

Market mechanisms in the eastern part of Indonesia of PTKI company

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Abstract - The objectives of this research are to analyse (1) products marketed to Eastern Indonesia by PTKI company; (2) the form of organizational structure applied; (3) the market mechanism implemented; (4) tasks carried out by the leadership of the company in the area. Direct interviews with the leaders of the three regions, as well as secondary data collected through the company's website. The analysis technique used is descriptive qualitative, namely a clear description of the market mechanism of the company in the Eastern Indonesia Region. The results of the research are (1) all the products marketed are non-food products such as skincare, sanitary napkins and detergent. (2) The company has a line organizational structure and has duties and responsibilities from superiors to subordinates. (3) The market mechanism implemented starts from looking at the population of provincial, district and sub-district areas and BPS. (4) The leadership undertakes tasks related to planning, emphasizing the importance of instilling values in consumers. This encourages them to use the company's products, which are integrated into their lives due to their adequate quality and reasonable price. The policies under the previous leadership are largely similar to those under the new leadership, with the primary difference being in the leadership style.

Keywords: consumer's need; code of ethics; cosmetic product; marketing strategy; market mechanism

1. Introduction

The Domestic Market is a place where buyers and sellers meet in one adjacent area, be it a Province, Regency or District which are in the same archipelago but are still within the territory of the Unitary State of Indonesia. Currently, marketing activities are an integrated process, namely focusing on customers (Rangkuti, 2023) new product. Apart from that, market segmentation is needed to group buyers into certain segments, the desired target market and positioning of the product in the minds of consumers who are loyal to the product. With the ever-changing consumer tastes, it is necessary to change the market mechanism in exploring consumers' minds, looking at their wishes and desires for a product, so research is needed related to PTKI company's non-food products, considering the increasing competition in non-food products spread throughout the world. domestic market.

Products can be interpreted as goods and services that someone needs to fulfill their needs. Services are products whose use is not in tangible form but in the form of services provided to people who need them, such as: masseuse services, doctor services, accountant services, etc. Meanwhile, products in this sense are goods that can be consumed by those who need them. So a product is anything that can fulfill human needs (Gitosudarmo, 2021). In reality, company ethical codes can vary, Murphy (1998) uses the general term ethics statements and differentiates them into three types (Bertens, 2023). First, there are value statements or statements of value. Many of these

value statements emphasize that the company wants to operate ethically and fairly and underline the importance of integrity, teamwork, credibility and openness in communication. Second, there is the corporate credo, which usually formulates the company's responsibilities towards stakeholders, especially consumers, employees, shareholders, the general public and the environment. Third, there is another code of ethics in the narrow sense which is also called a code of conduct or code of ethical conduct. This code of ethics concerns ethical policies that may arise, such as conflicts of interest, relationships with competitors and suppliers, accepting gifts, and donations to political parties.

The tasks and responsibilities from superiors to subordinates, which are called orders, while responsibility comes from subordinates to one superior. Products are important in operational activities. The products sold should be in accordance with consumer needs. So that consumers feel satisfied, and the company makes a profit. Content in terms of products is not only in the form of goods but also the attributes attached to the product such as: product design, color, packaging, brand, label, company prestige, and service. This is what differentiates one company from another, and this is also what differentiates consumer perceptions of one product from other products on the market. This difference in consumer perception of a product is known as a Product Position Map (Gitosudarmo, 2021).

The product strategy that has been carried out should always be evaluated to see whether there is progress in sales, whether new products are needed to be launched so that they suit consumer tastes. Marketing planning is carried out after carrying out product planning, in terms of the process of delivering products to consumers. By identifying what type of product is needed, whether the product has been produced by competitors, as well as the purchasing power of consumers, including the selling process, this is obtained by conducting marketing research.

