



The Impact Of The "Marketing Mix 4P" Marketing Strategy On Purchasing Decisions For MSME Products In Sorong City

Akmal Ridwan ¹⁾; Retno Dewi Wijastuti ²⁾; Kamaluddin ³⁾; Erfandi Mukti Sanjaya ⁴⁾

^{1,2,3)} Universitas Muhammadiyah Sorong

Email: ¹⁾ akmalridwan@um-sorong.ac.id ;²⁾ retnodewi@um-sorong.ac.id

³⁾ kamal01.umsorong@gmail.com ;⁴⁾ fandysanjaya2002@gmail.com

How to Cite :

Ridwan, A., Wijastuti, R. D., Kamaluddin., Sanjaya, E. M. (2026). The Impact of the "Marketing Mix 4P" Marketing Strategy on Purchasing Decisions for MSME Products in Sorong City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(2). DOI: <https://doi.org/10.37676/ekombis.v14i2>

ARTICLE HISTORY

Received [14 October 2025]

Revised [05 April 2026]

Accepted [24 April 2026]

KEYWORDS

Impact, Strategy, Marketing Mix 4P, Purchase Decision, MSME Products.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to analyze the understanding and implementation of the Marketing Mix 4P strategy by MSME actors and to examine its relationship with consumer purchase decisions as well as its impact on the welfare of both indigenous (OAP) and non-indigenous MSMEs in Sorong City. Using a mixed methods approach with a concurrent transformative design, data were collected through observation, in-depth interviews, questionnaires, and literature studies, employing multistage random sampling with 100 quantitative respondents and qualitative informants consisting of academics, MSME owners, marketing practitioners, government officials, and retailers. Data were analyzed using a convergent parallel mixed method, with SPSS 27 applied for regression, t-test, and F-test, and qualitative analysis conducted through Miles & Hubermans model using NVivo 14. The results reveal that, partially, product and place strategies have no significant effect on purchase decisions, while price and promotion strategies significantly influence consumer decisions, with promotion emerging as the most dominant factor. Simultaneous testing indicates that the four variables of the 4P marketing mix collectively exert a positive and significant influence on purchase decisions, contributing 65.7%. Qualitative findings further emphasize that consumers prioritize affordable pricing and attractive promotions over product quality and distribution location. These findings demonstrate that the application of the 4P marketing mix not only enhances purchase decisions but also positively impacts competitiveness, consumer loyalty, market expansion, and the welfare of MSME actors, both OAP and non-OAP, although challenges remain in improving product quality and distribution.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the backbones of the Indonesian economy. Data from the Ministry of Cooperatives and SMEs indicates that more than 97% of the national workforce is absorbed by the MSME sector, contributing more than 60% to gross domestic product (GDP) (Anastasya, 2023). In various regions, MSMEs play a role as a driving force for the people's economy and as a means of equitable development. This is also evident in Sorong City, Southwest Papua, where there are 6,823 MSMEs spread across ten districts and contribute significantly to providing jobs, reducing unemployment, and increasing community income (Banafanu, 2023). However, MSMEs still face fundamental problems, particularly related to marketing strategies. Many business owners lack an adequate understanding of how to design effective and sustainable marketing strategies.

Marketing plays a strategic role in connecting products with consumers. One of the most well-known marketing concepts is the Marketing Mix, which consists of four elements (4Ps): product, price, place, and promotion (Editia, Maulida, Sulaeman, & Rosyad, 2025). This strategy is used by businesses to create added value, create appeal, and influence consumer purchasing decisions. In the context of MSMEs, implementing the 4Ps strategy is crucial because it can determine a business's success in facing increasingly competitive markets, both locally and regionally. Without an appropriate marketing strategy, MSMEs will struggle to expand their market reach, retain customers, and increase profitability.

Various studies have examined the influence of the Marketing Mix on consumer behavior. (Ekonomi et al., 2024) found that product and promotional strategies significantly influenced purchasing decisions at Soe Studio Jombang, while price and place were less dominant. (Mahrus, Hakim, Asy'ari, Andarini, & Kusumasari, 2024) reported that implementing a marketing mix in an ornamental plant business increased turnover by up to 80% compared to the period before the strategy was implemented. (Aryanti & Agung, 2025) found that the Khadijah Gallery in Palembang confirmed the effectiveness of the 7P strategy in increasing profits. Meanwhile, research by (Inayatul Ummah & Walyoto, 2024) found that the strategies used included product, price, promotion, and distribution strategies.

In implementing all these strategies, trust is a crucial point for economic actors towards their business partners. Although previous literature has extensively discussed the marketing mix, most research still focuses on Java and Sumatra, with specific business contexts such as fashion, modern retail, and ornamental plants. This condition emphasizes a research gap. Not many studies have specifically examined the application of the 4P Marketing Mix strategy in the context of MSMEs in Southwest Papua, especially in Sorong City, which has unique characteristics with the presence of business actors from both Indigenous Papuans (OAP) and non-OAP.

