

Product Marketing: Building a Strong and Sustainable Brand

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Article Info	ABSTRACT
<p>Keywords: Marketing, Brand, Consumer Loyalty, Sustainability, Marketing Strategy.</p>	<p>This study aims to analyze effective marketing strategies for building strong and sustainable brands amidst increasingly dynamic market competition. The research focuses on identifying key factors influencing brand awareness, consumer loyalty, and brand sustainability through an integrated marketing approach. The research method used is qualitative with a descriptive approach, involving literature review and interviews with marketing practitioners and consumers to gain an in-depth understanding of best practices in brand building. The results indicate that building a strong and sustainable brand requires an integrated and strategic marketing approach, focusing not only on product quality but also on a deep understanding of the target market, a clear brand identity, positive customer experiences, consistent communication, and the use of social media. Brand success is determined by a company's ability to adapt its products and marketing strategies to be relevant to consumer needs, differentiate the brand from competitors, build trust, and strengthen long-term loyalty. The study also highlights challenges faced, including intense competition, changing consumer preferences, the need for sustainable differentiation, and social and environmental responsibility.</p>
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INTRODUCTION

In today's competitive digital era, brand strategy plays a crucial role in building a strong and sustainable brand (Surya & Rahmat, 2025). A brand's success is determined not only by the quality of its products or services, but also by the company's ability to design a well-thought-out strategy, consistently implement marketing programs, and conduct ongoing measurement and evaluation. An effective brand strategy includes a deep understanding of consumer needs and preferences, utilizing digital media to increase visibility and interaction, and instilling values aligned with the brand's identity (Sahetapy, 2013). With this approach, companies can create emotional connections with consumers, increase loyalty, and strengthen the brand's reputation in a dynamic marketplace. While building a strong brand is not easy, sound strategic planning and consistent implementation will lay the foundation for long-term brand sustainability (Pangaribuan & Yugopuspito, 2022).

Product marketing is a key component of a strong brand-building strategy. Product marketing encompasses a series of activities undertaken by companies to introduce, promote, and distribute products to consumers to meet their needs and desires (Firmansyah, 2023). These activities include identifying target markets, determining product positioning, designing marketing messages, and selecting appropriate distribution channels. With

effective product marketing, companies can not only increase sales but also strengthen brand image, build consumer loyalty, and support brand sustainability in a competitive marketplace (Trulline, 2021). Planned and measured product marketing is a crucial foundation for any brand strategy, as a brand's success depends heavily on how well its products are recognized, accepted, and valued by consumers (Siagian et al., 2020).

Furthermore, the concept of sustainability is a crucial aspect in building a strong brand. Sustainability in the context of business and marketing means that practices focus not only on short-term profits but also consider long-term social, environmental, and economic impacts. Sustainable brands are able to create value for consumers while maintaining the company's reputation through environmental responsibility, business ethics, and positive contributions to society (Putra et al., 2024). The implementation of sustainability principles not only increases consumer trust and loyalty but also provides competitive differentiation in a market increasingly aware of social and environmental issues. Thus, sustainability has become an integral element of product marketing strategy, ensuring that brands are not only known and loved today but also remain relevant and valued in the future (Ahidin, 2019).

Several previous studies have examined various aspects related to strong brand building and product marketing. Yunaida (2017) emphasized the importance of brand strategy in increasing consumer loyalty, showing that brands with a clear and consistent identity are better able to attract customer attention. However, this research has not yet addressed how brand strategy can be systematically combined with sustainable product marketing practices, especially in the context of the digital market. Ayu (2019) examined the effectiveness of product marketing through digital media in increasing brand awareness and purchasing decisions. The results showed that positive interactions with consumers through digital media strengthen brand recognition, but this study has not explored the long-term impact on brand sustainability and reputation.

Furthermore, Utomo et al. (2023) examined the relationship between CSR practices and perceptions of brand sustainability, finding that corporate social activities can strengthen brand image. However, this study did not comprehensively examine the integration of brand strategy, product marketing, and sustainability. Local research by Rochis & Setiawan (2024) on Indonesian MSMEs showed that digital marketing can increase brand awareness, but its focus still focused on short-term results without assessing brand strength and long-term sustainability.

