and healthily consume instant Mie Nyaman MSME. Therefore, product and concept photos have a minimalist architecture to convey messages to consumers.

Driving Factors for Mie Nyaman MSME Using Instagram as a Digital Marketing Strategy

Instagram is a digital marketing strategy efficient way for Mie Nyaman MSME to increase sales through e-commerce because Instagram is a promotional destination platform that presents visuals well. Because it has proven to be significantly superior in terms of explaining products and showing off its branding so that it can attract attention. In addition, Instagram has a complete set of attractive advertising features, makes it easy to promote products, can carry out interactive communication with an efficient cost, appropriate market segmentation, and high public interest in Instagram social media.

Mie Nyaman MSME Promotion Strategy on Instagram to Increase Sales

Instagram social media is equipped with various features utilised by Mie Nyaman MSME to attract new consumers and loyal customers to increase sales of Mie Nyaman MSME products. Mie Nyaman MSME promotional activities via Instagram begin with giving an account name that is easy to find and clear, uploading exciting and quality content, and arranging the Instagram feed neatly to become a unique attraction in customers' eyes. In addition, Mie Nyaman MSME uses the arroba feature @mienyaman, which, when clicked, can provide access to the homepage of the Mie Nyaman MSME Instagram account; this can expand information about Mie Nyaman MSME.

Barriers to Mie Nyaman MSME Using Instagram as a Digital Marketing Strategy

Several obstacles are experienced in promoting sales of Mie Nyaman MSME products on Instagram, such as obstacles in carrying out promotional activities and creating promotional content. Obstacles in sales promotion activities that arise are the Instagram algorithm which sometimes needs to be corrected. This algorithm makes promotional forms that have been uploaded hampered and do not reach the audience, especially followers @mienyaman. It is also challenging to find new inspiration to create newer and more creative content. There are also times when there are obstacles to the internet network, which sometimes interrupt or runs out of data experienced by customers so that they have difficulty accessing the Mie Nyaman MSME Instagram.

b. WhatsApp

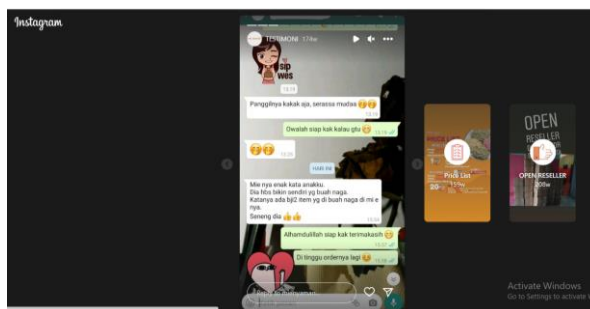


Figure 4. Mie Nyaman MSME WhatsApp account

From the results of research and interviews, Mie Nyaman MSME takes advantage of the advantages of the WhatsApp application as a digital marketing strategy to increase sales. Among other things, this application is reasonably practical for marketing and promotion. Through WhatsApp Status, Mie Nyaman MSME can promote and market the products and services offered with the video display feature with sufficient duration to sharpen attention on the products offered. Content in the form of text, images, and even GIFs can be included in WhatsApp Status. The format of the words in WhatsApp messages can also be made in several ways, emphasizing the number of words. This can arouse the curiosity of potential customers and will unconsciously be connected directly to the products offered.

Driving Factors for Nyaman Mie Nyaman MSME Using WhatsApp as a Digital Marketing Strategy

Mie Nyaman MSME uses many driving factors to make it Mie Nyaman MSME to use the WhatsApp application as a digital marketing medium. Besides all the features contained in it can be used free of charge, the method of use is straightforward and can reach customers more intensely. WhatsApp can capture many customers, create groups to facilitate marketing, has a Back Up Chat feature where users will not lose message history, synchronize contacts automatically, easy to use.

