



UDC 332

## THE RESEARCH ON DEVELOPMENT OF A GOLD SHOP (JEWELRY) STRATEGY IN THE ERA OF TECHNOLOGICAL DISRUPTION: A SYSTEMATIC LITERATURE REVIEW ANALYSIS

Akbar Rizki Surya\*, Muftiadi Anang, Rizal Muhamad

Padjajaran University, Indonesia

\*E-mail: [rizki21010@mail.unpad.ac.id](mailto:rizki21010@mail.unpad.ac.id)

### ABSTRACT

This study aims to determine the development of research conducted on the object of a gold (jewelry) shop. The subject matter of this research is the developments that occur in the business environment due to technological disruption that have implications for business activities, including gold (jewelry) shops. So that it can be seen that the development of gold shop research leads to digitalization or the use of social media as a strategy. This research uses the Systematic Literature Review (SLR) method. The data used is secondary data derived from journals and scientific articles found on Google Scholar, the research was conducted on 28 November 2022 with 16 data determined by the researcher and has compatibility with the research theme. Then, the results of this study show that the strategic development of the gold shop business from the use of technology (social media) is to focus on brand development as marketing, or called digital branding. Which then, this has major implications for buyers and prospective buyers, penetration like this is the spearhead and is widely used by gold shops in adapting to the use of technology. The conclusion that can be drawn from this research is that the use of social media increases engagement and sales of jewelry in both gold shops and pawnshops.

### KEY WORDS

Strategy, SLR, disruption, digitalization, gold, systematic review.

A gold shop is a shop that provides various forms of jewelry with different gold levels. Today the gold shop is further developed than before. However, the assumption that a gold shop is a business that is still conventional or still traditional and will not develop further is still common. The various efforts of gold shop owners and management to keep abreast of current trends are concrete efforts.

Gold is an investment instrument for society, whether in digital form, metal, or in the form of jewelry. Gold prices are also very volatile; this is influenced by Supply and Demand conditions that occur in the market. Things like the previous description were agreed upon by Rachmat (Manahara Napitupulu et al, 2022) that the price of gold in any form will experience a rebound or decline according to the demand in the market.

The author does not only focus on existing problems, only on gold shops. however, the public as consumers and customers also pay attention. Because changes in this line of business did not occur suddenly, but one of these changes occurred as a result of changes in the behavior of the community itself.

This change is based on increasingly advanced technological changes, where the flow of information is getting faster. As stated by Rhenald Kasali in his book entitled Disruption which was published in 2018 where technology affects the demographics of society so that change comes faster than previously predicted.

The explanation above is a new chapter for the business of both providers and consumers. Khotima & Cindy Aulia (Manahara Napitupulu et al, 2022) explain that every business and consumer behavior and buying or selling decisions in trading activities are influenced by technology or more populist as the Digital Economy.

Referring back to Rhenald Kasali (2018) changes caused by technological disruptions have encouraged businesses such as gold shops to adapt to these changes. like using technology as their business tools, the author's question is about the limitations that gold



shops have. because gold shops are classified as micro, small and medium enterprises (MSMEs), this was said to Sudaryanto and Hanim (Moh. Ubaidillah, 2022).

Problems that are suddenly massive, such as technological changes as explained above, are the main reason for business people in the gold shop sector to formulate and think ahead at an infinite speed. This is an effort to survive in a market that shows changes are getting faster. However, the step that the gold shop focuses on is marketing, both from marketing communications, digital marketing, and so on.

Ayub Sami and Amsal Amri (2017) in their journal entitled Marketing Communication Strategies to Increase Consumer Purchase Interest, which explain that a communication strategy is the main thing that a gold shop must have in the current digitalization era. Some of the media used by gold shops to carry out marketing communications to audiences are radio, newspapers, social media, and many other media that are used.