Different socio-cultural contexts have the potential to give rise to their own dynamics in the implementation of marketing strategies and in consumer preferences. This research presents novelty in the form of an empirical analysis that not only assesses the influence of the 4P elements on purchasing decisions but also emphasizes their impact on the welfare of MSME actors. This makes this research more relevant in contributing to the development of marketing literature and the practice of strengthening MSMEs in the region.

Based on theoretical foundations and previous studies, the hypotheses of this research are: (1) product strategy has a positive influence on purchasing decisions; (2) pricing strategy has a positive influence on purchasing decisions; (3) place strategy has a positive influence on purchasing decisions; and (4) promotional strategy has a positive influence on purchasing decisions. This hypothesis testing was conducted to prove the relationship between Marketing Mix elements and consumer behavior, as well as to identify the most dominant variables influencing purchasing decisions. In line with these hypotheses, the research objectives are to analyze (1) the understanding and implementation of marketing strategies by MSMEs; (2) the

relationship between marketing strategies and purchasing decisions; and (3) the impact of marketing strategies on the welfare of MSMEs, both indigenous and non-indigenous, in Sorong City. The research results are expected to provide practical contributions to MSMEs in designing effective and competitive marketing strategies, as well as provide input for the local government in formulating MSME empowerment policies based on local wisdom and inclusiveness.

LITERATURE REVIEW

The 4Ps of the Marketing Mix

The marketing mix is a combination of marketing elements used by companies to achieve their marketing objectives in the target market (Wijaya & Ainun, 2025). The concept of the Marketing Mix was first introduced by E. Jerome McCarthy (1960), who divided marketing elements into four main components: Product, Price, Place, and Promotion. (Afandi, Sibuea, Novarika, & ..., 2022) explain that the marketing mix is a set of tactical tools that companies combine to generate the desired response from the target market. (Novriza & Dora, 2025) These elements need to be carefully integrated and coordinated to help companies carry out their marketing responsibilities effectively. Therefore, companies or organizations not only need to choose the best combination but also ensure the coordination of all elements of the marketing mix in order to implement marketing programs successfully.

The four 4Ps are interrelated and cannot stand alone, as changes in one element can affect the others

Product

A product is anything offered to the market to attract attention, be purchased, used, or consumed to satisfy a need (Kotler & Keller, 2016). According (Pratama, Hudzaifah, & Susilo, 2025) Promotion serves as a method of disseminating information regarding products and services to consumers, with the objective of motivating them to make purchases or share information about the product

In the context of MSMEs, product strategy includes innovation, differentiation, quality, and packaging. Research by Waliya (2023) found that product innovation and adaptation to local tastes are important factors in increasing consumer purchasing interest among MSMEs in Palembang. (Abubakar & Handayani, 2022) also found that adapting products to local values strengthens the competitive advantage of small businesses.

Price

Price is the amount of money consumers pay for a product or service (Kotler & Armstrong, 2017). According (Maulana & Fachri, 2025) The price is a certain amount of money that will be given to the seller to get the right to try the purchased product or service

The right pricing strategy can increase perceived value and influence purchasing decisions. According to (Kodrat, 2020), consumers in the MSME sector tend to be highly price-sensitive; the appropriateness of price to quality is a determining factor in purchasing decisions. In areas with diverse purchasing power, such as Sorong, flexible pricing strategies that align with the community's purchasing power are crucial for maintaining customer loyalty.

Place (Place/Distribution)

Place relates to how products are distributed for easy consumer access. Distribution effectiveness includes sales location, product availability, and transportation access (Wati, Arifin, & Utama, 2023). For MSMEs in developing regions, limited access to logistics is often a major obstacle to product distribution. Research by (Maimunah, 2020) found that an efficient distribution system and strategic locations can expand market reach and increase sales,

although in the Sorong context, infrastructure and distribution costs between districts remain a challenge.

Promotion

Promotion plays a role in communicating product value and persuading consumers to purchase. Promotion can take the form of advertising, direct sales, publications, and digital promotions (Dhirtya & Warmika, 2022). According (Rezeki, Nainggolan, & Leonardi, 2025) On today's digital era, marketing trends have evolved through the utilization of technology that leads to the use of social media for marketing purposes.

(Al Fajri, Moelyati, & Yamalay, 2023) stated that MSMEs that actively engage in digital promotions experience significant sales increases. In this study, promotion proved to be the most dominant variable influencing purchasing decisions in Sorong City, as it can reach a wider range of consumers despite physical location limitations.

Consumer Purchasing Decisions

Purchasing decisions are psychological processes involving need identification, information search, evaluation of alternatives, and decision-making to purchase (Kotler & Armstrong, 2017). Several factors influence purchasing decisions, including:

1. Personal factors (needs, income, lifestyle),
2. Social factors (reference groups, family),
3. Psychological factors (motivation, perception), and
4. Marketing factors (product, price, promotion, and distribution).

