

Economic and Business Horizon

ISSN: 2963-2765

Economic and Business Horizon

Volume: 05

Issue: 01

Year: 2026

Page: 25-32

Citation:

Nisa, K. N. (2026). Jelita cosmetic store's marketing strategy to attract consumers on Jalan Tamansiswa, Yogyakarta. *Economic and Business Horizon*, 5(1), 25-32.

Jelita Cosmetic Store's Marketing Strategy to Attract Consumers on Jalan Tamansiswa, Yogyakarta

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Abstract

This study aims to analyze the marketing strategies implemented by Toko Jelita Cosmetic to attract and retain customers amidst the competitive cosmetics industry in Yogyakarta. This research used a qualitative descriptive method with a Systematic Literature Review (SLR) approach combined with limited interviews. Data analysis was conducted thematically by integrating literature findings and empirical data. The results indicate that Jelita Cosmetic's marketing strategy is dominated by the implementation of the 4Ps marketing mix: product, price, place, and promotion. Its main advantages lie in competitive pricing and attractive promotions, such as discounts and bundling, which are effective in increasing consumer purchasing interest, particularly among students. Furthermore, a comprehensive product variety, strategic location, and friendly service contribute to increased customer satisfaction and loyalty. However, limited store space and parking hinder customer convenience. This study demonstrates that value-based marketing strategies and customer experience are crucial for the success of local cosmetics retailers.

Keywords

Marketing Strategy, Marketing Mix, Cosmetic Retail, SME.

1. Introduction

The cosmetics industry in Indonesia has experienced significant growth in recent years, driven by increasing public awareness of the importance of self-care, skin health, and appearance. Lifestyle changes, the development of social media, and the influence of global beauty trends have all contributed to the high demand for various cosmetic products (Yupelmi et al., 2023). Yogyakarta, as a student city and educational center, is a highly potential market for the cosmetics industry, particularly among university students and the younger generation, who have a strong interest in beauty products. The high mobility of students from various regions also creates broad and diverse market opportunities (Gutema et al., 2024). One well-known cosmetics store in this area is Jelita Cosmetic, located on Jalan Tamansiswa. This store offers a variety of beauty and skincare products from various brands at relatively affordable prices. Furthermore, Jelita Cosmetic actively offers various promotions, discounts, and other attractive offers to increase consumer appeal. This study aims to analyze the marketing strategies implemented by Jelita Cosmetic to attract consumer interest and maintain customer loyalty amidst increasingly competitive business conditions.

In recent years, the cosmetics industry in Indonesia has experienced rapid growth. Public awareness, especially among the younger generation, of the importance of self-care has driven increased demand for beauty products (Ismail, 2021). In Yogyakarta, known as a student city, many cosmetic stores have emerged offering a variety of products at competitive prices. One such store is Jelita Cosmetic, which has attracted attention for its aggressive marketing strategy and affordable prices. An interesting phenomenon is how local stores like Jelita are able to compete with large retail chains through a simple yet effective marketing approach.

Although many cosmetic stores have sprung up in response to increasing market demand, not all are able to retain customers long-term. Some stores tend to lose customers due to a lack of product differentiation, suboptimal service, and monotonous and uninnovative promotional strategies. This situation has led to increasingly fierce business competition, requiring every business to develop a sustainable competitive advantage. This research gap arises from the lack of studies and outreach that thoroughly discuss the marketing strategies of local cosmetic stores, particularly those focused on the behavior of lower-middle-class consumers in the Yogyakarta area. Yet, this market segment holds significant potential and unique characteristics. Therefore, it is important to identify how Toko Jelita Cosmetic utilizes simple, effective, and efficient marketing strategies to create customer satisfaction and loyalty. The results of this study are expected to provide practical insights for similar businesses in facing increasingly competitive markets.

This study aims to analyze the marketing strategies implemented by Toko Jelita Cosmetic to attract and retain customers amidst increasingly fierce business competition. Furthermore, this study also identifies various factors influencing consumer purchasing decisions, including product, price, promotion, service, and location. Through a comprehensive understanding of consumer behavior and preferences, it is hoped that a clear picture of the strengths and weaknesses of the implemented strategies can be obtained. Based on this analysis, this study provides relevant and applicable strategic recommendations to increase business competitiveness, strengthen customer relationships, and encourage sustainable customer loyalty.

