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Competitive Advantage Strategy in Increasing Product Sales in the Health Industry with SWOT Analysis of PT. XYZ

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Abstract: This study aims to analyze and formulate an effective competitive advantage strategy for PT. XYZ in an effort to increase sales of its products in the health industry sector. The method used is SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, which identifies internal strengths, weaknesses, external opportunities, and threats faced by the company. The results of the study revealed that PT. XYZ has advantages in the form of a widely recognized brand, a high level of consumer trust, and a solid distribution network. On the other hand, the Company will face a number of challenges, including dependence on certain superior products and limitations in creating new product innovations. Great opportunities lie in the increasing trend of healthy lifestyles and demand for herbal products, while threats come from new competitors and strict government regulations. Based on this analysis, strategies such as product diversification, quality improvement and innovation, and expansion of domestic and international markets are formulated. This strategy is expected to strengthen PT. XYZ competitive position and encourage sustainable sales growth.

Keywords: Competitive Advantage, Product Marketing Strategy, SWOT Analysis in the Health Industry of PT.XYZ

INTRODUCTION

In recent years, the health sector has grown rapidly along with increasing public awareness of the importance of a healthy lifestyle and the use of safe and natural products. Facing increasingly fierce competition, companies in this sector need to implement effective strategies in order to survive and increase sales. There are ways that can be used, namely competitive advantage strategies, which means creating greater value than competitors through product differentiation, cost efficiency, or the right market focus.

PT. XYZ is a national company that has long been engaged in the health industry, especially herbal and herbal products, which are widely known by the Indonesian people. Despite having a strong reputation and well-established products, PT. XYZ still faces various challenges, both in terms of market competition, changes in consumer behavior, and increasingly stringent government regulatory dynamics. Therefore, a strategy is needed that is able to maximize internal potential and utilize external opportunities to increase the company's

competitiveness. In this context, SWOT analysis becomes an effective tool to systematically evaluate the internal and external conditions of a company. By identifying strengths, weaknesses, opportunities, and threats, companies can formulate targeted and sustainable strategies.

The purpose of this study is to formulate a competitive advantage strategy that can be implemented by PT. XYZ in order to increase product sales in the health industry. Specifically, this study aims to:

1. Analyze internal factors (strengths and weaknesses) and external factors (opportunities and threats) that affect the performance of PT. XYZ
2. Develop alternative competitive strategies based on the results of the SWOT analysis.
3. Providing relevant and applicable strategy recommendations for PT. XYZ to increase competitive advantage and sustainable sales growth.

METHOD

This research article uses a literature study method to analyze the competitive advantage strategies of PT. XYZ. Data is obtained from books, scientific journals, articles, and official company documents. This approach is used to examine the theory of competitive advantage and SWOT analysis, as well as to understand the dynamics of the healthcare industry. Based on the results of the literature and the SWOT analysis, four types of strategies were formulated, namely: SO Strategy (Strengths Opportunities) that utilizes strengths to seize opportunities, ST Strategy (Strengths Threats) that uses strengths to face threats, WO Strategy (Weaknesses Opportunities) that leverages opportunities to overcome weaknesses, and WT Strategy (Weaknesses Threats) aimed at minimizing weaknesses and avoiding threats. The results of this synthesis are used to formulate relevant strategies to improve product sales and the company's competitiveness sustainably.

RESULTS AND DISCUSSION

Results

Based on the background, objectives and methods discussed in this article, the results are as follows:

Competitive Advantage

Competitive Advantage is a key element in a company's marketing performance to face the dynamics of competition. This term refers to a value-added strategy developed by a company, including through collaboration, to create a superior position in the market. This strategy needs to be designed sustainably so that the company is able to maintain and expand its dominance, both in existing and new markets. In essence, competitive advantage comes from the unique value or benefits that the company has successfully provided to its consumers. (Dalimunthe, MB 2017).