In carrying out business activities, human resource planning is very necessary because it concerns the survival of the company. The survival of the company means that the best human resources can be maintained and continue to work with us, with the quality of work always constant or increasing (Sule & Saefullah, 2010). This needs to be adjusted to the type of business being carried out. Financial planning concerns whether the business activities carried out have reached the level of economic principles, namely to achieve the desired profits. In this case, the planning begins with how to obtain capital to finance the company's operations. So that the financing can be allocated appropriately to various posts in the management of the business so that profits can be obtained because product sales are greater than the costs incurred.

Hart (1983) discusses how the market mechanism can act as an incentive scheme. Hart analyses the efficiency and effectiveness of market-based incentives compared to other types of incentive schemes. The paper likely delves into theoretical models and empirical data to support the conclusions. While Permana (2019) explores the market mechanism and price levels from an Islamic microeconomic perspective. It examines how Islamic principles influence market behavior and price determination, contrasting it with conventional economic theories.

Vivin and Adinugraha's (2022) study focuses on the traditional market mechanisms in the Doro Market, Pekalongan Regency, and how these mechanisms impact income levels from a Sharia economic perspective. It provides insights into the practical application of Sharia principles in local markets. Akerlof's (1970) seminal paper introduces the concept of quality uncertainty and its effect on market mechanisms, particularly in markets with asymmetric information. The "lemons" problem highlights how bad quality products can drive out good quality products from the market, leading to market failure.

The paper proposes a market mechanism for the transmission of electric power. Chao and Peck analyse regulatory economics and the operational challenges of electricity markets, suggesting solutions for efficient power transmission and distribution (Chao & Peck (1996).

The article examines the mechanisms of money markets under Sharia principles (Rahmawati, 2022). It discusses the unique features of Islamic finance and how they affect the functioning of money markets, including risk sharing, prohibition of interest, and ethical investment criteria.

The paper addresses the electricity market mechanisms in relation to the operational flexibility of power plants (Kiyak & de Vries, 2017). They analyse how market rules and

mechanisms can support or hinder the adaptability of power plants to varying demand and supply conditions.

The articles collectively offer a broad spectrum of insights into market mechanisms across different contexts and perspectives: Economic Theory and Incentives (Hart, 1983) and Akerlof (1970) provide foundational theories on market mechanisms, with Hart focusing on incentive schemes and Akerlof (1970) addressing quality uncertainty.

Islamic Economic Perspectives (Permana, 2019; Vivin & Adinugraha, 2022; and Rahmawati, 2022) explore market mechanisms within the framework of Islamic economics, highlighting how Sharia principles influence market operations and outcomes.

Sector-Specific Mechanisms (Chao & Peck, 1996) and Kiyak & de Vries (2017) drive into specific market sectors—electric power transmission and electricity market flexibility—offering practical solutions to industry-specific challenges. These studies contribute valuable knowledge to understanding how market mechanisms operate under different conditions and theoretical frameworks, enhancing our grasp of both traditional and contemporary economic issues.

The following studies cover various aspects of marketing in both product and service sectors, focusing on practical applications and strategies. Green and Direct Marketing (Angela et al., 2022; and Fuadi et al., 2022; cf. Ambarwati et al., 2022; Apri et al., 2022) discuss specific marketing strategies—green marketing and direct marketing—highlighting their implementation and effectiveness in different contexts.

Marketing Plans and Customer Loyalty that address broader marketing plan evaluations and customer loyalty initiatives, providing insights into best practices and areas for improvement (Ogu, 2024, and Fuadi et al., 2022). On the other hand, Social Media and Brand Awareness (Pastini & Lilasari, 2023, and Susanto et al., 2023) emphasize the importance of social media in modern marketing, particularly in building brand awareness and marketing tourist attractions.

Pantiyasa et al (2023) focus on the development strategies for tourism villages, offering practical insights into enhancing the tourism sector at the community level. These articles contribute valuable knowledge to understanding diverse marketing strategies and their applications in various sectors, from green initiatives to tourism development.