Thus, a significant research gap emerges: while many studies have addressed each aspect separately, few have examined the simultaneous integration of brand strategy, product marketing, and sustainability. This research is needed to fill this gap, provide a more comprehensive understanding, and serve as a practical guide for companies in building brands that are known, loved, and remain relevant in a competitive and evolving market.

The purpose of this study is to analyze how the integration of brand strategy, product marketing, and sustainability principles can build a strong brand that is loved by consumers and remains relevant in the long-term market. In addition, this study aims to identify effective and sustainable marketing practices that can be used as a guide for companies in optimizing relationships with consumers and strengthening brand reputation. In terms of benefits, this study is expected to provide theoretical contributions by expanding understanding of the

relationship between brand strategy, product marketing, and sustainability, while also providing practical benefits for companies, especially business actors in the digital era, in designing strategies that can increase consumer loyalty, operational sustainability, and brand competitiveness in a competitive market.

METHOD

This study uses a descriptive qualitative method with the aim of deeply understanding how the integration of brand strategy, product marketing, and sustainability principles can build a strong, consumer-loved brand that remains relevant in the market. Research data was obtained from primary sources through in-depth interviews with marketing managers, company owners, and consumers, as well as secondary sources from company documents, annual reports, publications related to marketing and sustainability, and relevant academic literature (Sugiyono, 2018). Data collection techniques included interviews, participant observation, and documentation studies to obtain a comprehensive picture of the marketing practices and brand strategies implemented. Data analysis was conducted using thematic analysis, which identifies and groups key themes that emerge from the interviews, observations, and documentation. The analysis process includes data reduction, data presentation, and drawing conclusions to answer the research problem formulation. Data validity was maintained through triangulation of sources and techniques, by comparing information from various respondents and documents, so that the research results are trustworthy, credible, and provide a comprehensive picture of how to build a strong and sustainable brand.

RESULT AND DISCUSSION

Product Marketing to Build a Strong and Sustainable Brand

Product marketing to build a strong and sustainable brand involves a series of planned and measurable strategies. The goal is to create a strong brand identity in the minds of consumers, build trust, and foster long-term loyalty. Some strategies that can be implemented include understanding the target market, building a unique brand identity, creating a positive customer experience, being consistent in brand communications, utilizing social media and visual content, and considering environmental impact.

1. Understanding the Target Market

Understanding the target market is a fundamental step in product marketing strategy. The target market is the consumer segment that a company primarily focuses on when offering a product or service. A deep understanding of the target market allows companies to tailor products, communications, and marketing strategies to consumer needs, preferences, and behaviors. Academically, this concept aligns with the market segmentation theory proposed by Kotler and Keller (2016), where segmentation, targeting, and positioning (STP) is the primary framework for building an effective marketing strategy. By understanding consumer demographics, psychographics, geography, and behavior, companies can create appropriate messages and increase brand relevance in the eyes of consumers.

Furthermore, understanding the target market also supports the efficient use of marketing resources. By targeting the right consumers, companies can allocate promotional,

distribution, and product innovation budgets more effectively, thereby increasing return on investment (ROI). For example, analyzing consumer preferences for environmentally friendly products can help companies design product innovations that are not only in demand by the market but also align with sustainability principles. This is crucial for building a brand that is not only recognized but also loved by consumers.

Furthermore, understanding the target market allows companies to build long-term relationships with consumers. By understanding consumers' needs, expectations, and problems, companies can create personalized and satisfying customer experiences. This aligns with relationship marketing theory, which emphasizes the importance of loyalty and ongoing interaction with consumers. Building strong relationships with the target market helps companies maintain brand relevance, increase consumer satisfaction, and encourage brand advocacy, ultimately strengthening the brand's position in the market.

2. Building a Unique Brand Identity

Building a unique brand identity is an important strategy for differentiating a company's products or services from competitors. Brand identity includes the name, logo, slogan, visual design, and the values represented by the brand. A clear and consistent identity makes it easier for consumers to recognize and remember a brand, while also creating positive associations that strengthen loyalty. With a strong identity, companies can ensure their brand remains relevant in consumers' minds despite increasingly fierce competition (Zebuah, 2018).

A unique brand identity also serves as the foundation for a company's strategic positioning in the market. With clear differentiation, companies emphasize the advantages of their products or services that set them apart from competitors. This helps consumers understand the brand's unique characteristics, enabling them to make faster and more informed purchasing decisions. A clear positioning also strengthens the brand's image and helps the company build a strong reputation in the public eye.