Ayub Sami and Amsal Amri assess marketing communications as an effective strategy for gold shops because they are considered very effective. This kind of thing refers to Malcolm's conception in his book entitled The Tipping Point in 2000. The content conveyed will be able to hit the target. Jewelry products will be easily seen by consumers and potential customers and can influence the decision to buy the jewelry.

Strategy development is an attempt to grow the Competitive Advantage of each gold shop. competition to show the best quality of each gold shop seen and measured from the effectiveness of the strategy used. As stated by Hossain et al (2017) that the control of competition lies in products, services, and prices. To provide attractive offers for consumers and potential consumers so that they choose and buy products at the gold shop.

Another view of Competitive Advantage is that it is formed from the resources owned by the company (Toko Emas) which are arranged to form a new pattern whose output is quality. In the opinion of Wang, Lin, and Chu (Jaluanto and Caecilia, 2020), that refers to two factors. First, external factors involve suppliers, customers, and so on. Second, of course, internal factors refer to those owned by the company itself. So that the company can exist in the industry or market.

The explanation above is one of the strategic developments carried out by gold shops. There are many more strategy developments carried out by gold shops. For this reason, the author will conduct this research to find out what gold shops are doing in dealing with this very massive digitization. For this reason, the objectives of this research are as follows:

- Know what kind of strategy development is done by a gold shop?
- What are the implications of the strategy for the competitiveness of gold shops?

## LITERATURE REVIEW

The etymology of strategy is derived from the Greek word Strategos. Which means strates means soldier then ego means leader. This will lead to Sudaryono's view (Dyah Alfiani Pradista, 2022) which explains that strategy is a step that is carried out through the formulation and arrangement by a company or entrepreneur to achieve goals that have been set together.

Another view of strategy comes from Taufiqurokhman (Dyah Alfiani Pradista, 2022) where strategy is divided into two, the following are among them:

- Grand Strategy:

A series of alternative strategies that companies can use in various business activities. Where this strategy is a measuring tool for companies or entrepreneurs to assist in making decisions for leaders in the company's business activities.

- Global Strategy:

The view expressed by Tuafiurokhman in the global strategy, according to him, there are three main components: 1) globalization strategy, 2) multi-domestic strategy, 3) transnational strategy.

Rangkuti (Dyah Alfiani Pradista, 2022) according to him, there are other sub-strategies that are considered far more effective for companies a consideration in making decisions for a company leader both on a large scale and on everything small, the following include:



- **Management Strategy:**

The strategy carried out by the company's management is obtained from the direction of a leader in the company. This strategy focuses on product development, market expansion, and many others.

- **Investment Strategy:**

This strategy is an attempt by the company to penetrate the market and grow potential in other companies through a portfolio divestment scheme in other words this strategy seeks to suppress and cut off competitors from the company by purchasing shares of the target company.

- **Business strategy:**

This last strategy is an integration strategy between departments in the company. So that it can support the company to accelerate in the market. things like this concern finances in various departments or divisions of the company in order to carry out strategic activities for the company.

Basically, strategy is the perspective of a person or company in seeing a problem in the framework of making a decision to achieve goals, this view was conveyed by Amirullah (Pinton Setya Mustafa, 2022). Continuing the previous explanation that strategy is not only limited to observation, but involves detection, mindfulness, and other sets that support a decision. As emphasized by Nickols (Pinton Setya Mustafa, 2022) that strategy is an approach and analysis for problems that have complexity and seek to break down for the sake of the expected goals.

Pinton Setya Mustafa (2022) concluded that strategy is an attempt to describe a structured problem through observation and analysis and to read the possible opportunities for problems that exist in the future. Implementing the strategy sought is an effective and efficient solution for the company.

## **Digital Branding**

Digital branding is a form of promotion for companies, both large and small scale, such as a gold shop. digital branding is mostly done by business units, the reason is that this is considered very effective. Sathya (2017) agrees with the previous explanation because he sees that the community has carried out many commercial and non-commerce activities using social media. Then Muhammad Anas Arriskoni (2019) also added that the effectiveness of digital branding as a promotional medium is the right step because it refers back to people's habits with the internet today.