Some additional studies on market mechanisms along with their references are provided here. Milgrom (1989) provides an overview of auction theory and bidding strategies. The study discusses different types of auctions, including English, Dutch, and sealed-bid auctions, and their respective market mechanisms. Roth (1984) examines the labour market for medical interns and residents through the lens of game theory. The study highlights how matching markets function and the mechanisms that can lead to efficient or inefficient outcomes.

The paper develops a theory of dynamic oligopoly with a focus on price competition and kinked demand curves (Maskin & Tirole, 1988). It analyses how market mechanisms operate in oligopolistic markets and the implications for pricing and competition. Vickrey's (1961) seminal work on auctions introduces the concept of counterspeculation and examines various auction formats. The study discusses the efficiency of different auction mechanisms and their impact on bidders' strategies.

Gale and Shapley (1962) introduce the concept of stable matching, which has applications in college admissions and other matching markets. The study outlines a market mechanism that ensures stable matches and analyses its properties. Fama (1970) reviews the theory of efficient capital markets, discussing how information is reflected in asset prices. The study analyses the mechanisms through which markets achieve efficiency and the implications for investment strategies.

The study develops a bidding model to examine perfect competition in markets. The study discusses how bidding mechanisms can lead to competitive equilibria and the conditions necessary for market efficiency (Wilson, 1977). These references provide a diverse range of studies on market mechanisms, covering various market structures, auction formats, and matching markets.

2. Method

This research was conducted at PTKI company which is located in the Kupang area, East Nusa Tenggara, Bali. The research instrument used is a structured interview, namely if the researchers or data collectors know for sure what information will be obtained (Sugiyono, 2022) by using a list of questions that are directly asked to the leadership of PTKI company in the Eastern Indonesia Region. In collecting data, structured interviews were used with the regional leadership, as well as collecting data through customer service of PTKI company, both in the form of information on the website, as well as observations in the field by looking directly at the market for products. which is marketed. Data analysis using qualitative descriptive analysis refers to the transformation of raw data into a form that is easy to understand and translate (Wibisono, 2016).

3. Results and Discussion

3.1 Results

Total number of products of skincare, biore, laurier, and attack are $24 + 19 + 7 = 50$ products. Several skincare products, biore in percentage are $24/50 \times 100\% = 48\%$. The number of laurier products in percentage are $19/50 \times 100\% = 38\%$. A number of attack products in percentage are $7/50 \times 100\% = 14\%$. For more details, they can be seen in Table 1, 2, and 3 below.

Table 1 Skincare "BIORE" Facial Care Soap and Bath Soap June 202

No.	Product Name	Product Code
1	Biore Cleansing Strips (Pore Pack)	4 S
2	Biore Cleansing Oil Sheet	10 S
3	Biore Facial Foam Acne Care	-
4	Biore FF Anti Bacterial Bright	40 grams
5	Biore Facial Foam Glowing Bright	40 grams
6	Biore Facial Foam Pore oil Clear	40 grams
7	Biore Make Up Remove Daily Clear	80 grams
8	Biore FF Double Scrub Bright	100 grams
9	Biore FF Double Scrub Bright	100 grams
10	Biore Facial Foam Acne Care	100 grams
11	Biore FF Anti Bacterial Bright	100 grams
12	Biore Fasial Foam Glowing Bright	100 grams
13	Biore Fasial Foam Pore oil	100 grams
14	Biore Body Foam Whitening Scrub (Original)	450 mil
15	Biore Body Foam Refil (Pure Mild)	450 mil
16	Biore GF Relaxing Aromatic	450 mil
17	Biore Charming Fresia Pouch	450 mil
18	Biore Mens Deo Protection BTL (Original)	250 mil
19	Biore Mens PC (Energizing white)	250 mil
20	Biore Mens PC (Clean Action)	250 mil
21	Biore Mens Deo PRT	250 mil
22	Biore Foam For Men Pouch (energizing white)	450 mil
23	Biore Body Foam For Men Pouch (Clean Action)	450 mil
24	Biore Mens Deo Protection Pouch	450 mil

