



EFFECTIVENESS OF MARKETING STRATEGIES OF BUSINESSES IN A PROVINCE

JESSICA DIANE P. PALAYPAY

<https://orcid.org/0009-0002-0167-646X>

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jessical8diane@yahoo.com

Bureau of Internal Revenue

St. Francis II Limay, Bataan,

Philippines

Abstract: The researcher discovered little research has been done into the percentage of sole proprietors in the Philippines who use concrete marketing strategies in business plans, particularly in Bataan. This research is essential because it seeks to solve the educational issue among entrepreneurs and aspiring entrepreneurs, particularly sole proprietors, who may fail to prepare a marketing strategy for their business plan. This study evaluates the effectiveness of marketing strategies businesses use in a province. The researcher used a survey questionnaire as a research instrument for this experiment. Quantitative research can help identify patterns and averages, forecast events, assess causal relationships, and generalize findings to larger populations. The researchers will be able to assess the significance of a business plan for a sole proprietorship in Bataan using a quantitative research method. Regarding familiarity with the term "business plan," most respondents (46 frequency or 46% out of 100%) said they are familiar with one. This implies that entrepreneurs are familiar with the term "business plan." According to the studies, most of Bataan's lone owners have executed a business plan with a high-frequency rate of 88%. As a result, a business strategy is required for a sole proprietorship in Bataan to attain exponential growth in their sectors. Furthermore, most respondents strongly believed that a company plan helps prepare the four Ps of marketing strategies: product, pricing, place, and promotion.

Keywords: Marketing Strategies, Sole proprietor, Business plan, Correlational, and Bataan.

INTRODUCTION

As Benjamin Franklin once remarked, having no plan is planning to fail. A business strategy is crucial for any firm, large or small. Entrepreneurs who choose to have a business plan will more likely succeed because they foresee what will happen in the business for the next five to ten years. One of the reasons why a company plan is essential is because it can attract investors and give them confidence to invest their money. Another reason is that it can help entrepreneurs determine the effectiveness of their management and direction using a business plan. According to Lauchlan Mackinnon (2019), 21% of entrepreneurs worldwide start with a clear and formal business strategy. 58%, on the other hand, elected to create a casual business plan. Every entrepreneur has a method of determining how they will manage and implement their strategy to run efficiently and effectively. A business plan provides an entrepreneur with an overview of his company's current situation and a roadmap for dealing with business challenges while preserving the company's strengths. In the Philippines, sole proprietors do not grasp the value of business planning in the province of Bataan. This study is significant because it aims to address the educational crisis among entrepreneurs and future entrepreneurs, particularly sole proprietors who may fail to create a business plan on marketing strategies, by providing extremely influential information on achieving exponential growth in business by gaining sufficient knowledge about the critical role of business planning in every business. The objective of this study was to evaluate the efficiency of marketing strategies employed by firms in a province; hence, the researcher selected to perform this study in reaction to failed enterprises. Through this study, the researcher can provide a solid recommendation about the essential role of business plans in every business. There are some consequences of not having a business plan. Some of them include a lack of direction, missed opportunities for growth, unclear organizational structure, and wasted resources by not planning time. A business plan provides an entrepreneur with an overview of his



company's current situation and a roadmap for dealing with business challenges while preserving the company's strengths.

FRAMEWORK

A business plan outlines a documented strategy for the company's operations, finances, and marketing. New and established firms use business plans to assess whether to grant finance to new enterprises. Banks and venture capital organizations usually demand a good business plan. Every new firm must have a business plan road map for how we will build a new company, backed up by data that proves the concept's viability. Furthermore, the importance of a concise and effective business plan is recognized in various funding mechanisms, including venture capital and crowdfunding. Small businesses often face challenges in obtaining capital due to limited access to financial resources; possessing a solid business plan can serve as a crucial tool to clearly communicate funding needs and anticipated business outcomes (Murdiono et al., 2024).