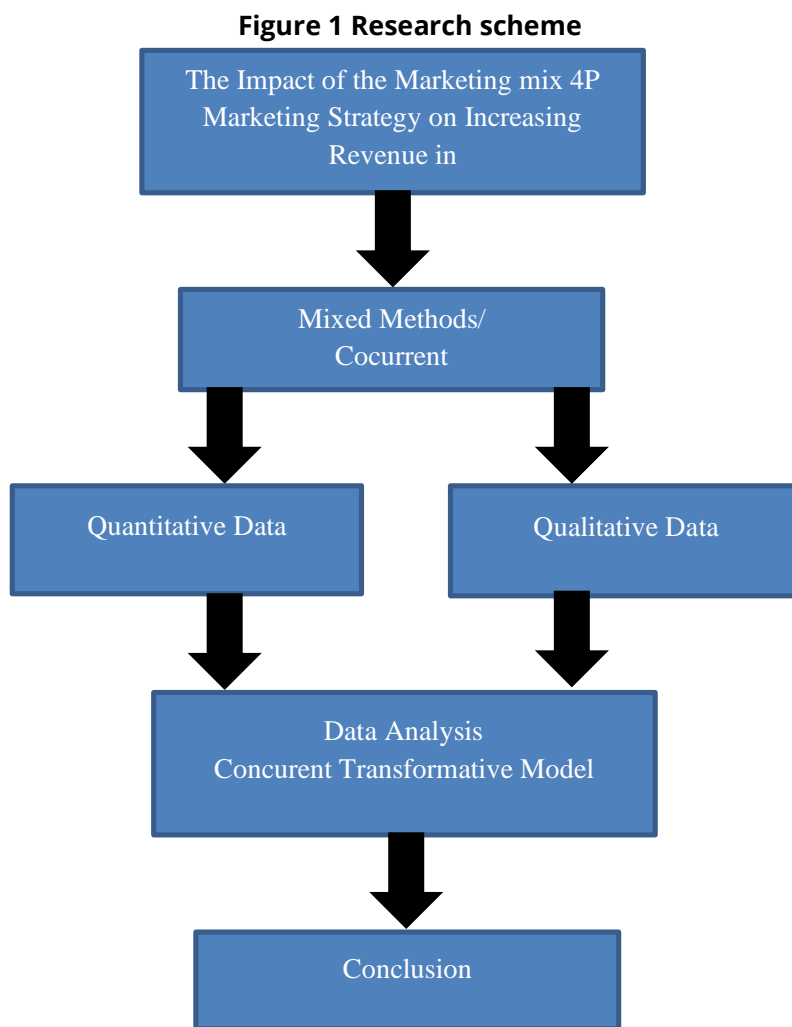
(Novizal & Rizal, 2020) states that consumers will make purchases when the product meets their needs, is reasonably priced, and the promotion fosters trust. In the context of MSMEs, purchasing decisions are influenced not only by the product and price, but also by the social closeness between the seller and the consumer (Ahmad & Rohman, 2023). Therefore, promotional strategies based on personal relationships and trust are crucial for MSMEs.

Marketing Mix and Purchasing Decisions

The relationship between Marketing Mix strategies and purchasing decisions has been proven by numerous studies. (Telaumbanua, Mendrofa, Baene, & Hulu, 2024) showed that product and promotion have a significant influence on consumer purchasing decisions at Soe Studio Jombang. In contrast, (Palmatier, R. W., & Steinhoff, 2020) research found that in the context of local galleries, price was the most dominant factor. Different results were reported by (Damayanti, Setyowati, & Wibowo, 2025), where a good distribution strategy actually had the greatest impact on sales.

The differences in these research findings indicate that the influence of each 4P element is contextual, depending on consumer characteristics and local market conditions. In the Sorong context, MSME consumers place greater emphasis on price and promotion due to varying purchasing power and the increasing use of social media as a means of promoting local products.

Methods



Sumber : Olahan Peneliti: 2025

This study used a mixed methods approach with a concurrent transformative design, allowing for parallel collection and analysis of quantitative and qualitative data. This approach allows the quantitative analysis to complement the qualitative findings, providing a more comprehensive picture of the impact of the 4Ps Marketing Mix on purchasing decisions. This study consists of the independent variable X (Product, Price, Place, Promotion) and the dependent variable Y (Buyer Decision). According (Afandi et al., 2022) the 4Ps Marketing Mix is a combination of marketing strategies and tools implemented by companies to elicit the desired response from their target market, focusing on four main elements: Product, Price, Place, and Promotion (24). Thompson outlines three indicators of purchasing decisions: need-based, appropriate product purchase, and repeat purchase (25).

