

Purchase Decision (Study At: Delia Hijab Sukabumi)

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Abstrak

Persaingan bisnis saat ini, menuntut perusahaan untuk merespon serta memenuhi kebutuhan konsumen menggunakan terus membentuk inovasi penemuan baru. Perusahaan wajib merancang seni manajemen pemasaran yaitu STP (segmentation, targeting serta positioning) yg sempurna untuk memenangkan persaingan pasar. Penelitian ini bertujuan buat mengetahui imbas STP terhadap keputusan pembelian. Metode analisis penelitian ini merupakan kuantitatif. Populasi penelitian ini ialah konsumen Delia Hijab yang pula dijadikan sampel yang diambil sebanyak 100. Teknik pengambilan sampel artinya simple convenience. akibat penelitian ini menunjukkan bahwa Segmentation, Targeting, serta Positioning secara simultan berpengaruh signifikan terhadap keputusan pembelian. Segmentasi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Penargetan secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Positioning secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Delia Hijab adalah salah satu toko ternama pada kota sukabumi, buat kedepannya harus memiliki citra yg lebih baik supaya konsumen merasa lebih puas menggunakan produk yg ditawarkan serta menghasilkan konsumen membeli produk jangka panjang.

kata kunci-segmenting, targeting, positioning, keputusan pembelian

Abstract

Business competition at this time, calls all companies to reply and meet customer wishes by using continuing to create new innovations. businesses should layout a marketing strategy, particularly STP (segmentation, concentrated on and positioning) that is accurate to win marketplace competition. This study aims to determine the effect of STP on purchasing decisions. The method of analysis of this research is quantitative. The population of this study were Delia Hijab consumers who were also used as a sample which was taken as many as 100. The sampling technique was simple convenience. The results of this study indicate that Segmentation, Targeting, and Positioning simultaneously have a significant effect on purchasing decisions. Segmentation partially has a positive and significant influence on purchasing decisions. Targeting partially positive and significant influence on purchasing decisions. Positioning is partially positive and significant influence on purchasing decisions. Delia Hijab is one of the well-known shops in the city of Sukabumi, for the future it must have a better image so that consumers will feel more satisfied with the products offered and will make consumers buy long-term products.

Keywords-Segmenting, Targeting, Positioning, Purchase Decision

I. INTRODUCTION

For millions of Muslim women throughout the world, hijab as well as other varieties of Islamic veiling, is an important social, cultural, and religious symbol. Hijabis no longer just a means of protecting one's privacy from unrelated males, it has evolved into a fashion statement that reflects the wearer's personality. Delia Hijab is a Muslim fashion store that focuses on casual models with lively, simple, and current designs. Young people are currently in high demand for casual Muslim apparel as a trend for everyday wear. The latest Muslim clothing is simple and lively, and it does not obstruct activities. With a design that is influenced by Indonesian culture. Delia Hijab was created to meet the needs of Indonesian women who wear hijab.

The development of these businesses in Indonesia is a very interesting phenomenon to be studied, especially in the current era of globalization. This opens up opportunities for entrepreneurs to compete in attracting consumers in Indonesia and in the midst of global market competition, Muslim fashion industry players must have a strong and superior foundation from upstream to downstream. The Ministry of Tourism and Creative Economy estimates that the trade value of Indonesian Muslim clothing currently reaches USD 7.18 billion. From

this figure, Bandung became the area with the largest contribution. Seeing these conditions, the government has made a blueprint that contains Bandung as the center of the Muslim fashion business and assesses the potential to become the world's Muslim fashion center because currently, Bandung is a trendsetter in Southeast Asia. groups' primary purpose is to expand products which are treasured to clients and the organization ought to be profitable for the employer. So, deciding on the proper product development and advertising approach is vital for the commercial enterprise enterprise's achievement. Globalization has introduced humans collectively over centuries of technological improvement, and progressive products and services are part of that development (Romppanen, 2021).