Beyond product differentiation, a unique brand identity also supports a company's efforts to build long-term relationships with consumers. A consistent identity enables companies to deliver relevant messages and create enjoyable experiences for consumers. This strong relationship increases loyalty, encourages repeat purchases, and makes them more likely to recommend the brand to others.

Furthermore, a unique brand identity plays a crucial role in building brand sustainability. A clear and authentic brand communicates a company's values, including social responsibility and environmental stewardship. In this way, consumers recognize a brand not only for its products or services, but also for the values it stands for. A unique identity aligned with sustainability keeps a brand relevant, trusted, and loved by consumers in the long term.

3. Creating a Positive Customer Experience

Creating a positive customer experience is a crucial strategy for building a strong and sustainable brand. Excellent and responsive customer service is the foundation of this strategy. Customers who feel cared for and well-served tend to have a positive perception of the brand, thus building stronger relationships and increasing loyalty (Rini, 2009). Responsiveness in addressing customer needs and inquiries also demonstrates a company's commitment to customer satisfaction, which in turn strengthens the brand's image.

In addition to service, product quality is a crucial factor in creating a pleasant customer experience. Products that meet or exceed customer expectations will increase satisfaction and trust in the brand. Consistent quality demonstrates the company's professionalism and responsibility, while also affirming the brand's reliable value. With quality products, customers are more likely to recommend the brand to others, thus supporting long-term growth and reputation.

A simple and enjoyable purchasing process also plays a crucial role in creating a positive experience. Ease of access, a convenient payment system, and a user-friendly service design make interactions more enjoyable. A smooth purchasing experience not only increases customer satisfaction but also encourages repeat purchases. Companies that can deliver this experience will stand out in a competitive marketplace and build stronger loyalty.

Handling customer complaints quickly and effectively is also part of a positive customer experience strategy. Every issue that arises is an opportunity for a company to demonstrate its commitment to customer satisfaction. Proper complaint handling can transform a negative experience into a positive one, strengthen customer relationships, and enhance brand image. By prioritizing customer satisfaction and convenience at every stage, companies can build a brand that is not only recognized, but also loved and trusted in the long term.

4. Consistent Brand Communication

Consistency in branding communication is a key element in building a strong and sustainable brand. The consistent use of brand elements—such as logos, colors, typography, and slogans—across all marketing channels helps create a recognizable identity. This visual and verbal consistency makes it easier for consumers to remember and recognize the brand, while also instilling a professional and trustworthy perception in the marketplace.

In addition to visual elements, brand messaging must also be delivered consistently across all communication platforms. Every interaction with consumers, whether through social media, advertising, websites, or direct communication, must communicate the same brand values and advantages (Saleh, 2014). This message consistency not only strengthens the brand image but also builds consumer trust, as they understand what to expect from the brand.

Consistency applies not only to external communications but also to the quality of products and services provided. Consistent product quality and consistently high-quality customer service ensure a consistent and positive consumer experience. This is crucial because a mismatch between brand promise and actual experience can damage brand image and decrease customer loyalty.

Furthermore, consistency across all aspects of a brand—from communications to products and services—lays the foundation for brand sustainability. A consistent brand is more easily trusted, remembered, and valued by consumers in the long term. By maintaining consistent standards, companies not only build brand recognition but also loyalty and trust, which support brand growth and relevance in a competitive marketplace.

5. Leveraging Social Media

Leveraging social media is a crucial strategy for building a strong and sustainable brand. Selecting the right platform for your target market significantly determines the effectiveness of communication and engagement with your audience. Each platform has different user

characteristics and demographics, so understanding where your audience is active will maximize reach and interaction.

Engaging and relevant content is key to a successful social media strategy. Content tailored to your audience's needs, interests, and preferences will increase engagement and strengthen your brand image (Siagian et al., 2020). Creative, informative, or entertaining content also encourages your audience to follow and interact with your brand, fostering a stronger and deeper relationship.

Furthermore, social media allows for direct interaction with customers and community building. Through comment sections, private messages, or discussion forums, companies can respond to questions, address complaints, and listen to consumer feedback. This active interaction strengthens customer loyalty and creates a sense of brand ownership, transforming consumers into not only buyers but also advocates.