The study was conducted in Sorong City, Southwest Papua Province. The population and sample were all MSME consumers in Sorong City, a significant number of whom are spread across ten districts. Therefore, a multistage random sampling technique was used to determine the research locations in stages. From this population, 100 respondents were selected for the quantitative survey using accidental sampling, which involved consumers encountered by chance and relevant to the research objectives. For the qualitative study, informants were selected using purposive sampling, comprising MSMEs (both indigenous and non-indigenous), officials from the Cooperatives and MSMEs Office, marketing practitioners, retailers, and academics. This selection of informants aimed to obtain a more diverse perspective in understanding the implementation of marketing strategies.

To address the first and second research objectives, descriptive and inferential statistical approaches were used using IBM SPSS 27 software. Meanwhile, to address the third research objective, qualitative analysis was used using NVivo 14 software, which facilitated the coding, categorization, and visualization of interview data. This can be seen in the data collection matrix below:

Table 2 Data Collection matrix

No	Data Collection	Things to be analyzed	Data Analysis	Measurement Scale
1	Observation	The Phenmenon of UMKM in Sorong City		
2	Quesioner	Have marketing strategies been understood and implemented by UMKM actors	Descriptive Statistics	Likert Scale
3	Questionnaire	Relationship Between marketing strategy and purchasing decisions	Inferential Statistics	Likert Scale
4	In depth Interview	Impact of strategy marketing for the welfare of OAP and non OAP UMKM actors in Sorong City	Qualitative	

Source : Processed Researcher Data : 2025

Before distributing the questionnaire, its validity and reliability were first ensured so that it could measure what was expected in the research. Based on the validity test conducted on the research instrument, it was found that each item in the X and Y statements was declared valid with a sig. <0.05. Meanwhile, the instrument's reliability can be seen in Figure 3. The Cronbach's Alpha value is shown above the standard, which is 0.60, so it can be said to be reliable.

Table 2 Data Reliability Test

No	Variable	Cronbach's Alpha Value	Standard	Description
1	Buyer's decision (Y)	0,855	0,600	Reliable
2	Product (X1)	0,728	0,600	Reliable
3	Price (X2)	0,746	0,600	Reliable
4	Place (X3)	0,818	0,600	Reliable
5	Promotion (X4)	0,846	0,600	Reliable

The obtained data was then tabulated using multiple linear regression. Prerequisite tests, namely analysis (normality test, collinearity test, and heteroscedasticity test) were conducted before the regression model analysis. These tests each confirmed that the data were normally distributed, had no multicollinearity, and had no signs of heteroscedasticity. Finally, a T-test was used to determine whether the research hypothesis was accepted or rejected, followed by an F-test to determine their collective influence. In qualitative research, the first step is to verify the validity of the data through triangulation.

RESULTS

Have MSMEs understood and implemented marketing strategies?

Respondents' responses to the 4Ps of the marketing mix technique were analyzed descriptively. The analysis was conducted using five research variables: product (x1), price (x2), place (x3), promotion (x4), and purchase decision (x4).

Figure 2 Statistic Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product	100	20	35	27.19	3.678
Price	100	10	20	14.98	2.27
Place	100	9	20	15.86	2.243
Promotion	100	13	25	19.38	2.763
Keputusan Pembeli	100	13	25	19.74	2.813
Valid N (listwise)	100				

Sumber : Olahan SPSS 27, 2025

The descriptive analysis results indicate that MSMEs in Sorong City generally understand and implement the 4P marketing strategy (product, price, place, and promotion), with a relatively high average score. This is evident from the average scores for each variable, which range from moderate to high. Overall, this indicates that MSMEs understand the importance of marketing strategy in influencing consumer decisions, although implementation within each dimension varies.

For the product variable, the average score of 27.19 falls within the high category. Most respondents (53%) assessed the product strategy as being well implemented, including maintaining quality and tailoring products to consumer needs. This indicates that MSMEs recognize the importance of product quality as a key selling point. However, 37% of respondents still rated it as moderate, suggesting the need for further innovation in product differentiation to compete and provide greater added value.

In contrast to product, the price variable achieved an average score of 14.98, falling within the moderate category. The majority of respondents (55%) rated the pricing strategy as moderate, while only 6% rated it as very high. This indicates that MSMEs have not yet optimally implemented a competitive pricing strategy. Price is a crucial factor that is highly sensitive to consumers, so MSMEs need to be more discerning in aligning prices with product quality to increase purchasing decisions.

The place variable had an average score of 15.86, categorized as high. The majority of respondents (53%) rated the distribution and sales location strategies as good, while only 2% rated them as low. This indicates that product availability and easy access for consumers are relatively well maintained. However, 38% still rated it as moderate, suggesting the need to improve distribution channel efficiency, for example by utilizing digital platforms or expanding marketing networks, to make MSME products more accessible to consumers.