Advertising and marketing techniques are essentially based totally on a aggregate of human psychology, sociology and behavioral least costly thinking, then simplified for wider version in each day use for managers (Kotler, 2022). The method starts from know-how the present day-day market situation and competition, then with the useful resource of studying the maximum profitable customer companies and ultimately tailoring a completely unique fee, proposition (UVP) for that selected audience. however, as markets mature it becomes more and more difficult to create UVP for clients, therefore businesses have advanced new engagement models to have interaction and engage with clients in digital channels (Kotler,2022). This study focusses more on a business which is Hijab business is also affected by the Corona virus or Covid-19 pandemic that is spreading in Indonesia, it is not easy for MSMEs to advance to class and penetrate the export market, especially last year the Covid-19 pandemic hit most MSMEs. However, technological developments and the presence of e-commerce have made MSMEs adapt, MSME actors can more easily market their products and reach a wider market. That way Delia hijab can survive and thrive despite the pandemic. In year 2020 has the lowest sales, which is owing to the pandemic's impact. Even though people used the internet in large numbers throughout the Covid-19 year, Delia Hijab Branch Manager explains that due to economic problems, people's willingness to buy things has decreased considerably. The enormous difference was somewhat observed as it was 6% in overall sales, and in 2021, the total sales were improving as it had grown sales by about 4%. According to figure 1.4, Delia hijab's consumer rate of purchase is highest in the middle of the year each year, because consumers are more likely to buy hijab as Ramadhan approaches and after Eid Fitr.

Based on the information gathered above, this study went on to learn more about consumer purchasing decisions based on total sales information provided by Delia Hijab's Branch Manager. According to the findings of a study conducted by (Zhuang, 2016), there are several factors that influence consumer behavior, including brand awareness, brand image, and segmenting, targeting, and positioning (STP), all of which influence consumer purchasing decisions, with STP being the factor that has the most positive impact on the consumer. According to the findings of (Victor, 2018) research, there are various elements that influence consumer purchase decisions, including brand awareness, shopping experiences, intention, and the STP variable. According to the findings of the study.

This research is also backed and based on primary research done by (Khandelwal, 2020), which showed that the research is in accordance with the results, showing that fluctuating STP has a substantial impact on consumer purchasing decisions. Variable consumer purchase decisions based on analysis of determination are influenced by variable STP, according to the study. According to the explanation above, STP as a factor influences customer purchasing decisions has a major effect at Delia Hijab, thus when the marketing strategy is properly executed by using STP for Delia Hijab, sales will improve as well. The STP as Delia Hijab Marketing strategy is the foundation of the company's main success. Based on the background stated above, the conducted a study by taking the title "Influence of Segmenting, Targeting, Positioning towards Purchase Decision at Delia Hijab Sukabumi"

II. LITERATURE REVIEW

A. Definition of Marketing Strategy

Advertising and marketing approach is an enterprise's incorporated sample of choices that specify its crucial selections regarding products, markets, marketing activities, and advertising resources in the creation, verbal exchange, and/or delivery of products that offer value to clients in exchange with the organization and thereby allows the employer to attain specific goals. in step with this, the advertising literature widely shows that a company's advertising efforts have an effect on its market and economic performance through the components and implementation of unique patterns of aid deployments designed to reap marketing goals in a target market. (Katsikeaset, 2016)

According From this perspective, marketing strategy formulation involves managers making explicit what decisions regarding, goals and the broad means by which company are to be accomplished in terms of target market selection, required value, offerings and desired positioning, timing, etc.

B. Segmentation Targeting Positioning (STP)

In terms of marketing, the Segmentation, Targeting, and Positioning (STP) method is one of the most popular methods of developing a marketing strategy. According to (Kotler, 2022) an effective STP method can build a strong trademark that can grow over time and is resistant to competitive attacks. This makes the STP method an important part of a series of marketing strategies. (Ariananti & Irawan, 2021)

1. Segmentation

A good marketing plan for targeting clients helps a business expand and achieve its goals. Every buyer in the market has wants, resources, location, attitude in buying are different. Through market segmentation, the company divides the market into segments smaller ones that can be achieved more efficiently and effectively with products and services that match unique needs buyer. The components must be clearly stated in the marketing strategy (Alhaddar & Pamungkas, 2017).

a. Geographic Segmentation

Geographic segmentation includes nation, region, country, counties, cities, or even neighbors. Companies can decide to run inside one or multiple geographic areas or run in all areas but taking into account the geographical differences in needs and wants.

b. Demographic Segmentation

Geographic segmentation divides the market into segments based on variables such as age, life cycle, gender, income, occupation, education, religion, ethnicity, and generation.

c. Psychographic Segmentation

Psychographic segmentation divides buyers into different segments into social class, lifestyle, or personal characteristics.

d. Behavioural Segmentation

This segment divides buyers based on knowledge their behavior, use of goods, or response to goods.