The role of comprehensive business planning is emphasized as a learning process that enables entrepreneurs to understand their business dynamics thoroughly. (Bruyckere & Everaert, 2021) Suggest that engaging in the business planning process helps entrepreneurs make informed decisions and anticipate potential challenges, thus reinforcing the importance of having all relevant information documented. A business plan does require time and effort to write. Brinckmann et al. (2019) provide a thorough meta-analysis on the relationship between human capital and business planning, affirming that a structured business plan can lead to better organizational performance. A business plan is crucial for success, not just for owners but also for employees. According to Sugiarto (2019), a well-formulated business plan can significantly influence the growth and development of micro, small, and medium enterprises (MSMEs) by providing a roadmap that enhances organizational direction and clarity.

A solid executive summary is the foundation of a successful company plan. It also adequately describes the competitive environment, target market insights, and ideas in this blog post. A corporate strategy has three primary goals: (1) to establish your growth, (2) to comprehend financial needs, and (3) to acquire capital from banks, investors, and lenders. (2021 Shopify Blog phone number).

Moreover, the preparation of a business plan is highlighted as a learning process that empowers entrepreneurs. Bruyckere & Everaert (2021) indicate that understanding the dynamics of a business through the planning process is crucial for navigating uncertainties and ensuring long-term viability. every business begins with a vision, which is then summarized and presented in a business plan. A strong business plan, in addition to high-level ambitions and dreams, defines short and long-term goals, a budget, and everything else necessary to get started. The combination of effective marketing strategies, flawless customer experiences, and the ease of online purchasing has proven to be an effective tool for influencing the future of retail. This article will examine the critical relationship between marketing techniques, customer experience, and online purchasing and how businesses may leverage these connections to acquire a competitive advantage and foster long-term client loyalty (Thomas et al., 2019). The influence on business and marketing strategy implementation discovered a favorable and robust relationship between Marketing Strategy Predictors and Business Sustainability.

The client experience is a vital and very effective strategy for firms operating in Indonesia's online retail market. With the rapid expansion of e-commerce and a big pool of tech-savvy consumers, providing outstanding customer experiences has become a crucial differentiator and technique for getting a competitive edge in this expanding sector (Rahimian et al., 2020).

Marketing strategy is an integral part of the consumer marketing process and comprises market segmentation, target markets, market positioning, and the 4P marketing mix for products and services.



According to the Philippines Business Registration (2022), a sole proprietorship is a business structure in which just one person owns and operates the whole business. The company's owner, the "sole proprietor," owns all of the company's assets and revenues. Furthermore, he or she is liable for the company's debts and losses.

A single proprietorship is the most basic business structure in the Philippines. It is not subject to the same severe regulatory regulations and rules as corporations and partnerships. N.D. (Chan).

OBJECTIVES OF THE STUDY

This study aims to assess the effectiveness of a business plan for a sole proprietorship in Bataan. This study is significant because it aims to address the educational crisis among entrepreneurs and future entrepreneurs, specifically sole proprietors who may fail to create a business plan by providing highly effective information on achieving exponential growth through obtaining sufficient knowledge about the critical role of business planning in every business.

METHODOLOGY

Research Design

Using correlational design, the researcher can assess the effectiveness of a sole proprietorship's marketing plan. Furthermore, the researcher will have a better understanding of the social world and the ability to track situations or events that affect people.

The research is correlational in that it determines if there is a significant difference between respondents with a marketing strategy and a business plan.

Research Site

The researcher conducted this study among fifty (50) selected businesses owned by sole proprietors in the province of Bataan. Bataan province was chosen as the study location because that was where the researcher lived, and it is a highly urbanized province in the Philippines. The fifty (50) selected businesses are categorized as follows: Clothing industry, Coffee shops, Bakeries, Pharmacies, Sari-sari Stores, Gyms, Beauty salons, Flower shops, Meat shops, laundry shops, Car wash, Spas, Milk tea shops, Merchandising, Ice cream shops and Photography business.

Participants

This study included the businesses in Bataan. It used a convenience sample of sole proprietorships in the researcher's area. The researcher subjectively selected random participants who were happy to be approached and become part of the research. The researcher attained a population of fifty (50) businesses and a sample size of two (2) per business, for a total of one hundred (100) respondents. These necessitated the cooperation of Bataan sole proprietors.