The promotion variable received an average score of 19.38, categorized as high, with 26% of respondents rating it as very high. This demonstrates that promotion is the most dominant strategy understood and implemented by MSMEs. Various forms of promotion, both direct and through social media, are considered effective in attracting consumer attention. With the right promotional strategy, MSMEs can increase product appeal while strengthening consumer purchasing decisions.

Thus, it can be concluded that the 4P marketing strategy has been understood and implemented by MSMEs in Sorong City. The product, place, and promotion variables are in the high category, while price remains in the medium category. This aligns with research conducted by (Christiani & Fauzi, 2022), which found that the 4P marketing mix strategy increases customer satisfaction. In particular, creative promotions and pricing aligned with product value can be the most dominant factors in driving consumer purchasing decisions. The weak analysis results for the product and place variables indicate that product quality and innovation, as well as the product distribution system, still need improvement. This aligns with the findings of (Fatharani & Yuliana, 2024), who found that a 4P mix strategy focused on a single product and location makes the results difficult to generalize. Consumer purchasing decisions are also in the high category, indicating that MSME marketing efforts have had a positive impact. However, there is still room for improvement, particularly in more competitive pricing and product innovation, to make MSME marketing strategies more effective and competitive.

Marketing Strategy Analysis on Purchasing Decisions

Multiple linear regression analysis aims to predict or test the influence of several independent variables on the dependent variable. The results of this study's multiple linear regression are shown in Figure 3 below:

Figure 3 Results of Multiple Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.680	1.320		2.030	.045
	Product	.070	.073	.093	.953	.343
	Price	.235	.115	.195	2.037	.044
	Place	-.009	.126	-.007	-.073	.942
	Promotion	.598	.109	.599	5.471	.000

a. Dependent Variable: Keputusan Pembeli

Source: SPSS 27 analysis. 2025

Berdasarkan hasil analisis di atas dapat disusun persamaan regresi sebagai berikut :

$$Y = 2.680 + 0.070 + 0.235 + -0.009 + 0.598$$

The constant is 2,680, which means that if the X score is zero or equal to 0, then the Y score is 2,680. In other words, this constant illustrates that the value of the purchasing decision that already exists before the influence of the 4p marketing mix strategy, namely product, price, place, promotion. The value of 2,680 indicates that even though there is no contribution from the 4p marketing mix technique, it has an initial value of 2,680. The product coefficient is 0.070 and is positive, meaning it has an influence on increasing buyer decisions if the product offered is more attractive. However, the influence of product marketing on purchasing decisions is very weak. So even though the direction of the relationship is positive, the effect is not too large. The price coefficient is 0.235 and is positive, meaning that marketing based on price has a positive influence on purchasing decisions. A positive coefficient indicates a unidirectional relationship between price marketing and purchasing decisions, which means that if the price offered is in accordance with the quality of the product, the purchasing decision will also increase. The place coefficient is -0.009 and is negative, indicating that place-based marketing has a negative influence on purchasing decisions. In other words, the greater the use of place-

based marketing techniques, such as opening multiple sales branches, the more likely it is that MSME product sales will be misdirected, which will actually decrease purchasing decisions by 0.009. The promotion coefficient is 0.598 and is positive, indicating that promotional marketing has a strong and positive influence on purchasing decisions. A positive coefficient indicates a directional relationship between promotional marketing and purchasing decisions. In other words, the more creative and innovative MSME product promotions are, the higher the purchasing decisions will be.

The study also showed that not all 4P marketing mix elements significantly influence consumer purchasing decisions for MSME products in Sorong City. Product and place strategies were shown to have no significant effect, with significant values of 0.343 and 0.942, respectively, >0.05. Therefore, product quality and variety are not yet primary factors considered by consumers. Similarly, place (location/distribution) strategy. On the other hand, price strategy has a significant effect on purchasing decisions with a sig. value of 0.044 < 0.05. This confirms that consumers are more sensitive to the suitability of price with the quality of the product offered. In addition, promotional strategy is the most dominant factor influencing purchasing decisions with a sig. value of 0.000, which means that appropriate promotion can increase the attractiveness of MSME products and encourage consumers to make purchases. In other words, consumers do not really consider product quality or sales location as the main factors. Consumers place more emphasis on appropriate prices and attractive promotions in determining purchasing decisions. This is in line with Jesika Putri Damayanti et al [3], who found that the 4P marketing mix strategy and digital marketing have a positive effect on consumer attraction and sales. The weakness, focusing on one product and location makes the results difficult to generalize.

Figure 4 Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.672	.657	1.60853

a. Predictors: (Constant), Promotion, Price, Product, Place

Source: SPSS 27 analysis. 2025

Furthermore, a simultaneous test (F-test) showed that the overall 4P marketing strategy (product, price, place, and promotion) had a positive and significant effect on purchasing decisions, with a calculated F-value of 47.063 > F-table 3.091 and a significance level of 0.000 < 0.05. This aligns with the theory proposed by Elfadel MW et al. [1], who concluded that the simultaneous implementation of the e-marketing mix (4P) significantly impacts customer satisfaction.