Table 2 Health Care Products "LAURIER" Sanitary Napkins June 2024

No.	Product Name	Product code
1	Laurier Super Slim Guard Day	22,5 cm
2	Laurier Super Slim Guard Day	10 S
3	Laurier Super Slim Guard Day use	20 S
4	Laurier Super Slim Guard Light SE	20 S
5	Laurier Super Slim Guard Dayu SE	20 S
6	Larier Active Day Super Slim	9 S
7	Larier Active Day Super Slim Wing	9 S

8	Larier Active Day Comport long Wing	14 S
9	Larier DB Comfort Super Slim (Regular)	28 S
10	Larier DB Comfort Super Slim (Wing)	28 S
11	Larier Active Day Super Slim	18 S
12	Larier Active Day Super Slim Wing	18 S
13	Larier Active Larier Super Maxi	10 S
14	Larier Softcare Act Dy SPR Mx LG Wing	-
15	Larier Active Larier Super Maxi	20 S
16	Larier Active Larier Super Maxi	30 S
17	Larier Active Larier Super Maxi Wing	10 S
18	Larier Active Larier Super Maxi Wing	20 S
19	Larier Active Larier Super Maxi	30 S

Table 3 Household products for laundry soap "ATTACK" June 2024

No.	Product Name	Product Code
1	Attack Easy Flowers Detergent	700 grams
2	Attack Easy Romantic Flowers	1200 grams
3	Attack Easy Cool Sensation	700 grams
4	Attack Easy Cool Sensation	1,2 Kg
5	Attack Auto Double Clean Pouch	800 mil
6	Attack Auto Double Clean BTL	1000 mil
7	Attack Auto Smooth Core Pouch	800 mil

The total number of codes of ethics for the PTKI company are $17 + 13 + 13 = 43$. The total number of codes of ethics for the PTKI company from the point of view of value statements in percentages are $17 / 43 \times 100\% = 39.54\%$. The total code of ethics of the PTKI company from the perspective of responsibility in percentage are $13 / 43 \times 100\% = 30.23\%$. The number of PTKI company codes of ethics from an ethical policy perspective in percentage are $13 / 43 \times 100\% = 30.23\%$. For details, they are presented in Table 4, 5, and 6.

Table 4 PTKI company Code of Ethics from the point of view of Value Statement June 2024

No.	Types of Value Statements
1	Be an honest company
2	Do not sacrifice ethical principles
3	Implementing the principles in the global compact
4	Takes commendable initiatives
5	Illegal and unethical actions are prohibited
6	Reporting information
7	Information consultation
8	Disciplinary action based on internal regulations
9	The collective power of the company
10	Developing the performance of each member
11	The value of cooperation between the company and its employees
12	Carrying out public relations activities
13	Do not carry out activities that disturb the community
14	Maintain legitimate and legal relationships
15	Maintain documents and all business records
16	Implement internal control procedures
17	Manage confidential company information

Table 5 PTKI company Code of Ethics from a Responsibility Perspective June 2024

No.	Types of Responsibilities
1	Focus on the health and safety of consumers and customers
2	Provide consumers and customers with appropriate product use

3	Honest response to consumer and customer complaints
4	Advertise PTKI company products honestly and appropriately
5	Environmental conservation and human safety considerations
6	Producing with minimal impact
7	Develop innovative technology
8	Providing decent business results to shareholders and investors
9	Providing company information to shareholders and investors
10	Contribute to the enrichment of society
11	Make adequate contributions
12	Contribute to local communities
13	Respect the community's volunteer spirit

Table 6 PTKI company Code of Ethics from the Perspective of Ethical Policy June 2024

No.	Policy Type
1	Comply with business competition laws
2	Implement strict internal controls
3	Providing business and entertainment gifts within reasonable limits
4	Mutual evaluation with suppliers
5	Comply with the written regulations of the law
6	Contribute to the economy
7	Strive to improve employee capabilities
8	Do not participate in bribery
9	Comply with all applicable laws
10	Do not engage in insider trading
11	Political activities for individuals
12	Manage personal affairs
13	Avoid conflicts of interest