Competitive advantage can be achieved through three main strategies: cost leadership, differentiation, and focus on a particular market segment. Competitive advantage is a crucial aspect in marketing strategy because it is the foundation for a company to survive and grow amidst intense competition. In the context of the health industry, such as in PT. XYZ, competitive advantage can be reflected in brand strength, consumer trust in the safety of herbal products, and the ability to innovate in developing products based on natural ingredients.

To maintain competitive advantage, companies need to continuously adapt to changes in the market, technology, and consumer preferences. In addition, optimal utilization of internal resources and analysis of strengths, weaknesses, opportunities, and threats (SWOT) are also very important to formulate adaptive and sustainable strategies.

Competitive advantage is not just static, but must be managed dynamically to remain relevant. Companies that are able to manage their competitive advantage continuously will be better prepared to face the challenges of globalization, regulatory changes, and increasingly complex consumer expectations.

Previous researchers have investigated Competitive Advantage in depth, including: (Lathiifa, S., & Ali, H. 2013)., (Sari, VN, & Ali, H. 2019)., (Azhari, F., & Ali, H. 2024).

Competitive Advantage in Increasing Sales of PT. XYZ Products

PT. XYZ is a national company engaged in the herbal and traditional medicine industry, which utilizes a competitive advantage strategy to increase sales of its products amidst tight market competition. One of the main advantages it has is brand strength, especially its flagship product, Tolak Angin, which is widely known and trusted by the public.

The company also continues to innovate based on research by creating herbal products that are in accordance with consumer needs and trends, such as more practical packaging and more modern formulas. This innovation is an important differentiator from competitor products, while strengthening market position.

In addition, a wide and efficient distribution system and aggressive marketing strategies through mass media and public figures, also contributed to the increase in sales. PT. XYZ has also succeeded in building a network that reaches both local and international markets.

Through the SWOT analysis approach, the company was able to identify and leverage its core strengths, such as customer loyalty and brand strength. Differentiation and brand strengthening strategies have proven effective in maintaining market position and increasing sales.

However, to maintain this advantage in the long term, the company needs to continue to update its strategy that is adaptive to market changes, government regulations, and competition from similar products. With a sustainable and data-based strategy, PT. XYZ can maintain its competitiveness and sales growth optimally.

Competitive Advantage in Increasing Sales of PT. XYZ Products has been the focus of studies by various previous researchers, including (Ikhsani, K., & Ali, H. 2017)., (Yeni, F., Erwin, G., & Ali, H. 2019)., (Hernikasari, I., Ali, H., & Hadita, H. 2022).

Internal factors originating from the company's environment include:

Strength (Strength) at PT XYZ.

To begin the SWOT analysis, let's review the strengths of PT XYZ. One of the company's main strengths is the use of high-quality traditional ingredients in its medicinal products. PT XYZ has a deep understanding of the benefits of herbal medicine and is able to create quality products that are trusted by its consumers. .

One of PT XYZ's strengths lies in its efficient marketing strategy. The company continues to innovate to keep up with the latest developments and strengthen its brand image, especially amidst today's technological advances. Through the use of social media and various information technology platforms, PT XYZ has succeeded in expanding its market reach while strengthening consumer loyalty.

The strengths of PT XYZ have been the focus of studies by various previous researchers, including: (Yeni, F., Erwin, G., & Ali, H. 2019)., (Shobirin, M., & Ali, H. 2019)., (Malca. 2023).

Weaknesses PT XYZ.

Like other companies, PT XYZ also faces several weaknesses. One of the challenges faced is the limited distribution of products outside Java. Although their products are available in various large and well-known pharmacies in Indonesia, there are still several areas that have

not been fully served or reached. This condition is a challenge in itself in an effort to expand consumer reach throughout the country.

In addition, another weakness lies in the lack of product variety. Currently, most of PT XYZ's product lines are still focused on herbal medicines, while other segments such as health foods and personal care products have not been optimally developed. In the midst of increasingly competitive industry competition, expanding the product portfolio can be an important strategy to support the company's growth and progress in the future.