Instrumentation

The researcher used a survey questionnaire as a research instrument for this experiment. The researcher's self-created questionnaire was carefully customized and constructed to fulfill the specific goal of this study. The researcher underwent intensive reading of reference materials before she prepared and administered the questionnaire to gather all the needed data and items. The researcher personally selected the questionnaire items needed to jive with the research problem.

The instrument relies on the idea that an effective questionnaire should be valid, reliable, precise, brief, and enjoyable. It is critical to create the questionnaire around a conceptual framework,



evaluate each question for relevance and clarity, and consider the analysis to be performed after the day. Questionnaires are popular research methodologies because they provide a quick, effective, and economical way to collect large amounts of data from big sample sizes. These methods are instrumental in assessing subject behavior, preferences, intentions, attitudes, and opinions.

The survey questionnaire aims to collect responses and test hypotheses. During the instrument's construction and development, the researcher tries to find and fix any potential data inconsistencies or errors to improve data quality. The survey questionnaire contains two (2) sections. The first component includes the respondents' age, gender, civil status, and monthly income. The next section asks respondents about their understanding of marketing methods.

The proponent of this study sent the initial draft of the instrument to her research mentor for feedback. The researcher thoroughly analyzed each question to ensure it accurately measured the intended outcome. Furthermore, the questionnaire was validated by experts to determine if there were any vague ideas or unclear items in the questionnaire. Items were modified or simplified accordingly.

Ethical Consideration

The research is conducted under Republic Act No. 10173, often known as the Data Privacy Act, a statute that strives to protect all forms of information, whether private, personal, or sensitive. It applies to both natural and legal people participating in personal data processing. These ensure the respondent's privacy. It is also essential to encourage respondents to answer voluntarily and agree to fill out the questionnaire since this will benefit the researcher.

Data Collection

The study's respondents were 50 selected enterprises operated by sole owners in Bataan. The owner and manager of the Bataan sole proprietorship granted the researcher permission to conduct the investigation. The researcher requested that the owner or manager of the establishment above assist them with administering the questionnaires. The researcher will present the informed consent form to the participants, indicating the information necessary to decide whether they want to participate. Generally, informed consent involves an explanation of the purpose of the research, a description of any risks involved in participating, the degree to which the information will be kept confidential, and who to contact should you have questions about the research.

The quantitative data was analyzed with IBM Statistical Packages for Social Sciences (SPSS) 20.0. The formula for the statistical tools employed is not further included in this article because a computer program performed the computation.

The data about the question was assessed and analyzed. The respondent profile is represented by frequency and percentages. In contrast, the mean and standard deviation shows respondents' assessments of the success of a province's commercial marketing initiatives.

RESULTS AND DISCUSSION

This chapter gives the findings and discusses them. The presentation follows the order of the specific problems. The data were recounted, interpreted, compared, contrasted, and analyzed in the format required by the study's unique problems.

The data were recounted, interpreted, compared, contrasted, and analyzed in the format required by the study's unique problems, as indicated in Chapter 1. These are six (6) critical components for a structured and complete presentation of the research questions in Chapter I.



1. Profile of the Respondents

Most respondents (40 percent) are between 20 and 29. 33, or 33%, are between 30 and 39, and 24, or 24%, are 40 and older. Only 3, or 3%, of those polled are under 19. As a result, most of the replies were from young adults aged 20 to 29. Meanwhile, on sex, female respondents are 62, or 62%.

2. How familiar are the entrepreneurs with the term business plan?

Most respondents (88%) have developed a business plan. At the same time, the remaining 12, or 12%, did not complete a business plan. Thus, this indicates that most respondents have developed a business plan.

A business plan defines an organization's structure, operations, and expectations. According to Glen Greene (2020), the average entrepreneur is rarely proficient in managing a company despite having a solid strategy. A detailed business plan provides a framework for business executives to make wise judgments.