Leveraging social media features such as paid advertising, video content, and live streaming allows brands to reach a wider audience and increase visibility. Paid advertising can target specific segments, while video content and live streaming increase audience engagement and engagement. This combination helps companies effectively convey brand messages, expand market reach, and strengthen their position in an increasingly competitive environment.

6. Considering Environmental Impact

Considering environmental impact is a crucial aspect of building a strong and sustainable brand (Juanita et al., 2024). Environmentally conscious companies demonstrate a commitment to social responsibility and sustainability, which are now top consumer concerns. This strategy not only enhances a positive brand image but also attracts market segments concerned with environmental issues, thus supporting brand differentiation in a competitive market.

Implementing environmentally friendly practices can be done in various ways, such as using sustainable raw materials, reducing waste, energy efficiency, and product design that supports recycling. Additionally, companies can adopt production processes that minimize negative environmental impacts and focus on a greener supply chain. This approach demonstrates a company's environmental responsibility while providing added value to consumers who are increasingly aware of the importance of sustainability.

Furthermore, considering environmental impact also drives innovation in product development and business strategy. Companies are driven to create products that are not only high-quality but also environmentally friendly and resource-efficient. This aligns with the brand's long-term goal of remaining relevant, trusted, and valued by consumers. By integrating environmental aspects into their marketing strategies, companies can strengthen their brand reputation and build consumer loyalty, which supports overall business sustainability.

Product Marketing Challenges to Build a Strong and Sustainable Brand

Building a strong and sustainable brand in product marketing faces various challenges, both internal to the company and external to the market. Here are some of the main challenges:

1. Fierce Competition

The first challenge in building a strong and sustainable brand is intense competition. In the modern market, nearly every product category has numerous players offering similar offerings, both in terms of quality and price. Consumers are increasingly discerning and selective, with easy access to information through the internet and social media. This forces them to compare products not only for functionality but also for brand reputation, user experience, and emotional value. Under these conditions, companies are required to be more creative in positioning their products to attract consumers' attention amidst a sea of competitors.

Furthermore, emphasizing brand uniqueness is a crucial strategy for facing fierce competition. This uniqueness can take the form of added value, product innovation, distinctive design, or a strong and consistent brand identity. Brands that successfully differentiate themselves from competitors are able not only to attract new consumers but also to build long-term loyalty. This differentiation strategy must be maintained continuously, as competitors are always trying to imitate existing advantages. Therefore, companies need to continuously innovate and evaluate to ensure their brands remain relevant, attractive, and competitive in the long term.

2. Changing Consumer Preferences

The next challenge in building a strong brand is changing consumer preferences. In today's digital age, consumers have instant access to information, the latest trends, and product reviews from various sources, including social media and e-commerce platforms. This causes their tastes and needs to change rapidly, sometimes within months or even weeks. For example, a currently popular product can quickly be replaced by a new trend that is more innovative or better suited to consumers' lifestyles. This change forces companies to constantly monitor market behavior and expectations to stay relevant.

However, the biggest challenge is not just keeping up with trends, but also maintaining brand identity while adapting. If a company focuses too much on chasing trends, there is a risk that the brand's core message and values will become obscured, making it difficult for consumers to recognize the brand's character and uniqueness. An effective strategy is to find a balance between innovation and consistency—for example, by updating products or services to meet consumer needs while maintaining the key elements that make the brand memorable. In this way, brands not only remain relevant to market changes but also remain strong and trusted by consumers in the long term.

3. Brand Consistency

Another important challenge in building a strong brand is brand consistency. Consistency encompasses various aspects, from the message conveyed, visual identity, product quality, to the overall customer experience. A consistent brand creates a clear and easily recognizable image for consumers, fostering trust and loyalty. Conversely, inconsistencies—for example, between promotional messages and the quality of the product received by consumers—can damage brand perception and undermine consumer trust.

However, maintaining brand consistency is no easy feat, especially when companies operate across multiple platforms or sales channels. Each point of interaction with consumers, both offline and online, can have different characteristics, requiring rigorous communication

strategies and quality control. The challenge is ensuring that all brand elements remain aligned, from social media advertising to product packaging and customer service. Companies need to establish clear brand guidelines and conduct internal training so that the entire team understands and consistently applies brand standards, ensuring a consistent consumer experience across all touchpoints.