The weaknesses of PT XYZ have been the focus of studies by various previous researchers, including (Pitri, A., Ali, H., & Us, KA 2022)., (Zahran, R., & Ali, H. 2020)., (Malca. 2023).

External factors originating from the company's external environment include:

PT XYZ Opportunities.

PT XYZ has many opportunities to take advantage of considering the growing health market. PT XYZ sees a great opportunity to increase sales due to the shift in lifestyle towards consuming more natural and healthy products. Consumers are increasingly aware of the importance of maintaining health, and PT XYZ with its trusted herbal products can be the right solution.

PT XYZ has the opportunity to strengthen its brand image by taking advantage of easy access to information and increasing public awareness of safer drug use. In today's digital era, marketing strategies through online campaigns are increasingly optimal to reach a wider audience. The opportunities at PT XYZ have been the focus of studies by various previous researchers, including; (Maisharoh, T., & Ali, H. 2020)., (Darmawan, KP, & Ali, H. 2024)., (Malca 2023)

Threats to PT XYZ.

In running its business, PT XYZ certainly cannot be separated from various challenges. One of the threats faced is the increasing competition from large pharmaceutical companies that are starting to enter the herbal medicine market. To remain competitive, PT XYZ needs to continue to maintain the quality of its products and maintain consumer trust in order to remain the leading choice.

Therefore, changes in government regulations can also be a big challenge for PT XYZ. The company needs to continue to follow the development of policies in the field of medicine and be ready to face the impact. By remaining flexible and continuing to innovate, PT XYZ can survive and thrive amidst increasingly tight market competition.

Threats to this PT have been the focus of studies by various comprehensive researchers previously, including; (Ali, H., & Butarbutar, B.), (Sari, VN, & Ali, H. 2019)., (Malca. 2023).

Based on the background and results of the SWOT analysis, PT XYZ has a main advantage in its main product, namely Tolak Angin, which is already well-known in Indonesia, but still faces challenges in brand recognition in the international market. Great opportunities come through technological advances, especially digitalization and global e-commerce, which can be utilized to expand market reach. Meanwhile, increasingly tight competition in the Health industry requires companies to continue to innovate and maintain operational efficiency. Table 1 below summarizes the SWOT strategies that can be implemented by PT XYZ based on the results of the SWOT analysis:

Table 1. SWOT Analysis

<p>Internal Factors & External Factors</p>	<p>STRENGTH A very strong and widely known brand</p>	<p>WEAKNESSES Limitations in global e-commerce penetration</p>
<p>OPPORTUNITY The growth of e-commerce and digital marketing.</p>	<p>STRENGTH OPPORTUNITY Export market expansion with the support of strong brands and trusted products.</p>	<p>WEAKNESSES OPPORTUNITIES Investing in global digital marketing</p>
<p>THREATS Tight competition with local/global pharmaceutical and herbal products</p>	<p>STRENGTH THREATS Improving international quality standards and certification.</p>	<p>WEAKNESSES THREATS Diversification of markets and distribution channels</p>

SO Strategy (Strength - Opportunity) :

PT XYZ has a major strength in a strong and widely recognized modern brand. This is an important capital to capture opportunities from the growth of e-commerce and digital marketing.

ST Strategy (Strength – Threats)

Although PT XYZ is strong in distribution and consumer trust, they still face major challenges from competitors and export market regulations.

WO Strategy (Weaknesses – Opportunity)

Weaknesses such as dependence on domestic markets and traditional image can be overcome by taking advantage of global trends and digitalization opportunities.

WT Strategy (Weaknesses – Threats)

The combination of weaknesses and threats is the most critical situation, so the strategy focuses on long-term risk mitigation.

Discussion

Based on theoretical studies and related articles, SWOT analysis is an effective tool in formulating strategies because it identifies the company's Strengths, Weaknesses, Opportunities, and Threats. This approach allows companies to optimize internal potential and external opportunities, while reducing the impact of weaknesses and risks faced. Thus, companies can make more adaptive strategic decisions and increase their competitiveness.