2. Literature Review

2.1. Product

A product is a key element in the marketing mix, reflecting the value, benefits, quality, design, features, brand, and supporting services provided to consumers. In the modern marketing context, a product is understood not only as a physical item but also as a solution capable of meeting customer needs and desires. A study by Alami (2021) confirms that product quality and brand image are dominant factors influencing purchasing decisions, especially for products with high levels of consumer involvement. A study by Dewi et al. (2021) also found that product variables significantly influence purchasing decisions, particularly through perceived value, functional benefits, and the attractiveness of product innovation. Products that are unique and relevant to consumer needs have been shown to increase purchase intention and customer loyalty. In the context of digital marketing, Fitriasti & Kumalasari (2022) showed that e-product quality, such as clarity of information, visual appearance, and ease of use, strongly influence millennials' purchasing intention on e-commerce platforms.

Furthermore, research by Rahmi & Putra (2025) on packaged rendang MSMEs showed that product attributes such as taste, packaging, durability, and halal certification significantly contribute to consumer purchasing decisions. Products that combine quality, innovation, and cultural values are more competitive in both local and national markets. Therefore, product development strategies need to focus on improving quality, continuous innovation, differentiation, and adapting to market preferences. Products designed based on consumer needs will strengthen brand positioning, increase customer satisfaction, and encourage business sustainability amidst increasingly fierce competition.

2.2. Price

Price is the only element of the marketing mix that directly generates revenue. Pricing must consider consumer purchasing power, perceived value, cost structure, and competitive conditions. Ivantan (2023) showed that price has a significant influence on purchasing decisions, especially when combined with an effective promotional strategy. Consumers tend to be more responsive to products that offer a balance between price and quality. Research by Safitri et al. (2023) demonstrated that price plays a crucial role in shaping consumer perceptions of product value, particularly in the small and medium-sized business sector. Competitive and transparent pricing increases trust and encourages repeat purchases. In the context of modern retail, Maharani & Musnaini (2024) found that flexible and adaptive pricing strategies can increase consumer purchasing interest, especially in markets with high price sensitivity.

Furthermore, Ramdani et al. (2024) emphasized that prices commensurate with product quality and brand image have a significant influence on purchase intention, particularly among the younger generation segment active on social media. Millennial and Gen Z consumers don't simply choose the lowest price but also consider value for money. Thus, pricing strategies need to consider a value-based approach, not just cost-based pricing. Competitive, flexible, and segment-specific pricing will enhance product competitiveness, expand market share, and foster long-term loyalty.

2.3. Place

Place or distribution channels play a crucial role in ensuring consumers can access products easily, quickly, and efficiently. Digital transformation has shifted the role of place from conventional distribution to omnichannel. Research by Kuliman et al. (2023) shows that strategic location and easy distribution access significantly influence purchasing decisions, particularly in the retail and service sectors. In the

context of modern markets, Khazanah et al. (2023) and Rijal and Sukreesna (2024) found that product availability, store layout, and ease of transportation increase shopping convenience and significantly influence consumer purchasing decisions. Meanwhile, Fitriasti and Kumalasari (2022) emphasized that e-places such as websites, marketplaces, and mobile applications are dominant factors in driving purchasing interest among millennials due to the ease of transactions and speed of service.

Massie's (2024) study in the banking sector showed that optimizing physical and digital distribution networks can increase organizational competitiveness. Having services close to consumers, both geographically and digitally, strengthens loyalty and brand image. Thus, a place strategy should focus on integrating offline and online distribution channels (omnichannel), optimizing logistics, and increasing ease of access. Efficient distribution not only improves customer satisfaction but also accelerates market penetration and enhances the company's operational effectiveness.

2.4. Promotion

Promotion is a marketing communication tool aimed at conveying product value, persuading consumers, and building long-term relationships with consumers. The development of digital technology has shifted promotion from conventional approaches to digital marketing strategies. Lestari (2023) stated that digital promotion through social media, influencers, and interactive content has proven effective in increasing engagement and loyalty among millennials and Gen Z. Ivantan (2023) demonstrated that intensive and targeted promotions significantly influence purchasing decisions, particularly for fast-moving consumer products. The combination of price promotions, discounts, and brand communication significantly increased sales volume. Meanwhile, Alamsyah and Hasan (2024), Alifiya et al. (2025) and Wijaya and Wahdiyat (2026) found that utilizing social media, digital catalogs, and creative content significantly increased brand awareness and turnover for MSMEs.