Muhammad Anas Arriskoni (2019) again argues that promotion on digital media or social media makes it easy for companies such as gold shops to monitor product sales, as well as provide direct control over products that enter the digital market. Not only that, digital marketing is getting concrete data about internet users so that they know firsthand what the market wants in this digital media.

Digital branding is a strategy development that uses social media as a place to apply its strategy in order to reach a wider community and market. However, the use of digital media is not intended to build a product, but what is built is the identity of the company, namely a gold shop. as said by Ghodeswar (Diana Dwi Endaryanti et al, 2018) that brand identity as a brand is a form of emotional stimulus to society. This is continuous with Dodwani and Agarwal (2017) according to whom digital media plays an important role in carrying out branding.

Gold shops that still call a lot of traditional business, they have to see a lot of what is happening on the internet and what opportunities are seized by the gold shop business people. In building a branding identity, many media are tools to use, such as TikTok Kaplan and Haelein (Diana Dwi Endaryanti, 2018). A very famous pioneer in the gold shop business is Tokomas Pantes. Where this gold shop does identity branding in its growth. And become a trigger for other gold shops whose scale is still below the gold shops.

From all the descriptions above, consumers and potential customers who follow the gold shop's social media accounts will receive information in the form of videos, photos, and much more. This has similarities with Kean's view (Diana Dwi Endaryanti, 2018) that a follower's



decision to determine the purchase of a product is based on the content it consumes through social media. Kotler (Diana Dwi Endaryanti, 2018) also agrees that digital consumers will make repeated purchases when they benefit from existing products and content.

### **Competitive Advantage**

This gold shop is required to have a Competitive Advantage in competing in the Market. This is done with the aim of continuing to exist and survive in market and industrial conditions under conditions of uncertainty. As explained by Porter (Sopyan Saori et al, 2020) offers are provided to the community in the form of products, prices, and services, rather than competitors in the same line of business so that the community gets greater benefits. Wigati and Wildawati (Jaluanto and Caecilia, 2020) agree with the previous explanation that quality has an important role for a company because this quality can lead to competitiveness for companies. Quality also helps companies to survive and achieve competitive advantage.

The existence of a Competitive Advantage in the map of business competition in the retail sector such as this gold shop fosters and stimulates creativity in preparing and developing strategies that will be implemented by the gold shop. Competition in the gold shop business is not only in Offline Stores which are usually located in traditional markets, but for now, there is a competition involving technology, both in terms of marketing and sales. The business map is increasingly attractive and forces the owner of the gold shop to read the situation very quickly in changing trends and make the right decisions to implement whatever makes the gold shop able to survive and exist in the market.

According to Tilley (Jaluanto and Caecilia, 2020), Competitive Advantage comes from external factors of the company, namely suppliers, manufacturers, and so on. Which will lead to costs that are considered relatively low. So that the company gets The Power of Position. Then this can be used as a company differentiation from its competitors in the same line of business

Apart from growing the strategy, Competitive Advantage exists in the domain of suppliers, and distributors. This leads to an external company, namely the gold shop and not focusing on the same business competitors. But the competition also lies in the search for supporting industries that offer product materials that have prices below the average. If the company gets something like this, then companies like gold shops will be at the top of the jewelry business competition.

### **Consumer Satisfaction and Service Quality**

Consumer satisfaction is a commercial activity between consumers and business people that involves emotional, psychological, and so forth. So, what is seen are two objects including consumers and business actors. Feedback from business actors is one of the most important aspects of these two aspects according to Oliver's explanation (RA Nur Amalina et al, 2019). Added to the changes that occur in consumer behavior and have been influenced by technology. This will be homework for businesses such as the gold shop.