SWOT Analysis Strategy

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a tool used to identify various factors that are systematically arranged to create a strategy for a business. This approach is based on logic that can maximize strengths and weaknesses while minimizing weaknesses and threats. In short, SWOT analysis is used to design a business strategy by looking at and sorting out the elements that affect the four. (Fatimah, FNAD 2016).

1. Strength is something that is the main advantage or superiority in a company. With this strength, the company can gain profit and provide more value than other competitors.

This strength helps the company meet the needs of stakeholders and produce products with good quality.

2. Weakness is a situation or factor that causes a deficiency in a company. A company can be said to be successful if it is able to reduce or even overcome these weaknesses. .
3. Opportunities are conditions in the company's external environment that provide benefits and can encourage progress for the company.
4. Threats are factors from outside the company that can disrupt the smooth running of its operations. These threats usually cause losses to the company and if not addressed, can cause long-term impacts that hinder the achievement of the company's vision and mission.

SWOT analysis has been .of studies by various previous researchers, including; (Shobirin, M., & Ali, H. 2019)., (Ali, H., & Butarbutar, B.),, (Nisak, Z. 2013).

Table 2. SWOT Strategy

<p>Internal Factors</p>	<p>Strength:</p> <ol style="list-style-type: none"> 1. Strong and trusted brand in Indonesia, especially <i>Tolak Angin products</i> . 2. Product diversification: herbal medicine, herbal drinks, supplements, pharmaceuticals. 3. Modern production facilities with high standards. 4. Commitment to quality and halal certification. 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. Heavy dependence on one flagship product (<i>Tolak Angin</i>). 2. International market coverage is still limited. 3. Product innovation is not as fast as the global trends of modern health. 4. The perception of “traditional herbal medicine” abroad has not been fully accepted.
<p>External Factors</p>	<p>SO ST (Strengths-Opportunities) & (Strengths-Threats)</p>	<p>WO WT (Weaknesses-Opportunities) & (Weaknesses -Threats)</p>
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. The trend of healthy lifestyle and herbal consumption is increasing. 2. Potential for export market expansion (Asia, Middle East, Europe). 3. Digitalization and e-commerce to expand consumer reach. 4. Innovation of new products based on scientific research and herbal technology. 	<p>Strengths – Opportunities:</p> <ol style="list-style-type: none"> 1. Expanding exports of superior products such as <i>Tolak Angin</i> to international markets. 2. Develop new herbal products with the support of modern technology. 3. Utilizing a wide distribution network to penetrate digital and e-commerce markets. 4. Collaborate with research institutions to create innovative, science-based products. 	<p>Weaknesses – Opportunities:</p> <ol style="list-style-type: none"> 1. Reducing dependence on <i>Tolak Angin</i> by creating a new product line. 2. Strengthening global presence with international digital marketing strategies. 3. Increasing research and development for modern herbal medicine innovation. 4. International public education to increase acceptance of herbal products.

<p>Threat:</p> <ol style="list-style-type: none"> 1. Tight competition from global supplement and pharmaceutical products. 2. Changes in herbal and pharmaceutical product regulations. 3. Fluctuations in prices and availability of natural raw materials. 4. Global economic uncertainty and exchange rates. 	<p>Strengths – Threats:</p> <ol style="list-style-type: none"> 1. Maintain customer loyalty through natural health education and promotion campaigns. 2. Securing raw material supply chains with sustainable local partnerships. 3. Protecting brands and patents from counterfeiting through legal regulation and supervision. 4. Adjust marketing strategies to remain competitive when facing foreign products. 	<p>Weaknesses – Threats:</p> <ol style="list-style-type: none"> 1. Diversify business and products to reduce single market risk. 2. Increase operational efficiency to face global competitive pressures. 3. Strengthen the image of herbal medicine with international certification and science-based claims. 4. Reduce dependence on imported raw materials with independent cultivation.
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SWOT Analysis Strategy Results