e. Segmenting Business Markets

Consumers and business marketers use a lot the same variables to determine the local market. Buyers can segment by market (Alhaddar & Pamungkas, 2017)

2. Targeting

The target market is a group of buyers who share the same needs or characteristics where the company decide to serve. The target market evaluates every interest segment in the market and select one or more segments to enter. There are several types of target market strategies, namely:

a. Undifferentiated marketing (or mass marketing)

By using this strategy, the company decided to ignore segment differences market and fill the entire market with one bid. That is, the strategy is more focused on consumer needs in general than others.

b. Differentiated marketing

This strategy is used by companies to target several market segments and design an offering that separately for each market segment. With offers a wide variety of products and marketing to within the segment, the company hopes for sales higher and stronger position in each market segment.

c. Concentrated (niche) marketing

Is a strategy that only focuses on marketing product to one or more buyer group only, so that product marketing is only aimed at most potential buyer groups. With focus in certain groups, the company tries to provide the best product for the target market. In addition, the company is more cost-effective either production, distribution, and promotion, because all only focus on one or two groups.

d. Micromarketing

In this strategy the company produces products to suit individual specifics (individual marketing) and certain locations (local marketing).

3. Positioning

A situation is a plan of action that includes a product or service offering as well as a company image that is intended to have a special position in the minds of the target market. Situations are what you do to the prospect's mind, not what you do with the goods. In consort with (Kotler, 2022):

a. Situation based on corporate attributes,

b. Situation based on product advantages,

c. Situation based on usage/application,

d. Situation based on user,

e. Situation based on rivals,

- f. Situation based on product category,
- g. Situation based on quality/price.

C. Purchase Decision

Individuals who are directly involved in making decisions to purchase things offered by merchants, according to Kotler (2012) Making a decision is a personal activity that is directly involved in obtaining and using the commodities available. According to Kotler and Armstrong (2022), many customers make purchasing decisions on a daily basis. The stages of buying expositions, according to Kotler (2022) are as follows:

1. Information Search, a customer who already understands his needs can or cannot seek additional information depending on how strong his need drive is; if it is weak, the consumer's demands will become memories. Consumers might conduct more searches or actively seek information to fill this gap
2. Alternatives Evaluation: After gathering as much information as possible, consumers use that information to compare and contrast various other brands in a single set of options.
3. Purchase decisions, which are made after consumers have gone through the preceding stages. Consumers will then purchase things that a company believe will suit their demands.

D. Framework Model

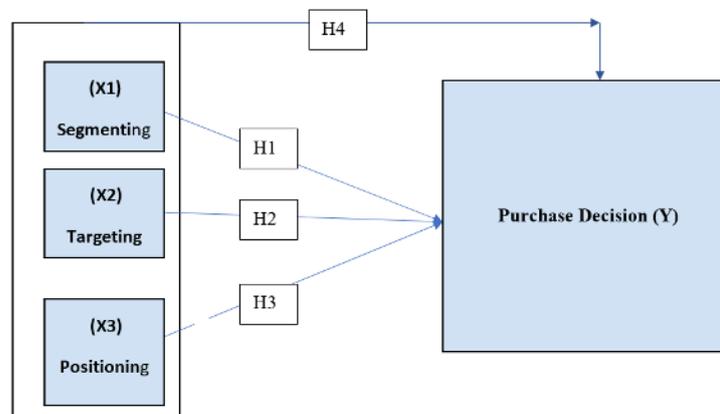


Figure 2. 1 Research Framework Model

E. Hypothesis

Based on the theoretical framework above, then the writer encapsulated a hypothesis. According to (Kurniawa, A., 2018) A hypothesis is a statement of the researcher's expectation or prediction of approximately the relationship among having a look at variables. The study's method begins and ends with the hypothesis. It is core to the entire system and, therefore, is of the maximum significance. Speculation is nothing however the warmth of the research. Within the studies without a hypothesis, research can't provide properly. The researcher's question identifies the study ideas and asks how the concepts have probably related to a hypothesis is the expected answer. In this research the variable STP (segmenting, targeting, and positioning) is one variable independent that divided or expanded to be 3 other aspects to be further explored as STP is part of marketing mix, and to get clear information how this variable influence toward dependent variable purchasing decision.