Another view of consumer satisfaction comes from Giese and Cote (RA Nur Amalina, 2019) which differs from Oliver's opinion, where consumer satisfaction is a form of affective reaction that has modifications and focuses on product choices and consumer consumption needs. But Oliver and Giese's similar view of consumer satisfaction (RA Nur Amalina, 2019) is that both of them use cognitive aspects as the main tool in seeing things like this.

Customer satisfaction is the spearhead of a business. The same goes for gold shops, paying attention to and maintaining customer satisfaction. In other words, that customer satisfaction plays an important role in a business (Pratama, 2020). Consumer satisfaction can be seen from consumer post- purchase (Post Buying) which is measured by meeting the needs of consumers from the products provided by gold shops (Wulandari, 2018).

Consumer satisfaction refers to the feedback that consumers get from a product offered. The needs and expectations of consumers from a product can be realized to be the main factors that are considered by businesses such as this gold shop. So a gold shop must provide what consumers really want and need. This explanation is in line with Zullaihah (2021) that the product offered must be commensurate with what the buyer expects.



After consumer satisfaction is assessed as complete, then the writer will then shift to service quality which is as important as customer satisfaction, in fact, the two cannot be separated. Chotimah (2018) argues that service quality is the advantage or value expected and desired by buyers. Service quality also has an impact on businesses to be the ability to survive in a particular market.

Service quality is driven by a dynamic conditions so products, services, and prices will have implications for a business environment (Muhammad, 2021). This means that the condition or situation of a market (competition) presents an action for business people to pay attention to and strive to provide the best quality service for their buyers.

Adjie et al (2020) explained that service quality is an activity of observing someone after getting what is needed and expected. Then, Kotler and Keller (Damayanty Dyah Prativi, 2022) is a practice that is offered to buyers and customers and does not have any forms or ownership options. Things like this are based on increasingly large business competition.

Another view regarding service quality comes from Tjiptono (Istiqiyah Febriani Salim, 2021) that the level of success or service provided by a business actor such as a gold shop can be accepted and felt by buyers, so it can be concluded that the service or quality of service provided is in line with expectations from the buyer of the gold shop.

## METHODS OF RESEARCH

In this study, the authors used the Systematic Literature Review (SLR) approach which has the characteristics of a structured and systematic review of articles. Davies and Crombie (Daticce Anurahman & Neginia Kencono Putri, 2022) explained that the SLR would enhance the Review in developing research summaries. SLR in this study will discuss the development of a gold shop strategy in the digitalization era.

Added by Nowell et al (Rizqy Aidatur Riza, 2022) stated that research using literature study is an activity or process of collecting data from various literature, both books and scientific journals, which are sorted according to the needs of the authors to become research material.

A literature search with the chosen theme was carried out on November 28, 2022. Then the data used by researchers in fulfilling this research is secondary data, and filtered with a total of 16 according to the research theme. Which means that the data comes from scientific studies that are in accordance with the theme or according to the needs of the authors. These data come from previous studies by previous researchers. In order to reduce the level of bias in this review, synthesize the results, and identify gaps in the research, the following steps were taken:

- Defining and answering the objectives of the Review, while the purpose of this research is to answer the related formulations:  
Q1: Do you know what kind of strategy development a gold shop does?  
Q2: What are the implications of the strategy for the competitiveness of gold shops?
- Search for literature with themes that suit your needs and similar themes. The search for this literature via the internet: Google Scholar.

## RESULTS AND DISCUSSION

Referring to the methodology used in this study, the authors took several steps to find the required literature. Beginning with the search for inclusion and exclusion along with various keywords that have been determined by the author. The source of the literature search is Google Scholar which then starts collecting each article by looking at the abstract, year of publication, and the author. Researchers found 16 articles that match the theme that has been set. In the next stage, the author analyzes and synthesizes the articles that have been obtained. From here, the 16 articles that will be used as the data are considered to have the same view as the research theme raised, namely Development of a Gold Shop Strategy in the Era of Technological Disruption. Of course, the authors found things that were very interesting and appropriate to the needs of previous studies.



