

The Role of Organizational Behavior in Supporting Marketing Strategies at Zahra Baju Bodo Business in Soppeng Regency

Andi Rahma Nur Alam¹, Asni², Umar³, Nurhaya Ilmi⁴, Puja Armelia⁵, Nurhardianti⁶

¹Department of Management, Lamappapoleonro University, Indonesia

²Department of Management, Lamappapoleonro University, Indonesia

³Department of Management, Lamappapoleonro University, Indonesia

⁴Department of Management, Lamappapoleonro University, Indonesia

⁵Department of Management, Lamappapoleonro University, Indonesia

**Corresponding Author : rahmancha83@gmail.com*

Article Info

Article history:

Received: 23 May, 2026;

Accepted: 14 June 2026;

Published: 30 June 2026.

Keywords:

Organizational Behavior,
Marketing Strategy, Customer
Satisfaction, Marketing Mix,
Service Quality

Abstract

This study aims to examine the role of organizational behavior in supporting marketing strategies in local businesses in Soppeng Regency, particularly at Zahra Baju Bodo. In an increasingly competitive business environment, business owners are required to implement effective marketing strategies to attract consumers and improve customer satisfaction. However, the success of marketing strategies is not only determined by planning but is also influenced by organizational behavior such as communication, teamwork, and leadership. This study uses a literature review method by analyzing several scientific journals, including research by Puji Rahmah, which shows that marketing strategies have an effect on customer satisfaction. The results indicate that amid the increasing competition in the Baju Bodo business, Zahra Baju Bodo is still able to attract consumers through appropriate marketing strategies supported by good organizational behavior.

INTRODUCTION

Background

In the increasingly competitive business environment, business owners are required to survive and compete by implementing appropriate strategies. One of the important factors in business success is the marketing strategy, which is used to introduce products or services, attract consumer interest, and increase customer satisfaction.

However, the success of a marketing strategy is not only determined by good planning, but is also influenced by internal organizational factors, namely organizational behavior. Organizational behavior relates to the interaction, communication, and cooperation of individuals and groups in achieving organizational goals.

Good organizational behavior, such as effective communication, teamwork, and appropriate leadership, can support the implementation of marketing strategies optimally. On the other hand, if organizational behavior is poor, marketing strategies will not produce maximum results. This indicates that marketing success depends not only on strategy, but also on its implementation by human resources.

Research by Puji Rahmah shows that marketing strategies influence customer satisfaction.

In addition, the marketing mix, which includes product, price, place, and promotion, as well as service quality, also plays an important role in increasing customer satisfaction.

In the context of local businesses, such as Zahra Baju Bodo, competition is becoming increasingly intense. Therefore, business owners need to implement appropriate marketing strategies supported by good organizational behavior in order to maintain consumer interest.

Based on this background, the formulation of the problem in this study is: How does organizational behavior support marketing strategies? The purpose of this study is to determine the role of organizational behavior in supporting marketing strategies and its influence on customer satisfaction.

Literature Review

Organizational behavior is a field of study that discusses how individuals and groups behave within an organization, including aspects such as communication, teamwork, and leadership. Good organizational behavior can create a conducive work environment and improve organizational performance. Several studies show that organizational behavior influences work effectiveness and the achievement of business goals.

In the context of marketing, organizational behavior becomes a supporting factor in the success of marketing strategies. Strategies that have been designed will not run optimally without the support of good human resources. Effective communication within the organization helps convey product or service information to consumers more clearly.

Marketing strategy is an effort carried out to achieve marketing objectives, such as increasing sales and customer satisfaction. Research by Puji Rahmah shows that marketing strategies influence customer satisfaction, meaning that the right strategy can have a positive impact on customer experience.

In addition, the marketing mix, which consists of product, price, place, and promotion, plays an important role in determining marketing success. These four elements are interconnected and can influence consumer purchasing decisions.

Service quality is also an important factor in creating customer satisfaction. Good service can provide a positive experience and increase the likelihood of repeat purchases. Research shows that service quality influences customer satisfaction and customer loyalty.

Based on these studies, organizational behavior, marketing strategies, the marketing mix, and service quality are interconnected in improving customer satisfaction and business competitiveness Regency.”

Research Method

This study uses a qualitative approach with a literature study method. This method was conducted by reviewing various written sources in the form of scientific journals relevant to the research topic, particularly those related to organizational behavior and marketing strategies. This approach was chosen because it is able to provide a deeper understanding of the relationship between organizational behavior and marketing strategies in improving customer satisfaction.

The data source used in this study is secondary data obtained from various published scientific journals. One of the main references used is research by Puji Rahmah discussing the influence of marketing strategies on customer satisfaction. In addition, this study is also supported by several other journals discussing the marketing mix, service quality, and organizational behavior.

The data collection technique was carried out by identifying, collecting, and reviewing

various journals relevant to the research topic. These journals were then selected based on their relevance to the research variables, namely organizational behavior, marketing strategy, and customer satisfaction.

Furthermore, the data analysis technique used in this study is descriptive qualitative analysis. The data obtained from various sources were analyzed by comparing, connecting, and drawing conclusions from the results of previous studies. This analysis aims to obtain a clear description of the role of organizational behavior in supporting marketing strategies.

RESULTS AND DISCUSSION

Based on the results of the review of various analyzed journals, it is known that organizational behavior has a significant role in supporting the success of marketing strategies. Good organizational behavior, such as effective communication, solid teamwork, and leadership capable of directing organizational members, can help implement marketing strategies more optimally. This is in line with research showing that the success of marketing strategies is determined not only by planning, but also by how the strategies are implemented by human resources within the organization.