Research by Febriansah et al. (2023) and Snadrou and Haoucha (2024) also demonstrated that promotions play a crucial role in influencing students' decisions to choose higher education institutions, through branding, conveying product and service advantages, and intensive communication. Thus, modern promotional strategies must integrate digital approaches, storytelling, influencer marketing, and personalized messaging. Effective promotions not only increase short-term sales but also strengthen emotional connections with consumers and build long-term brand loyalty.

3. Methods

This research employed a qualitative descriptive method with a Systematic Literature Review (SLR) approach combined with a limited, undocumented interview technique. This approach was chosen to gain a comprehensive understanding of the research topic through a systematic literature review and to strengthen empirical data from the direct experiences of the informants. The SLR was conducted to identify, evaluate, and synthesize various relevant scientific sources, such as journal articles, academic books, proceedings, and official documents related to the research focus. The SLR process was conducted systematically through the stages of formulating research questions, searching scientific databases, selecting articles based on inclusion and exclusion criteria, and critically analyzing the findings.

In addition to the literature review, this research also included limited interviews with several key informants to enrich and validate the literature review results. The interviews were conducted informally and were not documented in writing or

recorded; instead, they were recorded as summaries of the conversations by the researcher. This technique was chosen to maintain flexibility, ensure the informants' comfort, and to obtain more natural and in-depth information. Informants were selected purposively, based on their involvement, experience, and knowledge relevant to the research object.

Data analysis was conducted thematically by grouping literature findings and interview results into several main categories aligned with the research objectives. Data from the SLR and interviews were then synthesized to produce a comprehensive, systematic, and contextualized picture. This process enabled researchers to identify patterns, trends, research gaps, and theoretical and practical implications of the topic under study. To ensure data validity, this study employed source triangulation techniques, comparing findings from the literature with interview results. Thus, the research findings are expected to have an adequate level of validity and reliability and to make a significant scientific contribution to the development of science and practice in related fields.

4. Results

4.1. Presentation of Main Findings based on field observations

Based on field observations and interviews with relevant parties, Jelita Cosmetic implements a prominent marketing strategy, focusing primarily on pricing and promotions as key consumer attractions. The store's pricing strategy tends to be lower than that of other cosmetic stores operating in the Yogyakarta area. This competitive pricing policy aims to reach a wider market segment, particularly students and the general public, who are highly price-sensitive. By offering quality products at more affordable prices, Jelita Cosmetic has successfully established an image as a destination for economical and affordable cosmetics shopping.

In addition to pricing strategies, promotions are also a key element in attracting consumer interest. Various promotional programs are regularly implemented, such as "buy 2 get 1" offers, discounts of up to 50%, and special price cuts at specific times. These promotional programs have been proven to increase customer visits and encourage larger purchases. Consumers tend to feel they are benefiting from these promotions, which increases loyalty and the frequency of visits to the store. Promotions are also communicated directly in-store and through social media, further expanding and effectively reaching customers.

Location plays a significant role in strengthening Jelita Cosmetic's competitiveness. The store is located on Jalan Tamansiswa, a strategic area in Yogyakarta known as a hub for student activity due to its proximity to various universities. The high student mobility and dense traffic in this area provide significant market potential for the store. Easily accessible and clearly visible from the main road, Jelita Cosmetic is a prime choice for consumers seeking affordable cosmetic products.

Furthermore, the quality of service provided by the staff is a key factor in the store. Employees are known for their friendly, communicative, and informative customer service. They actively recommend products tailored to consumers' needs and skin types, helping customers choose the right products. This responsive service creates a comfortable and enjoyable shopping experience and increases customer satisfaction. However, observations also revealed several limitations, particularly related to the store's physical facilities. The relatively small store space can become crowded when the number of customers increases, especially during peak hours. Furthermore, limited parking often presents a challenge for customers, especially those using private vehicles. These limitations have the potential to reduce customer comfort and become a challenge for management in improving overall service quality.

4.2. Synthesis Analysis Between Findings

The research results show that the marketing strategy implemented by Jelita Cosmetic aligns highly with the marketing mix concept, which encompasses four key elements: product, price, place, and promotion. This alignment is reflected in the store's efforts to manage each element of the marketing mix in an integrated manner to increase competitiveness and attract consumers. In terms of products, Jelita Cosmetic offers a comprehensive range of products, from skincare to makeup, from both local and international brands. This comprehensive product range makes it easy for consumers to meet their various beauty needs in one place, increasing time efficiency and shopping convenience. Furthermore, the variety of brands and product types allows consumers to choose products based on their preferences, skin type, and financial capabilities.