4. Reputation and Consumer Trust

The next challenge in building a strong and sustainable brand is consumer reputation and trust. Brand reputation is a crucial foundation that influences purchasing decisions and long-term loyalty. Consumers tend to choose brands they trust, both in terms of product quality and service. This trust is built on consistently positive experiences, company transparency, and commitment to the brand promise. Brands that successfully build a good reputation not only attract new customers but also retain loyal existing ones.

However, maintaining reputation and consumer trust faces serious challenges. Service errors, product quality discrepancies, or a poor response to a crisis can quickly damage a brand image that has been built over years. In the era of social media and online reviews, even small issues can spread widely and significantly impact public perception. Therefore, companies need a quality management system, effective customer service protocols, and a swift and transparent crisis strategy. With this approach, brand reputation can be maintained, consumer trust maintained, and long-term loyalty built.

5. Sustainable Differentiation

The next challenge in building a strong and sustainable brand is sustainable differentiation. In an increasingly competitive market, relying solely on price or product quality advantages is no longer enough to maintain a brand's position. Consumers now seek added value that is unique, relevant, and provides a differentiated experience compared to competitors. This differentiation can take the form of product innovation, additional services, distinctive design, social or environmental values, or even a personalized approach that makes consumers feel valued. Brands that can offer something truly different have a greater chance of standing out and building long-term loyalty.

However, creating sustainable differentiation is no easy feat. The key challenge is ensuring continuous innovation without losing the brand's identity and core values. Companies must be able to predict market trends, understand changing consumer needs, and develop creative ideas that are relevant and can be consistently implemented. This requires investment in research and development, cross-team collaboration, and the ability to adapt quickly. With the right differentiation strategy, brands can not only survive the competition but also remain relevant and valued by consumers in the long term.

6. Social and Environmental Impact

Another increasingly important challenge in building a strong brand is social and environmental impact. Modern consumers judge products not only by quality or price, but also by whether the brand is socially responsible and environmentally friendly. Awareness of sustainability issues, business ethics, and environmentally friendly practices makes consumers more selective in choosing products. Brands that successfully demonstrate a true commitment to social and environmental responsibility not only gain trust but also build a positive image that can increase customer loyalty.

However, the main challenge is maintaining a balance between socio-environmental responsibility and profitability. Implementing sustainable business practices—such as the use of environmentally friendly materials, ethical production processes, or social programs—often requires additional costs and significant operational changes. Companies must be able to design strategies that ensure social and environmental values are met without sacrificing business continuity or price competitiveness. With careful planning and transparent communication to consumers, brands can assert their position as ethical and sustainable while maintaining healthy financial performance.

CONCLUSION

Marketing products to build a strong and sustainable brand requires an integrated and strategic approach. Brand success is determined not only by product quality but also by the company's ability to understand its target market, build a unique brand identity, create a positive customer experience, maintain consistent communications, and effectively utilize social media. A deep understanding of the target market allows companies to tailor products, messages, and marketing strategies to ensure relevance and enhance consumer loyalty. A clear and authentic brand identity differentiates a brand from competitors, strengthens its strategic position, and forms the basis for sustainable brand development. A positive customer experience, encompassing product quality, responsive service, and ease of interaction, is a crucial factor in building trust and brand advocacy. Consistency in visual communication, messaging, and product and service quality affirms brand credibility and strengthens long-term loyalty. Meanwhile, utilizing social media as a platform for interaction and promotion expands reach, strengthens engagement, and builds a consumer community that supports brand growth. Building a strong and sustainable brand faces complex challenges that include intense competition, changing consumer preferences, the need for consistency, reputation and trust, sustainable differentiation, and social and environmental responsibility. Companies are required to highlight brand uniqueness through innovation and added value, while maintaining identity and consistency across multiple channels. Furthermore, adapting to consumer trends and expectations must be balanced with maintaining a clear brand image, thereby maintaining long-term trust and loyalty. Sustainable differentiation and a commitment to social and environmental impact are increasingly key factors in determining brand relevance and success in the modern marketplace, requiring companies to integrate innovation, transparency, and ethical responsibility without sacrificing competitiveness and profitability.

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