Barriers to Mie Nyaman MSME in Using WhatsApp as a Digital Marketing Strategy

In carrying out digital marketing, information and communication sophistication is the right choice to promote the products sold. However, a technology, of course, WhatsApp, has advantages and disadvantages. Promoting online through WhatsApp certainly has several obstacles, and, in the end, the buying and selling process carried out with consumers needs improvement.

c. Shopee

Mie Nyaman MSME also uses one of Indonesia's largest e-commerce sites, Shopee. Shopee is a promotional platform with many features such as vouchers, my promotions, beautiful dates promotions, Shopee stories, shopee live and flash sales. The following is the e-commerce used by Mie Nyaman MSME, namely Shopee.

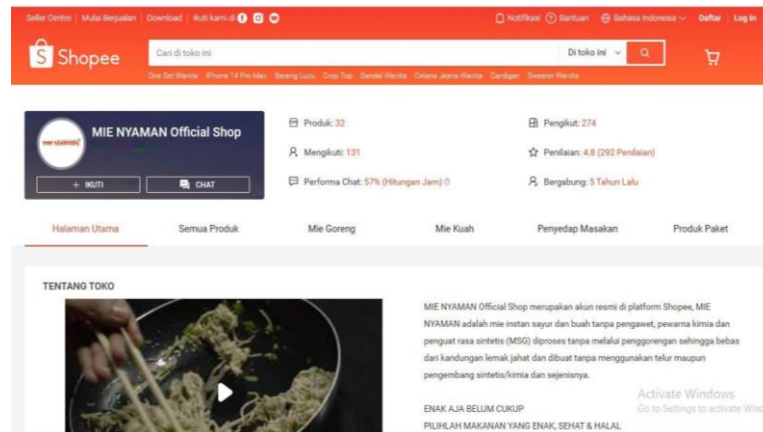


Figure 5 . Shopee Mie Nyaman MSMEaccount

Through Shopee, the noodle is Nyaman, providing the best service for consumers by explaining price and product quality information. The offer provided by Mie Nyaman MSME at Shopee can be in the form of a promo code which will benefit consumers by getting free shipping. Shopee Mie Nyaman MSMEa, does not only offer products in the form of unit-packaged Mie Nyaman MSME, but Mie Nyaman MSME also offers cardboard packaging. Sales through Shopee received an excellent response which received a 4.8/5.0-star rating, and has sold more than 100 of the products offered, which will undoubtedly positively impact the sales of Mie Nyaman MSME.

Driving Factors for Mie Nyaman MSME Using Shopee as a Digital Marketing Strategy

The very rapid development of the internet in Indonesia from year to year has increased tremendously, so it is helpful for business people, especially the Mie Nyaman MSMEMSME, to register their business and sell on e-commerce shopee. Mie Nyaman MSME devises a marketing strategy by utilizing the features available in the shopee. Shopee presents many features that can be used to increase the rating of the Mie Nyaman MSME shop so that many people can recognize it.

Mie Nyaman MSME Using Shopee As A Digital Marketing Strategy

In carrying out digital marketing, information and communication sophistication is the right choice to promote the products sold. However, a technology, Shopee, has advantages and disadvantages in its use. Promoting online through Shopee certainly has several obstacles, and, in the end, the buying and selling process carried out by sellers and consumers needs improvement.

Data analysis

Mie Nyaman MSME Market Segmentation

The market segmentation groups used by Mie Nyaman MSME are demographic segmentation, psychographic segmentation, and behavioural segmentation. The market age used by Mie Nyaman MSME is 5 to 30 years and above. Mie Nyaman MSME uses income segmentation variables with upper-middle-class income groups. Mie Nyaman MSME uses psychographic segmentation groups to determine more specific variables: interests and personality. In the interest segmentation variable, Mie Nyaman MSME Jember relates consumer concern for their health needs, especially food products. Mie Nyaman MSME Jember uses consumer behaviour segmentation groups by determining more specific variables, namely the level of product use and the level of activity on the Internet.

Targeting the Mie Nyaman MSME Market

Determination of the target market for Mie Nyaman MSME is based based on the segmentation variables and group segmentation outcomes evaluation. Mie Nyaman MSME's digital target market is hence

16 to 30 years old middle and upper-income earners who actively use technology and the Internet as well as social activities—determination of the target market for the upper-middle-class economy due to the way consumers view spending money. Consumers in the middle and upper classes are engaged and extremely aware about Internet and development technology. The growth of Indonesian society, which is controlled by the middle and upper economic classes, is also used to determine the middle and upper economic classes. The upper middle class has a higher level of consumption than the lower middle class, which is quite high. All of Mie Nyaman MSME's target market segments were mutually exclusive, integrated, and influenced by technology and the Internet. It was done since digital marketing will be the primary focus of all marketing and sales efforts for Mie Nyaman MSME items.