In terms of pricing, Jelita Cosmetic employs a penetration pricing strategy, setting prices relatively lower than competitors. This strategy aims to reach the lower-middle class consumer segment, particularly students and local residents who are highly price-sensitive. Competitive pricing not only increases store appeal but also drives sales volume and customer loyalty. In terms of location, the store's strategic location near campuses and student dormitories offers distinct advantages. The high mobility of students in these areas creates significant market potential. However, the limited store layout poses a challenge, as it can reduce customer convenience, especially during peak hours. Therefore, improvements in the store's layout and physical facilities are needed to enhance the shopping experience.

Meanwhile, in terms of promotion, Jelita Cosmetic combines offline and online promotional strategies. Offline promotions involve posters, banners, and discounts, while online promotions utilize social media platforms like Instagram and TikTok. A synthesis of research findings indicates that Jelita Cosmetic's main strengths lie in its pricing and promotional strategies, while its main weakness lies in the limited physical store facilities.

5. Discussion

The results of this study confirm that the success of Jelita Cosmetic's marketing strategy is heavily influenced by the balance between price, promotion, and service quality provided to consumers. From the perspective of the Marketing Mix theory proposed by Kotler and Keller (2016), this store effectively optimizes price and promotion variables to reach key market segments, particularly college students. Affordable pricing, coupled with various promotional programs such as discounts, product bundling, and special offers at specific times, can increase consumer appeal and drive purchasing decisions. This strategy has proven effective in creating a high perceived value among customers, thus strengthening Jelita Cosmetic's competitive position amidst the increasingly fierce competition in the cosmetics retail industry.

In addition to price and promotion, social factors also play a significant role in supporting Jelita Cosmetic's marketing success. Word-of-mouth and positive customer reviews on various social media platforms have been shown to create a viral effect that strengthens brand image and increases trust from potential consumers. This aligns with the findings of Tjiptono (2019) and Lin et al. (2025), who stated that a marketing communication strategy oriented toward customer satisfaction can sustainably increase brand loyalty. Authentic customer testimonials and widely shared positive experiences are highly effective indirect promotional tools and contribute to building a store's reputation.

From a service perspective, warm, friendly, and responsive interactions between employees and consumers create a positive customer experience (Nguyel et al., 2023; Owusu & Kankam, 2025; Troung & Chen, 2025). This experience is a strategic asset in building long-term relationships with customers, increasing satisfaction, and encouraging repeat purchases. However, from an operational perspective, limited

store space remains a challenge that needs to be addressed. Innovations in layout, customer flow management, and a more efficient queuing system need to be implemented to ensure customer comfort, especially during peak hours. Jelita Cosmetic has successfully combined traditional and digital marketing strategies to build customer loyalty. However, more intensive adaptation to modern technology-based marketing trends, such as the use of digital analytics, content-based marketing, and strengthening online services, is a crucial strategic step to maintain competitiveness in the future.

6. Conclusion

Jelita Cosmetic Store implements an effective marketing strategy through the implementation of the 4P marketing mix, namely product, price, place, and promotion, with a primary emphasis on affordable prices, a complete product variety, and attractive promotions for consumers. This strategy has been proven to increase the store's appeal, especially among students as the main market segment. In addition, friendly, responsive, and informative service factors, as well as the store's strategic and easily accessible location, also strengthen the positive image of Jelita Cosmetic Store in the eyes of consumers. These findings theoretically strengthen the relevance and validity of the marketing mix theory in the context of local retail businesses, especially in the cosmetic MSME sector. Practically, the results of this study can be used as a reference and example of the implementation of simple but significant marketing strategies for other MSMEs in increasing business competitiveness, expanding market reach, and building customer loyalty.

However, this study has limitations because it only focuses on one research object, namely Jelita Cosmetic Store, so the generalization of the research results is still limited. Furthermore, this study does not include a quantitative analysis of consumer behavior, particularly in measuring the level of customer satisfaction and loyalty to the implemented marketing strategy. Therefore, further research is recommended to expand this study by using quantitative survey methods and involving more respondents and a broader research population. This approach is expected to provide a more comprehensive understanding of the influence of each 4P marketing mix variable on consumer satisfaction, loyalty, and purchasing decisions in a more in-depth and measurable manner.

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