3.2 Discussion

PTKI company operates in the consumer goods business sector which is broadly grouped into 3 categories as follows: BIORÉ, LAURIER, and ATTACK. In this business field PTKI company strives wholeheartedly for the satisfaction and improvement of consumer quality of life by creating products of good quality and consumer perspective which we call "YOKI-MONOUZUKURI.". The products produced by PTKI company are facial care soap and skincare bath soap "BIORÉ" which ranks first compared to other PTKI company products, namely at 48%, while the second place is occupied by "LAURIER", a health care product for women's sanitary napkins, at 38% and finally, the household product "ATTACK" laundry soap at 14%.

The existing organizational structure is in the form of a command line organization that comes from superiors to subordinates, then subordinates are responsible to one superior for the tasks they carry out. Business problems that are carried out come from subordinates and are analyzed and then reported to superiors or leaders, namely problems in the field are reported from SPG then to sales then to supervisors then to Branch Manager then Regional Manager then to top management.

Institutional development (the institution of PTKI company) is recruiting easy and energetic people to develop PTKI company Ind, achieving the company's goals, namely achieving optimal profits. By providing training in the science of selling, it motivates to always carry out the company's vision and mission.

PT KI company's effectiveness in distributing its products by holding events in supermarkets or in shopping centers that are visited by many people, this distribution is also formed from production costs such as raw material costs, labor costs, fixed costs, variable costs, and other costs, so that selling price can be formed.

The definition of PTKI company is seen from a physical perspective, namely a company operating in the non-food sector which has the aim of achieving optimal profits, and has the symbol of a crescent moon, namely shining hope.

Understanding PTKI company from a social perspective as a company organization that produces non-food products such as skincare, sanitary napkins, and detergent. PTKI company only manages non-food products, PTKI company has management such as a board of directors, commissioners, and organizational rules and institutional rules adapted to Indonesian culture. Indonesian culture still works half-time, meaning not full-time like Japanese people who devote themselves to their company for their entire life and do not change companies.

PTKI company's internal and external functions and objectives are in terms of expert customer management, while the external tasks and functions are always identifying opportunities. The institutional empowerment strategy carried out by PTKI company is by conducting training for employees which is carried out by the HO Ka Ind trainer team. The basic policies and programs developed for the short, medium, and long term are always trying to improve planning, sales, and negotiation skills.

PTKI company is a principle that oversees agents throughout Indonesia who have both physical and social capital who are willing to work together in the PTKI company's business. The market mechanism implemented by PTKI company is by looking at the population or number of Indonesian people in terms of provincial or urban areas that need Kao products such as Laurier brand sanitary napkins, biore brand soap, and Marek Attack washing soap with various uses such as Attack. easy hand washing soap with a double effect of washing cleaner, adapted to the conditions of the population with a tradition of washing by hand.

At the district level, the number of residents and agents who also market designated PTKI company's products, such as mini markets, super markets, and department stores, are also seen. Apart from that, it is also estimated or estimated that existing outlets will be developed again to introduce new products from PTKI company Ind.

Through the Central Bureau of Statistics, you can see the number of residents from the lower, middle, and upper classes. Through BPS you can also see age, occupation, and income so you can make business estimates later. Head of PTKI company in the Eastern Indonesia Region. The importance of maintaining the name of the institution, providing direction regarding (1) product planning, (2) marketing planning, (3) HR planning, and (4) financial planning.

Product planning includes whether to launch new products or old products with a new look, for example, attack soap with fragrance or (softener). Attack for colored or anti-stain materials with whitening, for example, attack for washing machines, or rubbing or using your hands. Another thing that can be gained from product planning for sanitary napkin products is, for example, creating attractive packaging with different colors and patterns from other products. The quality of the product can be seen from, for example, it is leak-proof, does not come off easily, the product is sticky with a strong adhesive, or can also be made with wing adhesive.