According to (Ness, 2021), the reason for the existence of several hypotheses is that the Hypotheses bridge the gap between the broad inquiry being asked and a brief explanation of what this study says about the relationship between variables. Despite the fact that this statement reveals the specific constructs and variables that this research intends to examine, this study has not yet determined which variables are being tested. To describe exactly what the research is trying to test, use hypotheses to establish a null hypothesis and an alternative hypothesis. In general, the null hypothesis indicates that there are no observable differences in segmentation, targeting, or positioning, while the alternative hypothesis states that there are observable differences in segmentation, targeting, or positioning in this study.

H01 : Segmenting does not Influence Consumer Purchasing Decision;

HA1 : Segmenting Influence Consumer Purchasing Decision;

H02 : Targeting does not Influence Consumer Purchasing Decision;
 HA2 : Targeting Influence Consumer Purchasing Decision;
 H03 : Position does not influences partially Consumer Purchasing Decision;
 HA3 : Positioning partially influence Consumer Purchasing Decision;
 H04 : STP does not influences simultaneously Consumer Purchasing Decision;
 HA4 : STP simultaneously influences Consumer Purchasing Decision.

III. RESEARCH METHODOLOGY

A. Type of Research

The method that are used in this study is a quantitative method. According to Waltz and Bansell (Siyoto & Sodik, 2015). Research is a methodical, formal, thorough and exact procedure utilized to pick up answers for issues or to find and decipher new realities and connections. Based on the research method, this research is categorized as a quantitative method. According to Sugiyono (2018), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments.

B. Measurement Scale

Looking at this study, the measurement scale used is an ordinal scale. The ordinal measurement scale shows at a level or degree in a situation as there is a stated position stated as the sequence that one is greater or higher than the other (Siyoto & Sodik, 2015). The scale of the measurement instruments in this study used the Likert scale. The Likert scale is a scale that can be used to measure the attitudes and views of individuals or groups about a phenomenon (Kurniawan, 2018). This study used a Likert scale with a scale of four because it was considered the most suitable for this research.

C. Population and Sample

Population according to (Siyoto & Sodik, 2015). Population is a generalization area consisting of objects/subjects that have a certain quantity and characteristics set by researchers to be studied and then drawn conclusions. The population of this research are the whole consumer of Delia Hijab and further the target population is the specific, conceptually bounded group of potential participants to whom the author may have access that represents the nature of the population of interest with Delia Hijab product.

The sample according to Siyoto and Sodik (2015) Samples are a portion of the number and characteristics of the population, or a small part of the population members taken according to certain procedures to represent the population. According to (Sugiyono, 2018) Probability sampling technique is a sampling technique that provides equal opportunities for every element of the population to be selected as a sample member. While the technique of convenience samples because Convenience sampling is also known as sampling, chance, coincidence or haphazard. With this method, the researcher uses subjects that are easily accessible. As the name suggests, the researcher chooses subjects because of convenience.

$$n = \left(\frac{z}{e} \right)^2 P \left(1 - \frac{1}{p} \right)$$

$$n = \left(\frac{196}{0,1} \right)^2 (0,5) \left(1 - \frac{1}{0,5} \right)$$

$$= 96.04 \text{ (rounded to 100)}$$

D. Validity Test and Reliability Test

Validity tests are used to measure the validity of an instrument or questionnaire Ghozali (2016). In this study researchers conducted validity tests using regression Linear with the help of SPSS 26.0 application program. Here is the product moment correlation formula according to Ghozali (2016). According to (Ghozali, Aplikasi Analisis Multi variete Dengan Program, 2016) reliability test is used to measure an instrument or questionnaire which is an indicator of a variable. The instrument is said to be reliable when a person's answer to a question is consistent or stable over time. A variable is said to be reliable when it has a Value of Cronbach's Alpha > 0.70 Indrawati (2015).

E. Data Analysis

The data analysis technique of this studies consists of 3 analysis techniques: validity and reliability analysis, data normality analysis, multicollinearity analysis, and multiple linear regression analysis. The validity and reliability analysis test became performed to measure the capacity of the statements inside the questionnaire to be used in studies. Validity trying out uses the rcount price obtained from the corrected object-total correlation value. Validity testing is accomplished by way of comparing the rcount and rtable values. The r table value is acquired from the statistical desk according to the number of research samples (n). The declaration is asserted legitimate if the value rcount > r desk (Garson, 2012, p.31). The reliability test become conducted to degree the consistency of every statement inside the questionnaire.

The reliability test uses the Cronbach alpha statistic, and the questionnaire statement is stated to be realistic if the Cronbach alpha value is above 0.60 (Garson, 2012, p.16).