1. Strengths

This table notes four main strengths, namely:

a) **Strong and trusted brands**

Products such as *Tolak Angin* have become well-known flagship brands in Indonesia, demonstrating customer loyalty and trust.

b) **Product diversification**

The company does not only rely on one type of product, but also sells herbal medicine, herbal drinks, supplements, and pharmaceutical products — this strengthens competitiveness and expands the market.

c) **Modern production facilities with high standards**

Demonstrate the company's readiness to produce products efficiently and with high quality, in accordance with regulations and market expectations.

d) **Commitment to quality and halal certification**

This increases consumer confidence, especially in the Indonesian market which is predominantly Muslim and prioritizes the halalness of products.

2. Weaknesses

Four main weaknesses were identified:

a) **Heavy dependence on one flagship product (Tolak Angin)**

Although successful, this is a risk if demand decreases or strong competitors emerge.

b) **International market coverage is still limited**

The company has not fully penetrated the global market, indicating the need for an international expansion strategy.

c) **Product innovation is not as fast as the global trend of modern health.**

Traditional products may lag behind the rapidly changing trends of modern healthy lifestyles.

d) **The perception of "traditional herbal medicine" abroad has not been fully accepted.**

Cultural barriers and international market perceptions can be obstacles to product expansion.

3. Opportunities

This table notes four main opportunities, namely:

a) **The trend of healthy lifestyle and herbal consumption is increasing,**

providing a large market potential for modern herbal and herbal products.

- b) **Potential for export market expansion**
Countries such as Asia, the Middle East and Europe are showing interest in natural products.
- c) **Digitalization and e-commerce**
Opening new, wider and faster distribution channels to global consumers.
- d) **Herbal product innovation based on scientific research and technology**
provides opportunities to increase product credibility scientifically.

4. Threats

This table notes four main opportunities, namely:

- a) **Fierce competition in the global supplement and pharmaceutical industry**
The large number of big players makes the market competitive.
- b) **Changes in herbal and pharmaceutical product regulations**
could hamper exports and distribution if not complied with.
- c) **Fluctuations in the prices of natural raw materials**
affect the stability of production costs.
- d) **Global economic instability**
can reduce purchasing power and interest in exports.
- e) **Counterfeit or imitation products**
Threaten the reputation of the original brand.

1. SO Strategy (Strengths – Opportunities)

This strategy utilizes the company's **internal strengths** to **take advantage of external opportunities**.

Discussion:

- 1. **Expanding exports of superior products (Tolak Angin)**
Strong and trusted brand strength is used to respond to growing export market opportunities, especially in countries that are starting to accept herbal products.
- 2. **Developing new herbal products with modern research and technology**
Diversifying existing products is enhanced with a scientific and high-tech approach to attract a more modern and critical market towards scientific aspects.
- 3. **Leveraging digital and e-commerce-based distribution networks**
Companies can maximize digital platforms to reach consumers more widely, in line with their strengths in production infrastructure and consumer trust.
- 4. **Collaborating with research institutions to create scientific-based innovations**
Commitment to quality and halal certification is the main capital in developing globally recognized products through research collaboration.

2. WO Strategy (Weaknesses – Opportunities)

This strategy aims to **overcome company weaknesses** by taking advantage of existing **opportunities**.

Discussion:

- 1. **Reducing dependence on Tolak Angin through diversification**
Healthy market opportunities and exports can be used to strengthen other product lines, reducing the risk of dependence.
- 2. **Accelerate adaptation to global trends and digitalization**
Weaknesses in innovation can be covered by utilizing emerging technology and healthy lifestyle trends.

3. **Modern product innovation based on research**

To catch up with global trends, products need to be developed with scientific research and meet international standards.