Marketing planning is about how to reach consumers in rural areas both with the distribution system and the 4Ps (Product, Price, Place, and Promotion) then by looking at which segments are chosen, meaning from middle to lower class.

Resource planning that will be carried out includes the desired quality of human resources, how many are needed, the desired capabilities by the products produced, having the skills and being able to carry out company operations.

Financial planning includes investment analysis (ROI, ROA, ROE) and other financial analyses such as the desired profit margin so that costs are minimal compared to existing income.

The old director's policies did not differ in terms of market mechanisms, only different leadership patterns. The partnership process that is established between the principal and the agent, maintaining cooperative relationships in the business sector, mutual trust in cooperative relationships, establishing contractual cooperation, maintaining mutually agreed commitments, establishing cooperation by establishing ties with customers or customers, or relationship ships marketing. The conditions that must be owned by the agent must have a capital of one billion, have physical capital in the form of a building and all its equipment as well as social capital that is used such as trust, rules that must be followed and networks (network) included. with technology in its operations.

Institutional elements such as the institution itself or organization, have physical capital and social capital, there is a group of people who are willing to work together to achieve company goals. The company's obligations include obligations in legal matters to matters regarding business use as well as the obligation to issue a standing permit, and trading business permit (SIUP). Up to the contractual agreement between PTKI company and the agent, for example, or a work agreement between two parties, namely PTKI company as the principal and the agent.

Likewise in terms of diligence in paying taxes. The institutional community in this case is between groups and groups where the agent is a group of people consisting of agents and PTKI company is also a group of people. Leadership Duties carried out in the Eastern Indonesia Region: (1) Leadership must know firmly that compliance with the Kao Business Conduct Code is their responsibility and obligation. (2) They must also take the lead in fulfilling social responsibilities, and assume responsibility as management to communicate the values of the Kao Business Conduct Code to its members. (3) Leadership does not provide guarantees of accuracy and perfection. PTKI company and/or its affiliates, also assume no guarantee or responsibility for any errors or omissions on a site.

The number of PTKI company codes of ethics from a value statement perspective is 39.54, which is the company code of ethics that has the highest score, this shows that PTKI company maintains ethical values in its operations. This was established based on the principles of the Company's Code of Ethics; Respecting the Individual Human Rights and Diversity of Employees and Maximizing Their Potential; Maintain an open and commendable company position and manage information and assets strictly. The number of PTKI company codes of ethics from a responsibility perspective is 30.23%, this also shows that PTKI company has a high responsibility to various parties, and is formed from things such as: Ensuring safety and upholding product quality; Carefully Consider Security and the Environment Pursue profitable growth and accommodate Shareholder expectations; Contribute to Community Enrichment through activities that make social contributions. The number of PTKI company codes of ethics from an ethical policy perspective is 30.23, which is no less interesting from a policy perspective and also strongly supports the ethical values instilled in society. This is established by upholding Honesty and Fairness in Transactions; Respecting the culture of each country and complying with international laws and regulations when conducting business activities; Draw boundaries between Business and Personal matters.

4. Conclusions

PTKI company is a non-food product such as skincare, sanitary napkins, and detergent, which has a line organizational structure and has duties and responsibilities from superiors to subordinates. The market mechanism used starts from looking at the population of provinces, districts, and sub-districts as well as BPS. There are tasks carried out by the leadership in terms of planning, there are values that are instilled in consumers to use Kao products because Kao products are integrated with consumers with adequate quality and prices. The old Director's policies are not much different from the new Director's, only the leadership pattern is different. Apart from that, the partnership process established with agents, the conditions fulfilled by agents as well as in terms of social capital (trust, norms, network) in the PTKI company are adequate. So, PTKI company is not only an institution (institution) but also has rules of the game in the form of rights and obligations as well as jurisdictional boundaries or sanctions (tools to maintain existence).

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