Regarding familiarity with the term "business plan," most respondents (46% out of 100%) answered that they are. The entrepreneurs are familiar with the term business plan. Among the respondents, 31 or 31% strongly agreed. Some are unsure if the entrepreneurs are familiar with a business plan, which resulted in 18 or 18%. However, the remaining 5% of the respondents disagreed that all entrepreneurs are familiar with the term business plan.

Moreover, studies such as those by (Mittal & Sridhar, 2021) have discussed the potential downsides of strategic planning, indicating that it can be a costly and time-consuming process for organizations. However, a solid business plan is valuable in the company, and entrepreneurs should strive for a well- documented strategy that is simple to grasp and apply inside the corporate organization.

3. Preparing a business plan using the four P's of marketing strategies.

The respondents gave a mean score of 4.56, a verbal equivalent of "strongly agree." The business plan positively affects the preparation of the 4Ps of marketing strategies in terms of product. The respondents provided the highest quantitative rating for item number one: the product's packaging should be well designed. This item received a mean score of 4.58, the linguistic equivalent of strongly agree. Additionally, regulatory oversight post-marketing is crucial for maintaining product standards and protecting consumer trust (Neves et al., 2022).

The respondents gave a mean score of 3.92, a verbal equivalent of agree. The business plan positively affects the preparation of the 4Ps of marketing strategies in terms of price. Among the indicators, respondents gave the highest numeric rating to item no.3: Payment methods should be easy for customers and businesses to access. This item had a mean score of 4.52, the linguistic equivalent strongly agrees. Pricing strategies are indeed multifaceted and involve considerations such as cost-plus pricing, value-based pricing, and competitive pricing strategies, particularly in fast-moving consumer goods markets where factors like perishability significantly influence pricing decisions (Ikhtiyor, 2024).

The respondents gave a total mean score of 4.19, a verbal equivalent of agree. It implies that the company plan has a favorable impact on developing the 4Ps of place-based marketing tactics. Among the indications, respondents gave the highest numeric rating to item 2, which is about how good security is in a business. This item received a mean score of 4.50, comparable to strongly agreeing. The place selects a specific area where the products should be made accessible for sale in the 4p's of marketing strategies. The goal is to ensure that the product is available to clients at the



precise time they require it. (November 28, 2022) (CFI Team). Neil Patel (2023) defines place as a synonym for location.

The respondents gave a mean score of 4.55, a verbal equivalent of "strongly agree." Consequently, the company strategy has a favorable impact on creating the four Ps of marketing tactics for promotion. In this category, however, respondents gave the lowest scores to item 1, about a decent advertisement that would help the business expand and promotions that must be done to attract customers' attention. Even so, these items both received a mean score of 4.53, with a verbal equivalent of strongly agree. Adiastuty et al. (2024) found that promotional strategies positively influence purchase frequency, emphasizing that consumers respond favorably to effective pricing and promotion strategies.

4. Is it practical to conduct a business plan beforehand?

The results of conducting the business plan boost the odds of attaining success in the business sector. Most respondents agreed with the highest frequency rate of 48, or 48%, which indicates that conducting a business plan beforehand is an advantage to success in the business industry. Some respondents strongly agreed, which obtained a 47 or 47% rate; some were unsure, with a rate of 4 or 4%, and a rate of 1 or 1% disagreed. According to Urbauer, a business plan should be developed since it directs and informs all firm members, such as owners, employees, and shareholders. It will act as a guide to new enterprises wishing to expand within the organization.

5. Is there a possibility for a business organization to face consequences for failing to conduct a business plan?

Most respondents (39%), or 39%, "agree" that not developing a business strategy could harm the organization. However, some respondents appear to be "unsure" about the frequency and proportion of 26 or 26% in the remark about being unable to build a business strategy. Nienaber & McNeill (2022) provide further support by discussing how ineffective strategies in leadership and human resource management can hinder strategy execution. Even if the company is robust, the risk of failure is highly significant. Businesses would struggle to succeed if a major component of their operations was unavailable.