A classic assumption test is a test in multiple linear regression analysis. The classical assumption is a requirement to be able to use multiple linear regression statistics. according to Widarjono (2010, p.75), the classic assumption test in more than one linear regression consist of: the normality check, multicollinearity check, autocorrelation check, and heterogeneity test.

Descriptive data to provide an explanation for respondents' responses to each announcement within the questionnaire. The analysis is focused at the suggest fee and wellknown deviation. The average value indicates the extent of the respondent's solution for every statement, while the standard deviation indicates the degree of diversity within the respondent's answer. The average scores are grouped into three organizations by way of categories: low, medium, and high. the premise for grouping the common values is as follows; (1) determine the range and (2) determine the scale.

A couple of linear regression evaluation was carried out to have a look at the effect of variable movie genre availability, carrier quality, and film quality on satisfaction (Widarjono, 2010, p. 15). The impact of this speculation is testing the effect of each independent variable at the bound variable, testing the impact of the variables: the provision of the movie genre, service quality, quality of the film on satisfaction, testing using the ttest (Widarjono, 2010, p. 26), this is, if tcount is better than ttable, so the tested variables have an effect on satisfaction.

IV. RESULT/ FINDING

A. Validity and Reliability Test

The thing that was done before showing that all statement indicators were worthy of being used as research instruments was to test a large sample of 100 respondents. The significance level is 5% if r count > r table then the statement is valid. Meanwhile, if r count < r table then the statement is not valid. Based on the results of the validity test with a total of 100 respondents it can be seen that all variable statements submitted to respondents are valid because it is seen from the value of r count > r table (0.196) so it can be concluded that all statements in the questionnaire can be said to be feasible as instruments to measure research data.

The thing to do after showing that all statement variables are suitable as research instruments is to test a large sample of 100 respondents. Statements can be said to be reliable if the Cronbach's Alpha value is > 0.7. The reliability test results of 100 respondents can be seen that all variables in the statement are declared reliable because they have fulfilled the required values, namely with Cronbach Alpha values > 0.7.

B. Classical Assumption Analysis

1. Normally

This test is to test whether the observations are normally distributed or not, this test uses Kolmogorov Smirnov. Normality test results a .sig value is 0.268 > 0.05 so it can be concluded that the data is normally distributed.

Table 4.1. Normality test

Variable	Sig	limit	Information
Residual Non-Standard	0.268	>0.05	Normal

2. Heteroscedasticity

An important assumption of the classical linear regression model is that the disturbances that appear in the regression are homoscedasticity, that is, all the disturbances have the same variance. Based on table it can be seen that the probability value is greater than 0.05, thus the variables proposed in the study do not occur heteroscedasticity.

Table 4.2 Hetero Test Schedasticity

Variable	sig	limit	Information
Segmenting	0.816	>0.05	There is no heteroscedasticity
Targeting	0.070	>0.05	There is no heteroscedasticity
Positioning	0.519	>0.05	There is no heteroscedasticity

C. Research Results (Hypothesis Test)

In the multiple linear regression analysis model will be tested simultaneously (F test) or partially (t test). The provisions for the significance test for the F test and t test are accept H_0 : if the probability (p) ≤ 0.05 means that the independent variable simultaneously or partially has a significant influence on the dependent variable. The summary of the results of the multiple linear regression analysis that has been carried out is as follows:

Table 4.3 Multiple Linear Regression Test Results

Variable	B	t count	Sig t	Information
(Constant)	0.952			
Segmenting	0.664	5.217	0.000	Significant
Targeting	0.233	2.205	0.030	Significant
Positioning	0.472	3,751	0.000	Significant
Adjusted R Square	0.574			

Based on table 4.3 above, the calculation of multiple linear regression using the SPSS program version 21.0 for windows shows the following results:

$$Y = 0.952 + 0.664X_1 + 0.233X_2 + 0.472X_3 + e$$

1. Constant = 0.952

That is if there is no variable Segmenting, Targeting and Positioning that affect Purchase Decisions, then Purchase Decisions amount to 0.952 unit.

2. $b_1 = 0.664$

This means that if the Segmenting variable increases by one unit, Purchase Decisions will increase by 0.664 assuming the other independent variables are fixed.

3. $b_2 = 0.233$

This means that if the Targeting variable increases by one unit, Purchase Decisions will increase by 0.233 assuming the other independent variables are fixed.

4. $b_3 = 0.472$

This means that if the variable Positioning increases by one unit, Purchase Decisions will increase by 0.472 assuming the other independent variables are constant.