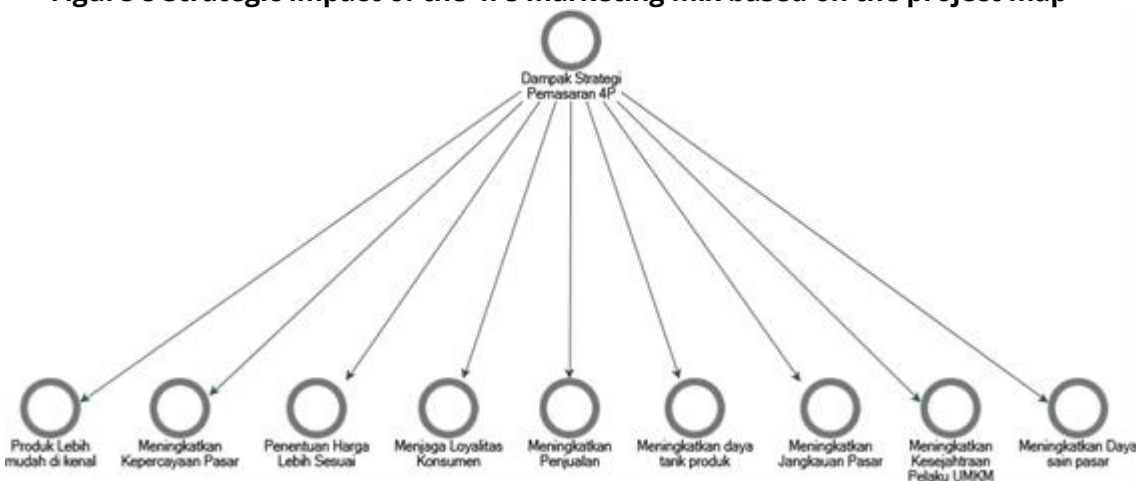
Based on the results of the T-test and F-test analyses, it can be concluded that although not all variables have a partial effect, the combination of the four strategies remains important when implemented together because it can influence consumer behavior in choosing MSME products in Sorong City.

Impact of marketing strategies on the welfare of indigenous and non-indigenous MSMEs in Sorong City

The primary data collection technique for this research was interviews, analyzed using NVivo software. The interview results were then tested for triangulation, namely comparing and confirming with informants with different backgrounds consisting of MSME owners, marketing practitioners, representatives of the Cooperatives Service, distributors and two academics.

Hierarchical analysis proves that the implementation of the 4P marketing mix has a significant contribution to increasing market competitiveness, which is indicated by the largest impact. Furthermore, this strategy also plays a significant role in improving the welfare of MSMEs, expanding market reach, and strengthening product appeal. These factors are evidence that the implementation of the 4P marketing mix provides significant added value for the sustainability of MSME businesses. The analysis also highlights several aspects such as increased sales, more appropriate pricing, and maintaining customer loyalty. Although smaller in proportion compared to the main impact, these factors still play a role in building effective marketing performance. In other words, the 4P marketing mix not only impacts competitiveness at the macro level but also has a micro influence in building relationships with consumers, increasing satisfaction, and maintaining business sustainability at the individual MSME level.

Figure 8 Strategic impact of the 4Ps marketing mix based on the project map



Source: NVivo analysis

The 4Ps marketing mix directly contributes to various important aspects. Therefore, it can be emphasized that the implementation of the 4Ps marketing mix is not solely focused on the sales aspect, but also has a broad impact on the sustainability of MSMEs, both from the perspective of consumers and business actors themselves.

DISCUSSION

Based on interviews, the marketing strategies implemented by MSMEs in Sorong City have a significant impact on the well-being of both indigenous Papuans (OAP) and non-OAP. Through effective marketing strategies, they can more easily reach a wider consumer base. One indigenous Papuan MSME owner stated, "Before understanding marketing strategies, our turnover was limited. After implementing promotions through social media and improving product quality, sales increased significantly." Furthermore, for non-indigenous Papuan MSMEs, the positive impact of marketing strategies is also evident. A non-indigenous Papuan MSME owner explained, "By setting competitive prices and maintaining product quality, we are able to retain existing customers while attracting new ones. This has a direct impact on increased income." This statement demonstrates that implementing marketing strategies is key to improving the financial well-being of MSMEs.