Table 1 – information on previous studies

No	Title	Writer	Year	Results
1	SWOT Analysis Marketing Strategy for Gold Savings Products at PT Pegadaian in an Effort to Increase the Number of Customers	Dyah Alfiani Pradista, Achmad Hasan Hafidzi, Tatit Diansari Reskiputri	2022	In quadrant 1, PT Pegadaian Jember managed to grow profits due to the success of the implemented strategy
2	Analysis of Sharia Marketing Strategy to Increase Sales Turnover in the Era of Globalization at the Pantes Sindang Laut Gold Shop, Cirebon Regency	Stefan Stefanus, Mohammad Ridwan	2022	The marketing strategy for Toko Emas Pantes is considered effective, because it uses social media tools and is filled with sharia content
3	Spiritual Company Based Precious Metals Business Development Strategy	Syururian Istioomatis	2022	The system of gold shops based on Spiritual Company is well integrated and influences the development of the precious metals business.
4	Analysis of Service Quality, Payment Systems, and Product Availability on Customer Satisfaction with EOA Gold Agents	Nisrima Durrotul Hasna, Cahyani Tunggal Sari, Mamik Suharti	2022	Service quality has no significant effect on customer satisfaction, non-cash payment systems have no significant effect on customer satisfaction, product availability has a significant effect on customer satisfaction.
5	Increase in Gold Investment Profits by Buying Uncertified Gold to Face a Recession	Grace of Faith Hope	2022	Hope and ability for people who are aware of investing in gold to survive in times of recession.
6	Application of Marketing Strategies Through Social Media on Sales Turnover at the Tegal Kresno Gold Shop	Lutfi Nurlaelli, Andri Widiarto, Andita Gunawan	2021	Social media has had a big influence on the turnover of the Kresno Tegal gold shop.
7	Analysis of the Effect of Perceived Value and Service Quality on Repurchase Intention at the Makassar Central Gold Shop	Eka Cipta Winata, Sesilya Kempa	2021	Perceived Value And Service Quality has a significant effect on Repurchase
8	Analysis of the Influence of Situational and Non-Situational Factors on Consumer Purchase Decisions at the Emas Hidup Banjar Store During the Pandemic	Istiqiyah Febriani Salim, Erni Unggul SU, Anita Karunia	2021	The indicators in this study show that it is valid and reliable
9	Persuasive Communication Strategy In Increasing Gold Sales	Neng Novi Naila Izzati	2021	The strategies used are transfer, bandwagon technique, say it with interest, don't ask if ask which, Reassurance, association and rewards, technical barriers, behavioral barriers, semantic barriers
10	The Influence of Fashion Consicueness, Materialism, and Lifestyle on Intention to Purchase Counterfeit Products as Intervening Variables	Rizka Aulia Ariati, Marynta Putri Primary	2020	All variables show a direct and positive effect, except for materialism which has no direct effect.
11	Data Mining to Analyze Silver Purchase Patterns Using Fp- Growth at the Adi Saputra Tanjung Gold and Silver Shop	Latifa Suryani Nasution, Widiarti Rista Maya, Fifi Sonata	2020	The value that appears explains that the support is 9% and the confidence is 30% with the product that is often purchased is the ring.
12	Brand Identity In Digital Branding Alike_Minigold Bogor on social media, the Influence of Followers' Habits in Product Buying Decisions	Diana Dwi Endaryanti, Agustini, Ali Alamsyah Kusumadinata	2019	Shows that the use of social media in branding has a very large influence in shaping the buying decisions of customers and potential customers
13	A Study of Consumer Satisfaction at the Sukorejo Kendal Heirloom Gold Shop	RA Nur Amelia, I Made Sukresna, J. Sugiharto	2019	The quality of gold has a positive effect on consumer satisfaction Service quality has a positive effect on consumer satisfaction Consumer satisfaction has a positive effect on WOM Service quality has a positive effect on WOM
14	Location Analysis, Product Design and Product Prices on Purchasing Decisions at the Kausar Gold Shop Solo	Zulva Nur Fadillah, Eny Kustiyah, Sudarwati	2019	Location has a negative effect on purchasing decisions, product design and price have a positive effect on purchases.
15	Strategy for the Development of a Jabodeta Gold Trading Company	Primasti Ramadhani, Lukman M Baga, Bunasor Sanim	2018	There is competition for innovation from competitors, high sales turnover and marketing strategies that are not on target.
16	Marketing Communication Strategy To Increase Consumer Purchase Interest	Ayub Sami, Proverbs Amri	2017	The marketing communication strategy used is a communication mix using social media.