6. Do you intend to encourage fellow or future entrepreneurs to conduct a business plan?

When asked to advise future entrepreneurs to establish a business plan, most respondents replied, "strongly agree," or 51%, the highest frequency rate. Thus, by conducting a business plan, entrepreneurs hoped to assist future entrepreneurs in running a successful business. About six alternatively 6% of the respondents are uncertain, while 1 or 1% disagree. Li et al. (2022) highlight that business strategies established early in a firm's lifecycle significantly influence long-term decisions and behaviors. A business plan will clearly show the company's goals and objectives, allowing them to attain them quickly. Individuals can also get suggestions for implementing a business strategy online.

This research examined the following hypothesis: There is a significant difference between respondents with marketing strategies on business plans and those without. The null hypothesis is rejected since all the p-values are less than 0.05.

All entrepreneurs are familiar with the term "marketing strategy" in business plans with a p-value of 0.002. B1 shows a considerable difference between individuals who have a marketing strategy in their business plan and those who do not.

Conducting a marketing strategy in a business plan beforehand raises the probability of success in the business industry (p-value = 0.001). There is a significant difference between B2 businesses that



include marketing strategies and those that do not. A marketing strategy in a company plan benefits the organization with a p-value of 0.05. There is a considerable difference in B3 between those with and without marketing strategies in their business plans.

Failure to include a marketing strategy in a business plan may result in consequences with a p-value of 0.0003. There is a considerable difference in B4 between those with marketing strategies in their company plans and those without marketing strategies.

Entrepreneurs should urge future entrepreneurs to include a marketing strategy in their business plan (p-value = 0.01). B5 shows a considerable difference between those who have and those who do not have a marketing strategy for their business plan.

Including a marketing strategy in a business plan can help entrepreneurs succeed (p-value = 0.01). There is a significant difference in B6 between those who include marketing strategies in their business strategy and those who do not.

CONCLUSION

This study examines the success of marketing methods businesses use in a specific province. The study specifically seeks answers to the following questions:

Part I presents the respondents' profiles.

Part II describes the entrepreneurs' familiarity with the term business plan.

Part III describes the preparation of the business plan using the 4Ps of marketing strategy.

Part IV tackles whether it is effective for a business to conduct a business plan beforehand.

Part V Discusses whether a company organization might suffer sanctions for failing to conduct a business plan.

Part VI discusses whether sole entrepreneurs encourage their fellow and future entrepreneurs to conduct business plans.

Quantitative research can reveal averages and trends, generate forecasts, confirm causal connections, and generalize findings to broader populations (Bhandari, 2022).

The researcher will use a quantitative research method to evaluate the efficacy of a business strategy for a sole proprietorship in Bataan. Furthermore, the researchers' awareness and knowledge of the social world will improve, as will their ability to monitor situations or events that affect individuals.

The research aims to evaluate the effectiveness of marketing strategies businesses utilize in a province. Consequently, the researcher conducted this study in response to failed firms. This study is significant because it aims to address the educational crisis among entrepreneurs and future entrepreneurs, specifically sole proprietors who may fail to create a business plan by providing highly effective information on achieving exponential growth through obtaining sufficient knowledge about the critical role of business planning in every business.

The following conclusions were formed based on the findings:

Following a thorough study of the data findings, the researchers concluded that most of the single entrepreneurs in Bataan are effective in employing a business plan, with an indicated highest frequency rate of 88%. Thus, 88% of Bataan residents employ a business plan. Furthermore, it was discovered that creating a business plan beforehand benefits a company's success in the business market. Furthermore, most respondents (39%) believed that failure to create a business strategy is more likely to result in consequences.

Furthermore, most respondents strongly believed that a company plan helps prepare the four Ps of marketing strategies: product, pricing, place, and promotion. Additionally, since all the p-values are less than 0.05 and to be considered significant, the p-value must be lower than the given rate, it is concluded that a null hypothesis is rejected in this study. Therefore, it can be concluded that a business



plan has an effectiveness used by a sole proprietorship in Bataan to achieve exponential growth in their field.

RECOMMENDATION

This study is significantly important because it aims to address the educational crisis among entrepreneurs and future entrepreneurs, specifically sole proprietors who may fail to create a business plan, by providing efficient information on achieving exponential growth in business through obtaining sufficient knowledge about the vital role of industry planning in every business.