Regarding regulations and policy support, a representative from the Cooperatives and MSMEs Office emphasized the importance of training and mentoring. "We provide training on marketing strategies for both indigenous and non-indigenous Papuans. As a result, the MSMEs that participated in the training showed increased turnover and improved competitiveness," he explained. This indicates that official government assistance can strengthen the positive effects

of marketing strategies on the welfare of business actors. However, there are differences in the implementation of marketing strategies between indigenous and non-indigenous MSMEs. Academic 1 stated, "Indigenous MSMEs sometimes experience limited access to information and capital, so their marketing strategies are not fully optimized. Meanwhile, non-indigenous MSMEs are usually quicker to adopt modern marketing techniques." This statement indicates an imbalance in resources that affects the effectiveness of marketing strategies. For non-indigenous MSMEs, marketing strategies allow them to utilize a wider distribution network. A distributor interviewed said, "Non-indigenous MSMEs usually reach various sales points more quickly, resulting in higher turnover. A good marketing strategy maximizes distribution and revenue." This statement confirms that marketing strategies play a role in distribution effectiveness and the welfare of MSMEs. Indigenous MSMEs also experience the positive impact of digital promotion strategies. An indigenous MSME owner stated, "Using social media for promotion makes our products known to more people. This adds new customers and increases revenue." This demonstrates that the use of marketing technology can expand markets and improve welfare.

Overall, the implementation of marketing strategies has been proven to have a positive impact on the welfare of MSMEs. However, differences in access to resources and capital between indigenous and non-indigenous people (OAP) cause variations in their effectiveness. Support from training, mentoring, and the adoption of marketing technology are crucial factors in maximizing the welfare of all MSMEs in Sorong City. Furthermore, effective marketing strategies not only increase sales and customer loyalty but also directly impact the welfare of MSMEs. For indigenous people, marketing strategies provide opportunities to increase income and competitiveness, while non-indigenous people are able to leverage existing resources to strengthen their marketing position. Optimal implementation of marketing strategies is key to the sustainable prosperity of all MSMEs in Sorong City.

CONCLUSION

Thus, it can be concluded that:

1. The 4P marketing mix strategy has been understood and implemented by MSMEs in Sorong City. The product, place, and promotion variables are in the high category, while price remains in the medium category. Weak analysis results for the product and place variables indicate that product quality and innovation, as well as the product distribution system, still need improvement. Consumer purchasing decisions are also in the high category, indicating that MSME marketing efforts have had a positive impact.
2. Based on the results of the T-test and F-test analyses, it can be concluded that although not all variables have a partial effect, the combination of the four strategies remains important when implemented together because it can influence consumer behavior in choosing MSME products in Sorong City.
3. Overall, the implementation of marketing strategies has been proven to have a positive impact on the welfare of MSMEs. However, differences in access to resources and capital between indigenous and non-indigenous people (OAP) cause variations in their effectiveness. Training support, mentoring, and the adoption of marketing technology are important factors in maximizing the welfare of all MSMEs in Sorong City.

LIMITATION

This study is limited by the sample size and location, which focused only on Sorong City, so the results cannot be generalized to other regions. Future research should expand the scope and include digital marketing variables or consumer psychological factors to enrich the results.