Effective marketing strategies are also closely related to the proper implementation of the marketing mix, including product, price, place, and promotion. Products that suit consumer needs, competitive prices, and attractive promotions will increase consumer buying interest. In addition, service quality is also an important factor that can increase customer satisfaction and loyalty. This is supported by research by Puji Rahmah stating that marketing strategies influence customer satisfaction.

In the context of local businesses, business competition is also increasing, including in traditional clothing businesses such as baju bodo sales in Soppeng Regency. One example of such a business is Zahra Baju Bodo. Over time, similar businesses have emerged, creating increasingly intense competition among business owners.

Nevertheless, Zahra Baju Bodo has been able to maintain consumer interest. This indicates that the business owner is capable of adjusting marketing strategies to continuously changing market conditions. The strategies implemented may include improving product quality, adjusting prices, and utilizing promotional media such as social media to reach more consumers.

In addition, success in retaining customers cannot be separated from the role of organizational behavior. Good communication between sellers and consumers can create positive relationships, thereby increasing customer trust. Good cooperation in business management can also improve the quality of service provided to consumers.

With increasing competition, business owners are required to be more creative and innovative in implementing marketing strategies. They should not rely solely on products, but also pay attention to service methods and approaches to consumers. This shows that the combination of appropriate marketing strategies and good organizational behavior is the key to maintaining business competitiveness.

Based on the discussion above, it can be concluded that organizational behavior plays a very important role in supporting the success of marketing strategies. In facing increasingly intense business competition, business owners need to manage human resources effectively so that the implemented marketing strategies can run optimally and provide maximum results.

CONCLUSIONS AND SUGGESTION

Conclusion

Based on the results of the study, it can be concluded that organizational behavior plays an important role in supporting the success of marketing strategies through effective communication, teamwork, and good leadership. Marketing strategies supported by the marketing mix and service quality also influence customer satisfaction. In the context of Zahra Baju Bodo, the combination of appropriate marketing strategies and good organizational behavior is able to maintain consumer interest amid increasingly intense competition.

Suggestion

Based on the research findings, it is suggested that related parties, especially business owners, continue improving marketing strategies through the implementation of an appropriate marketing mix while paying attention to service quality for consumers. In addition, it is important for business owners to improve communication, teamwork, and leadership within the organization in order to support marketing success.

For future researchers interested in studying this topic, it is expected that they develop the research using different methods or adding other variables so that the research results become more in-depth. Future researchers may also use different research objects as comparative materials in order to obtain more varied and comprehensive results.

REFERENCES

- M. Abbas, & A. Minarti. (2022). The influence of promotion on increasing sales at Toko Sulawesi Soppeng. *Jurnal Ilmiah Metansi (Management and Accounting)*, 5(1), 49–56.
- A. Adawiah, S. Echdar, A. Umar, S. Y. Ardianto, & S. Y. Putranto. (2020). Strategies to Improve Business Performance Through Entrepreneurial Competence, Market Orientation, and Entrepreneurial Motivation (study on coffee shop SMEs in Makassar City). *Jurnal Akademi Kewirausahaan*, 26(4), 1–15.
- A. R. N. Alam. (2020). Analysis of Pifang Marketing Strategies at Pifang Berkah Enrekang Business. *Jurnal Ilmiah Metansi (Management and Accounting)*, 3(1), 58–66.
- M. Kusumaningtyas, & M. H. Fahamsyah. (2023). Digital Marketing Strategies in Developing Laying hen MSMEs in Bojonegoro. *Jurnal Investasi*, 9(4), 237–248.
- A. Minarti. (2025). The Effectiveness of Digital Marketing Strategies in Increasing Business Competitiveness in The Era of Technological Transformation. *Manajerial dan Bisnis Tanjungpinang*, 8(2), 244–252.
- A. Minarti, & M. Rayhan. (2021). The Influence of Price and Café Atmosphere on Customer Satisfaction at Café D'Malaka Watansoppeng. *Jurnal Ilmiah Metansi (Management and Accounting)*, 4(2), 15–22.
- P. W. Nofiani, & M. C. Mursid. (2021). The Importance of Organizational Behavior and Marketing Strategies in Facing Business Competition in The Digital Era. *Jurnal Logistik Bisnis*, 11(2), 1–10.
- Puji Rahmah. (2018). Service Marketing Mix Factors Considered by Students in Choosing Higher

Education (case study at STMIK Lamappapoleonro Soppeng). *Jurnal Ilmiah Metansi (Management and Accounting)*, 1(2), 1–10.

Puji Rahmah, Surianti, A. Minarti, Amrial, & Idrus. (2025). The Influence of Marketing Strategies on Customer Satisfaction at Café Saromase. *Jurnal Ilmiah Metansi (Management and Accounting)*, 8(1).

J. Romdonny, & M. L. N. Rosmadi. (2018). The Role of Social Media in Supporting Business Organization Product Marketing. *Ikraith Ekonomika*, 1(2), 25–30.

Surianti, A. Minarti, Puji Rahmah, Amrial, & Nurmilasari. (2023). The Influence of Product Attributes on Consumer Purchasing Decisions at Bolu Cukke Sunrise-Q Soppeng Business. *Jurnal Mirai Management*, 8(3), 363–373