Source: Google Scholar.

### Gold Shop Strategy Development in the Digitalization Era

Various kinds of developments have occurred in the strategies used by gold shops, in order to have the ability to survive in an uncertain market situation. Therefore the step that must be taken is to build a Brand Identity from a gold shop, in addition to strengthening and maintaining the existence of a gold shop in the market by adding a broad market through social media (Diana Dwi Endaryanti et al, 2019).

With various contents built in an effort to build the Brand Identity. As in Ayub and Amsal's research (2017), Lutfi Nurlaelli et al (2021) explained that the content must be in accordance with the social media users. Because of different social media, the culture of using each social media is different, this is called a mixed communication strategy.



Furthermore, in terms of marketing, the effectiveness of sharia grouping is still used (Stefen & Ridwan, 2022), but this is rarely used because only gold shop owners who are engaged in a group are able to stimulate it. The marketing case as previously explained is in the city of Bengkulu. Development Strategy (Primasti & Lukman, 2018) was carried out by gold shops in dealing with digitization as described in the previous paragraph. Therefore, the first step taken is digital branding (Diana Dwi Endaryanti, 2018).

Subsequent previous studies explained that business development (strategy development) for gold shops is mandatory (Primasti & Lukman, 2018). Because the competition map shows Porter's extraordinary escalation (Sopyan Saori et al, 2020). This is caused by the speed of change in technology or known as technological disruption (Rhenald Kasali, 2018). Apart from Brandin, gold shops must also make a series of changes or at least start to be open with technology such as research conducted by Latifah Suryani et al (2020) that data mining used by jewelry shops will produce data in the form of people's habits in buying these jewelry products.

In addition, to respond to Cashless as the current trend is also considered. However, this may not be used, because it concerns the culture of the area where the gold shop is located (Nisrima Durrotul Hasna et al, 2022). Apart from technology, what must be considered in the gold shop business is location, price, and available products. Because according to Zulfa Nur Fadillah et al (2019) buyer interest based on the three aspects previously mentioned must be fulfilled and following the existing culture.

The strategy that was born as explained above is inseparable from the changes that occur in people's behavior. Research belonging to Rizka Aulia Ariati (2020) states that there are significant changes regarding the Lifestyle and Fashionable of people who are influenced by technology have an impact on situational or non-situational buying decisions (Istiqiyah Febriani Salim, 2021). This will lead to consumer satisfaction, such as research by RA Nur Amelia et al (2019) which shows that consumer satisfaction is rooted in the quality of service performed by the Ema Situ store itself.

Eka and Sesilya (2021) conducted research on Service Quality showing very significant results for Repurchases from buyers. This means that this will continue to experience development in the future. But it is done by people who are under 40 years old. Those aged 41 and over prefer to buy gold according to its function, both in the form of jewelry and metal. This aims to save their money and resell when needed (Anugrah, 2022).