REFERENCES

- Abubakar, Lastuti, & Handayani, Tri. (2022). Penguatan Regulasi: Upaya Percepatan Transformasi Digital Perbankan Di Era Ekonomi Digital. *Masalah-Masalah Hukum*, 51(3), 259–270. <https://doi.org/10.14710/mmh.51.3.2022.259-270>
- Afandi, R., Sibuea, S. R., Novarika, W., & ... (2022). Analisis Strategi Pemasaran Tahu Sumedang dengan Menggunakan Metode 4P Guna Meningkatkan Penjualan di UD Tahu Sumedang 5 Bersaudara. *Factory Jurnal*
- Al Fajri, M. Adrian, Moelyati, Trisniarty Adjeng, & Yamalay, Fadhil. (2023). Pengaruh Flash Sale dan Tagline “Gratis Ongkir” terhadap Pembelian Impulsif melalui Variabel Intervening Emosi Positif pada Marketplace di Kota Palembang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 4(3), 132–140. <https://doi.org/10.47747/jnmpsdm.v4i3.1362>
- Anastasya, Annisa. (2023). Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah di Indonesia.
- Aryanti, Silvi, & Agung, Fitri. (2025). Training and Mentoring on the Use of E-Books Based on the Professional Flip PDF Application as Digital Teaching Materials for Physical Education , Sports and Health Teachers in the Independent Learning Curriculum in Palembang City. (1), 270–276.
- Banafanu, Yuvensius Lasa. (2023). 6.823 pelaku UMKM perkuat pertumbuhan ekonomi Sorong.
- Christiani, J., & Fauzi, A. (2022). Analisa Strategi Bauran Pemasaran 4P (Price, Product, Place, Promotion) pada Usaha Prol Tape Sari Madu Jember dalam Meningkatkan Volume Penjualan. *Jurnal Akuntansi Dan Manajemen Bisnis*.
- Damayanti, Jessica Putri, Setyowati, Trias, & Wibowo, Yohanes Gunawan. (2025). APPLICATION OF MARKETING MIX AND DIGITAL. 7(1), 250–275.
- Dhirtya, Desak Ayu Made Citta, & Warmika, I. Gede Ketut. (2022). pada situs Bukalapak dengan pertimbangan tertentu. Sampel ditentukan dengan teknik. 11(3), 549–568.
- Editia, Yunita Dwi, Maulida, Indira Shofia, Sulaeman, Moh Muklis, & Rosyad, Sabilar. (2025). Pengaruh Content Marketing , Live Streaming , Online Customer Review terhadap Minat Beli Konsumen pada Aplikasi Media Sosial Tiktok (Studi Kasus Pelanggan TikTok Shop di Kabupaten Lamongan). 3.
- Ekonomi, Jurnal, Dan, Manajemen, Riofita, Hendra, Rifky, M. Guntur, Salamah, Lala Raudatul, Asrita, Rona, Nurzanah, Siti, Negeri, Islam, Syarif, Sultan, Riau, Kasim, & Konsumen, Perilaku. (2024). Perubahan strategi pemasaran dalam menghadapi tantangan pasar konsumen di era digital. 1(3), 21–26.
- Fatharani, Nisrina Alya, & Yuliana, Lingga. (2024). Analisis Strategi Marketing 4c Pada Bogor Permai Bakery. *Jurnal Bina Bangsa Ekonomika*, 17(1), 830–839.
- Inayatul Ummah, & Walyoto, Sri. (2024). Pengaruh Relationship Marketing , Kualitas Produk , dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. 3(2), 59–69.
- Kodrat, David Sukardi. (2020). Manajemen Merek dan Strategi E-commerce pendekatan praktis. 252.
- Mahrus, M. O. H. Ferdinan, Hakim, Yusuf, Asy'ari, Surya Putra, Andarini, Sonja, & Kusumasari, Indah Respati. (2024). Strategi Pengembangan Bisnis Untuk Meningkatkan Pangsa Pasar. *Economics And Business Management Journal (EBMJ)*, 3(01), 59–64.
- Maimunah, Siti. (2020). Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Terhadap Kepuasan Konsumen Dan Loyalitas Konsumen. *IQTISHADEquity Jurnal MANAJEMEN*, 1(2), 57–68. <https://doi.org/10.51804/iej.v1i2.542>
- Maulana, Ari, & Fachri, Helman. (2025). The Effect Of Product , Price , Promotion and Place On Consumer Purchasing Decisions MBBAH Kitchen In Pontianak. 13(4), 3427–3436.
- Novizal, Guntur, & Rizal, Alimuddin. (2020). Pengaruh Product Knowledge Dan Persepsi Harga Terhadap Proses Keputusan Pembelian Dengan Brand Image Sebagai Variabel Moderasi (Studi Pada Konsumen Mobil Wuling Di Dealer Wuling Semarang). *Proceeding SENDI_U*,

634-636.

- Novriza, Anggra, & Dora, Yenni Maya. (2025). The Effect Of Digital Marketing And Relationship Marketing On Purchasing Decisions With Purchase Intention As A Mediating Variable How to Cite : 13(4), 3327-3342.
- Palmatier, R. W., & Steinhoff, L. (2020). Relationship Marketing in the Digital Age. Cambridge University Press.
- Pratama, Erga Ofiananda, Hudzaifah, Yasir, & Susilo, Joko. (2025). The Influence Of Product And Promotion On Purchase Decisions (A Study On Saga Cake & Cookies Sintang). 13(4), 4133-4142.
- Rezeki, Sri, Nainggolan, Elisabeth, & Leonardi, Nicholas. (2025). Increasing Consumer Purchasing Decisions : A Look At The Utilization Of Social Media Marketing And Servicescape At Ming Kopi. 13(4), 4373-4388.
- Telaumbanua, Jefri Cantano, Mendrofa, Syah Abadi, Baene, Eduar, & Hulu, Fatolosa. (2024). Analisis Kepuasan Masyarakat Atas Kinerja Pegawai Pada Kantor Camat Gomo Kabupaten Nias Selatan. JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)., 11(1), 948-959. <https://doi.org/10.35794/jmbi.v11i1.55226>
- Wati, Hanis Putri Kurnia, Arifin, Rois, & Utama, Satria Putra. (2023). Pengaruh Citra Merek, Kualitas Layanan Dan Kenyamanan Tempat Terhadap Kepuasan Konsumen Pada Mie Gacoan Lowokwaru. Jurnal Riset Manajemen, 12(02), 372-381.
- Wijaya, Nur Qoudri, & Ainun, Moh Baqir. (2025). The Influence Of Marketing Mix Strategy On Sales Increase With Purchasing Decisions As A Mediating Variable At The Keris Center , Aeng Tong-Tong Village , Sumenep. 13(4), 3269-3284.