1. Because the highest frequency rating, "100%," was not achieved in terms of whether a sole proprietor knew the effectiveness of a business plan beforehand, as mentioned in the conclusion, there may be a need for broader knowledge among sole proprietors in Bataan about the benefits of business plans. Thus, they could understand the factors that should be given more attention when running their business.

2. The Department of Trade and Industry (DTI) should promote and support the implementation of seminars or orientations on familiarity, the benefits of developing a business plan of time, and the consequences of failing to do so. According to the study, the frequency rate of these three sections is lower than the rest.

These are subject matters to consider in implementing seminars or orientations about business plans among sole proprietors in Bataan before the start-up of the business:

a. familiarity with the company strategy had the second-lowest frequency rating of 46%, with a verbal equivalent of "agree." Being familiar with the business plan is essential for success. The more you learn about or experience something, the more likely you are to like it, be interested in it and have positive associations with it. Familiarity is one of the essential components in business creation since it stresses all that a company requires regarding strengths and weaknesses, allowing it to develop and implement an action plan as quickly as feasible.

b. The advantages of creating a business plan beforehand. This item is composed of three questions or factors that received a rating of 48% and 53%, which still have verbal equivalents "agree," "strongly agree," and "strongly agree," respectively. Creating a business plan beforehand will give the business knowledge to help it grow faster since it will know what consumers need. It can also be seen in the four Ps of marketing strategy, typically included in the company's business plan: product, pricing, place, and promotion.

c. The consequences of failing to develop a business plan were among the items that received the lowest frequency rate of 39%, which still has a verbal equivalent of agreement. Failure to develop a business plan may result in the business failing due to a lack of support in its foundation. Furthermore, failing to develop a business plan will give a company the necessary vision.

3. Future researchers should conduct comparable studies in more major regions, such as Metro Manila, Metro Davao, and Metro Cebu, to evaluate whether the same conclusions will be established.

TRANSLATIONAL RESEARCH

A business plan outlines a documented strategy for the company's operations, finances, and marketing. This service-learning aims to develop the skills to oversee an organization's food service operations. In this program, we will be able to evaluate the effectiveness of the business plan in accordance with the 4Ps of marketing strategies: Product, Price, Place, and Promotion.



To start the plan, the researcher conducted an orientation to the business owner, manager, and support staff. They share ideas or thoughts regarding the efficacy of a business plan.

To develop a business plan using the 4Ps of marketing strategy for a product, here are the evaluation and feedback results: Conducting surveys is one of the best ways to gather customer feedback and improve the menu, service, and overall guest experience. Food is prepared on a timely or per-order basis. Maintaining the food quality (freshness and taste) is important because it significantly influences customer satisfaction. Providing a range of options on the menu is also helpful. Lastly, Accepting customer feedback via social media.

To develop a business plan using the 4Ps of marketing strategy for price, here are the evaluation and feedback results: To keep the raw ingredients fresh, they buy them daily from local markets like Gulayan in Balanga, Sta. Rosa Pilar, or in Baguio. Moreover, having a service delivery vehicle and offering low service charge delivery to customers to reduce the price paid.

To develop a business plan using the 4Ps of marketing strategy for promotion, here are the evaluation and feedback results: Posting new promos and new products and services they offer on their official Facebook and Instagram accounts. Moreover, customers are offered a diverse menu.

To develop a business plan using the 4Ps of marketing strategy, here are the evaluation and feedback results: The business is situated near the target audience (schools, markets, government agencies, local stores). The place is clean and has good ventilation, which can improve comfort and productivity, reduce sick time, relax customers, reduce energy costs, and control humidity. It also has the necessary fire safety systems, including a hood and duct system and fire extinguishers. Lastly, the business is in a convenient and easily accessible area with ample parking and public transportation options.

This service learning is important because more opportunities are opening for the business owner to provide a diverse range of food that benefits their customers. The business received positive feedback from the customers. More customers go to Ramenori because the location is accessible and convenient. Lastly, offering a diverse menu can help a restaurant attract a broader spectrum of clients, resulting in higher sales and profits.

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