4. **International public education on the benefits of herbal medicine**

Negative perceptions of “traditional herbal medicine” can be changed through educational promotion based on scientific evidence

3. ST Strategy (Strengths – Threats)

This strategy uses **the company's strengths** to overcome or reduce external **threats** .

Discussion:

1. **Maintaining customer loyalty through educating the benefits of herbal products**

With brand strength and consumer trust, companies can strengthen their domestic position when facing global pressures.

2. **Securing the supply chain of natural raw materials from local farmers**

Modern and high-quality production facilities can be maximized by ensuring a stable availability of local raw materials.

3. **Strengthening product competitiveness through quality and certification**

Strength in quality and halalness can be a competitive advantage against foreign competitors.

4. **Marketing strategies to combat counterfeit products**

A campaign is needed to differentiate genuine products and build a premium image.

4. WT Strategy (Weaknesses – Threats)

This strategy is a **defensive strategy** , used to **minimize weaknesses** and **avoid threats** simultaneously.

Discussion:

1. **Product diversification and operational efficiency**

By expanding the portfolio and increasing efficiency, companies can be better prepared to face global competition and pricing pressures.

2. **Improve efficiency and quality to compete in international markets**

Weaknesses in innovation and traditional perceptions are addressed through research-based quality improvement.

3. **Strengthen the image of herbal medicine with scientific claims and international certification.**

Increase global market confidence in traditional products with an evidence-based approach.

4. **Reduce dependence on certain raw materials**

Deal with supply fluctuations by diversifying raw material sources and innovating locally-based substitutions.

SWOT Analysis Strategy of PT XYZ has been the focus of studies by various previous researchers, including; (Ali, H., & Ir, M. M)., (Ikhsani, K., & Ali, H. 2017)., (Setyorini, H., Effendi, MU, & Santoso, I. 2017).

Competitive Advantage Strategy

According to Porter (1980), in facing increasingly fierce competition, companies need to choose one main approach in doing business, namely between offering products at premium prices or producing goods at low costs - not both at once. Based on this principle, Porter put forward three general strategies, namely Overall Cost Leadership Strategy, Differentiation Strategy, and Focus Strategy.

- a) **Overall Cost Leadership strategy** is characterized by the company's focus on setting low selling prices by reducing production, marketing, and research costs. In its implementation, the company may even choose to simply replicate competitors' products in order to save expenses.
- b) **Differentiation Strategy** is characterized by the company's efforts to create a perception in the minds of consumers that the products or services offered have advantages and appear unique compared to competitors' products. With these differences, it is hoped that customers will be willing to pay a higher price.
- c) **Focus Strategy** is characterized by a company's concentration on a specific market segment in order to avoid direct competition with competitors. This strategy allows businesses to reach customer groups that are often overlooked or under-served by competitors. There are two approaches to focus strategy: cost focus and differentiation focus. Cost focus strategy provides companies with the opportunity to save money while exploring market niches that are not yet tapped by industry leaders. Meanwhile, differentiation focus strategy emphasizes providing unique value to a specific market group, specific product line, or specific geographic region.

Competitive Advantage Strategy has been the focus of studies by various previous researchers, including; (Gunawan, MRI, & Ali, H. 2024)., (Pratama, DR, & Ali, H. 2024)., (Sopandi, E. 2017).

CONCLUSION

Based on the results of the SWOT analysis of PT. XYZ in this study, it can be concluded that the company has succeeded in building competitive advantage through a modern herbal product differentiation strategy combined with high production quality, strong branding, and continuous innovation. PT. XYZ is able to utilize internal strengths such as brand reputation, research and development, and a wide distribution network to face the growing market opportunities of the health industry. On the other hand, this strategy also helps the company overcome external challenges such as market competition and changes in consumer preferences.

By implementing a consistent differentiation strategy and strengthening certain market segments, PT. XYZ is able to significantly increase its product sales. SWOT analysis shows that effective management of strengths and opportunities, along with mitigation of weaknesses and threats, is the key to success in maintaining competitive advantage in the healthcare industry.

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