### **Strategic Implications for Competitiveness**

Business competitiveness cannot be avoided, the competition map shows a much higher escalation for the gold shop industry (Sopyan Saori et al, 2020). Even though the gold shop business is considered a slow business, unwittingly the disruption of strategies by using technology is getting faster. There are jewelry stores that have data on sales and buyers (Rizka Aulia Ariati, 2020) so they become a market reference for further penetration. An example of the use of this data is when carrying out promotions or branding, the content that is built according to data mining Diana Dwi Endaryanti (2019) which is owned by the gold shop. This has high implications for the competitiveness of gold shops in the industry (Jaluanto and Caecilia, 2020).

The above explanation makes gold shops jointly create social media accounts to carry out promotions (Latifa Suryani Nasution, 2019). The content being built by several gold shops today is investing to avoid a recession (Anugrah, 2022), as well as services offered through social media (Nisrima Durrotul Hasna, 2022). Therefore consumers have chosen to be loyal to gold shops (Eka Cipta Winata, 2021).

## **CONCLUSION**

Technology disruption or what is known as the Digital Economy changes and enhances the competitive landscape in the gold shop industry. Apart from adding technology to business operations, the behavior of buyers and potential buyers has also changed because of this. Various strategic developments were also implemented and planned by gold shop.



The use of media as a promotional tool and engagement of gold shops to the public and the content that is built is quality of service so that people repurchase the gold shops they want and are available in their area. One more consistency that is still the focus of gold shops in building promotions, namely investment, although this strategy is considered quite old but is still considered effective. Of all the literature reviews obtained and selected by this author, it has an output for the development of a gold shop strategy in the era of technological disruption.

## REFERENCES

1. Manahara Napitupul, Gusni Wati, Yeni Triana. (2022). Legal Protection against Gold Trading Investments Based on Law no. 10 of 2011 concerning Commodity Futures Trading.
2. Khotimah, Cindy Aulia. (2015). "Legal Protection for Consumers in Online Buying and Selling Transactions (ECommerce)", *Business Law Review*, (2015) p. 14
3. Rachmat, (2013), "Gold Trading in the Modern Era", [https://www.seputarforex.com/artikel/emas/lihat.php?id=114178&title=trading\\_emas](https://www.seputarforex.com/artikel/emas/lihat.php?id=114178&title=trading_emas).
4. *\_di\_era\_modern* Accessed on 10 May 2020 Khasali, R. (2018). *Strawberry Generation*. Jakarta: Mizan.
5. Ayub Sami, Proverbs Amri. (2017). Marketing Communication Strategy to Increase Consumer Purchase Interest. *Unsyiah FISIP Student Scientific Journal* Volume 4, Number 2.
6. Hossain, MZ, Tasnim, M., Hasan, MR (2017). Is Quality Ensuring to Get Competitive Advantages in Auto Manufacturing Industries? A Study of the Volvo Group. *American Journal of Industrial and Business Management*, 7, 48–68.
7. Jaluanto Sunu Punjul Tyoso Caecilia Sri Haryanti. (2020). Is It Necessary to Maintain Competitive Advantage by MSMEs? (Case Study of SMEs in Semarang). *Maksipreneur Journal: Management, Cooperatives, and Entrepreneurship*. Vol. 9 No. 2 .123 – 136.
8. Wang, W.-C., Lin, C.-H., & Chu, Y.-C. (2011). Types of Competitive Advantage and Analysis. *International Journal of Business and Management*, 6(5), 100–104.
9. Muhammad Anas, A & Harry Soesanto. (2019). Study of the Influence of Online Purchasing Decisions Through Online Shopping Attitudes of Islamic Boarding School Students in the City of Semarang. *Indonesian Journal of Marketing Science: Volume (XVIII), No. 1 Pgs 15-33*.
10. Diana Dwi Endaryanti, Agustini, Ali Alamsyah Kusumadinata.(2018). Brand Identity in Digital Branding Alike\_Mini Gold Bogor on Social Media Influences Followers' Habits in Product Buying Decisions.
11. Tilley, OJ (2003). Competitive Advantage in SMEs, Towards a Conceptual Framework. In Jones, O. *Competitive Advantage in SMEs Organizing for Innovation and Entrepreneurship*, 1–39.
12. Sopyan Saori, Resa Nurmala, Kokom Komariah. (2020). Literature Review of Competitive Advantage in Micro, Small and Medium Enterprises (MSMEs). *Journal of Business Administration Unpas*. Vol. 2 No. 2.
13. Wigati, RW, & Mildawati, T. (2014). Utilization of Quality Cost Reports as Cost Control at the Watoetoelis Sugar Factory. *Journal of STESIA*, 3(7): 1–15.
14. RA Nur Amalina, I Made Sukresna, J. Sugiharto. (2019). A Study of Consumer Satisfaction at the Sukarejo Kendal Heritage Gold Shop. *Indonesian Marketing Science Journal* Volume XVIII, No. 2, pages 104-123.
15. Primary, PF (2020). The Effect of Marketing Strategy and Service Quality on Sirtu Customer Satisfaction at Mining PT. Teja Sekawan Abadi (Doctoral Dissertation, Stie Malangkucecwara).
16. Wulandari, W. (2018). Development of Goods Distribution Information System Prototype Based on the Codelgniter Framework to Improve Customer Service at PT. Xyz.
17. Zullaihah, R. (2021). Analysis of the Influence of Advertising, Brand Identity, and





