

A product diversification to increase marketing value: a learning from e-commerce pasarmandalika.com

Service function as a determining factor in marketing value has long been neglected, especially the completeness factor in providing product diversification. Because Due of this phenomenon, the idea arose to test the hypothesis that the completeness of procurement of diversified food products determines marketing value. To prove this hypothesis, research was conducted using the case method and empirical qualitative analysis. Data were collected from all customers of 14 pasarmandalika.com stores spread across North Lombok Regency, West Lombok Regency, Mataram City, Central Lombok Regency, and West Nusa Tenggara Province, Indonesia. Data were collected by combining observations, surveys, and in-depth interviews. Using Customer Satisfaction Index Analysis and continuing with the Analytical Hierarchy Process proves that the completeness factor in the procurement of diversified vegetable and fruit food products is a determining factor in the marketing of vegetables and fruit food products, in addition to product quality and transportation. The completeness factor in food diversification procurement and the analysis of the Customer Satisfaction Index and Analytical Hierarchy Process can be applied to various types of commodities.

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