Mie Nyaman MSME Market Positioning

Mie Nyaman MSME raises natural organic ingredients as an approach to customers to convey that natural materials are more acceptable and realized by featuring products that are the basic needs and health of the community. Mie Nyaman MSME takes several steps in determining the positioning of the company's brand, such as determining products that are relevant to the market, paying attention to consumer perceptions of the position of Competitor Mie Nyaman MSME, identifying gaps in the position occupied, and planning and implementing a positioning strategy.

Mie Nyaman MSME Instagram Digital Marketing Strategy

Mie Nyaman MSME uses an Instagram page using anoodlenyaman account. Mie Nyaman MSME has been using Instagram pages in marketing activities since 2018; Mie Nyaman MSME has 2,001 followers and has shared 634 posts. Mie Nyaman MSME uses Instagram to provide inspirational information about healthy instant food in the form of fruit and vegetable-based Mie Nyaman MSME. Apart from being an online marketing medium, the Mie Nyaman MSME Instagram site also displays addresses, contact persons, other social network accounts and links to the Mie Nyaman MSME sister brand site.

WhatsApp Mie Nyaman MSME Digital Marketing Strategy

Mie Nyaman MSME takes advantage of the advantages of the WhatsApp application as a digital marketing strategy to increase sales. Among other things, this application is reasonably practical for marketing and promotion. Through WhatsApp Status, Mie Nyaman MSME can promote and market the products and services offered with the video display feature with sufficient duration to sharpen attention on the products offered. Content in the form of text, images, and even GIFs can be included in WhatsApp Status. The format of the words in WhatsApp messages can also be made in several ways, emphasizing the number of words. This can arouse the curiosity of potential customers and will unconsciously be connected directly to the products offered. Through WhatsApp Status, Mie Nyaman MSME knows how many users as potential customers have seen or opened their WhatsApp status.

Shopee Mie Nyaman MSME Digital Marketing Strategy

Mie Nyaman MSME does not only use digital marketing strategies such as Instagram and Whatsapp, but Mie Nyaman MSME also uses one of the largest e-commerce sites in Indonesia, namely Shopee. Through Shopee, the noodle is Nyaman, providing the best service for consumers by explaining price and product quality information. The offer provided by Mie Nyaman MSME at Shopee can be in the form of a promo code which will benefit consumers by getting free shipping. Using these features is one of the digital marketing strategies carried out by Mie Nyaman MSME. The features used by the owner of Mie Nyaman MSME at Shopee are shop promo features, discount package features, shop follow voucher features and shop voucher features.

CONCLUSION

In this chapter, the authors conclude from the findings in the previous chapter, the authors can provide the following conclusions:

Mie Nyaman MSME Jember Segmentation In digital marketing, Mie Nyaman MSME Jember divides market segmentation based on the character and needs of consumers. The market segmentation groups used by Mie Nyaman MSME Jember are demographic segmentation, psychographic segmentation, and behavioural segmentation. Mie Nyaman MSME uses the age variable in digital marketing activities to measure consumer ability adjustments in accessing digital devices and the internet. The age segmentation group in digital marketing is called the 16 to 30-year age group, which influences consumer needs and desires for a particular product type.

In forming digital marketing strategies and introducing new products, promoting events, and promoting specific campaigns, Mie Nyaman MSME uses internet advertising services, namely Instagram. Mie Nyaman

MSME, a company that distributes a variety of processed Mie Nyaman MSME created from organic locally sourced ingredients in Indonesia, has made use of the enormous potential of e-commerce in that country. Along with the development of social networks in marketing activities, the e-commerce media used by Mie Nyaman MSME in marketing its products is Instagram. Usually, the owner promotes through advertising photos using descriptive words and detailed explanations for the promotional media. Mie Nyaman MSME uses an Instagram page using a noodlennyaman account.

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