- Customer Satisfaction on Repurchase Intention. *Scientific Journal of Management, Business and Accounting Students (JIMMBA)*, 3(1), 169-184.
19. Muhammad, A. (2021). Analysis of Service Quality on Member Interests in Utilizing Cooperative Products: A Case Study in Subang Bahrul Ulum Cooperative. *The World of Financial Administration Journal*.
  20. Chotimah, C. (2018). The Influence of Service Quality, Location and Promotion on Purchasing Decisions (Study at UD.Karya Jati Jombang) (Doctoral dissertation, STIE PGRI Dewantara).
  21. Istiyah Febriani Salim, Erni Unggul SU, Anita Karunia. (2021). Analysis of Situational and Non- Situational Influences on Consumer Purchase Decisions at the Banjaran Living Gold Shop During the Pandemic.
  22. Dyah Alfiani Pradista, Achmad Hasan Hafidzi, Tatit Diansari Reskiputri. (2022). SWOT Analysis Marketing Strategy for Gold Savings Products at PT. Pegadaian in an Effort to Increase the Number of Customers. *GROWTH Journal of Economics and Business* Vol. 20 ,No, 2: 213-228.
  23. Taufiqurokhman. (2016). *Strategic Management*. Jakarta: FISIP University Prof. Dr. Moestopo Religion.
  24. Rangkuti, F. (2015). *Swot Analysis Business Dissecting Techniques*. Jakarta: Gramedia.
  25. Pinton Setya Mustafa, Prayogi Dwina Angga. (2022). Product Development Strategy in Research and Development in Physical Education. [www.journal.unublitar.ac.id/jp](http://www.journal.unublitar.ac.id/jp). E-ISSN: 2598-2877, P- ISSN: 2598-5175 Vol 6 No 3, July 2022.
  26. Amirullah. (2015). *Strategic Management: Theory-Concept-Performance*. Jakarta: Media Discourse Partners.
  27. Nickols, F. (2016). *Strategy: Definitions & Meanings*. Distance Consulting, 1–13.
  28. Datic Anurahman, Negin Kencono Putri. (2022). Analysis of Zakat Payments Through E-Payment With a Systematic Literature Review Approach. *Students Conference on Accounting and Business (SCoAB)*. Vol.1, No.01.
  29. Davies, TH, & Crombie, K. 2009. *What is a systematic review?* Hayward: Hayward Group Ltd.
  30. Rizqy Aqidatur Riza, Rita Mutiarni. (2022). MSME Employee Performance During the Covid-19 Pandemic: Systematic Literature Review. *JMD: Dewantara Journal of Management and Business* Vol 5 no 1, Pages 35 -44.