D. Partial And Simultan Hypothesis Testing (T Test)

The partial t test was carried out to determine the partial effect between the independent variables and the dependent variable.

1. Based on test, it can be seen that the results of the significance test show that there is a probability value of $0.000 < 0.05$. This value can prove that H_{a1} is accepted, which means that "Segmenting has a positive effect on Purchase Decisions".

2. Based on test, it can be seen that the results of the significance test indicate that there is a probability value of $0.030 \leq 0.05$. This value can prove that H_{a2} is accepted, which means that "Targeting has a positive effect on Purchase Decisions".

3. Based on test, it can be seen that the results of the significance test indicate that there is a probability value of $0.000 < 0.05$. This value can prove H_{a3} Accepted, which means that "Positioning positive effect on Purchase Decisions".

4. The results of the F-test show that the independent variables together has a significant effect on the dependent variable because it has a p-value = $0.00 <$ the specified significance level is 0.05 and the Fcount value = $176.252 >$

$F_{table} = 2.47$. Based on these results it can be said that the hypothesis H_{o2} is rejected and H_{a2} accepted because it is proven true, namely: segmentation (X1), targeting (X2) and positioning (X3) have an effect company purchase decision (Y) on Delia Hijab in Sukabumi.

E. Coefficients of Determination (Adjusted R²)

Based on Table 4.8 shows the magnitude of the coefficient of determination (Adjusted R²) = 0.851, meaning that the Segmenting, Targeting and Positioning variables together affect the Purchase Decisions variable by 85.1%, the remaining 14.9% is influenced by other variables not included in the research model.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

This study aims to determine the effect of segmenting, targeting, and positioning partially or simultaneously on purchasing decisions at Delia Hijab, Sukabumi City. The results of the analysis that has been carried out state that in order to answer the questions from the formulation of the problem that has been stated in chapter 1 (one) previously, answers to the formulation of the problem and conclusions from this research have been obtained, including:

Segmenting has an effect on purchasing decisions, the conclusion is from the results of the t test indicating that there is a positive and significant influence of the independent variable segmenting on the dependent variable of purchasing decisions partially. This shows that Delia Hijab's strategy in determining the market according to buyer groups, user needs, motives, behavior and buying habits, how to use products and the purpose of buying products is correct.

Targeting has an effect on purchasing decisions, the conclusion is from the results of the t test indicating that there is a positive and significant effect of the dependent variable targeting on the dependent variable of purchasing decisions partially. This shows that Delia Hijab's strategy of targeting buyers who have certain characteristics or certain interests is correct.

Positioning has an effect on purchasing decisions, the conclusion is from the results of the t test indicating that there is a positive and significant influence of the dependent variable segmenting on the dependent variable of purchasing decisions partially. This shows that Delia Hijab's strategy in determining in placing a competitive position with competitors that can be embedded in the minds of consumers is correct.

Segmenting, targeting and positioning have an effect on purchasing decisions, the conclusion is from the results of the F test which shows that there is a positive and significant influence of the independent variables segmenting, targeting and positioning simultaneously affect the dependent variable on purchasing decisions. This shows that Delia Hijab's strategy in determining the market according to buyer groups, user needs, motives, behavior and buying habits, how to use products and the purpose of buying products is correct. Furthermore, Delia Hijab's strategy in targeting buyers who have certain characteristics or certain interests is correct and Delia Hijab's strategy in placing a competitive position with competitors that can be embedded in the minds of consumers is also correct.

B. Recommendation

The research conducted has shown the results that the independent variables studied have a positive and significant effect on the dependent variable. So that the segmenting, targeting and positioning strategies are correct, but they must be increased in order to be able to drive sales even better. However, researchers have several suggestions that can be given to leaders, management, and subsequent researchers, as follows:

Delia Hijab's leadership or management needs to pay more careful attention to implementing segmentation, targeting and positioning strategies and adding other marketing strategies that are considered to increase sales and consumer satisfaction. For example, with their image, brand awareness, service satisfaction, giving discounts, and other things.

Academics and researchers from this research are expected to be able to add to the literature regarding segmenting, targeting and positioning strategies and purchasing decisions and provide good input for researchers.

The researcher himself then hopes to be able to develop further research by examining other variables in the field of marketing which can help provide solutions for the management of Delia Hijab or other companies, and also research cases in other fields so that they cover more broadly in their research.

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