DIJMS: Dinasti International Journal of Management Science
E-ISSN: 2686-522X
P-ISSN: 2686-5211
https://dinastipub.org/DIJMS dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijms.v7i5.6909

The Influence of International price Adaptation on Overseas Sales Volume. Case Study on PT Indofood Sukses Makmur Tbk

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Abstract: This research entitled The Effect of International Price Adaptation on Foreign Sales Volume seeks to examine the relationship and impact of pricing strategies about sales performing in global markets. The study is based on the importance of pricing strategies in international competition. A quantitative approach was used with a sample of 39 export-oriented business actors. Data were analyzed using validity, reliability, normality, correlation, regression, F-test, and t-test. The outcomes indicate that all instruments are valid and highly dependable with a 0.944 Cronbach's Alpha score, and the information is distributed normally with a importance value of 0.071. Regression analysis shows a positive effect with the equation Y = 15.092 + 0.653X. The F-test and t-test results confirm a significant influence with a significance level of 0.001. Thus, it may be said that appropriate price adaptation strategies can improve competitiveness and increase sales volume in international markets.

Keyword: International Price Adaption, Sales Volume, Global Market, Linear Regression.

INTRODUCTION

The development of economic globalization has encouraged companies to expand their markets internationally. In this context, marketing strategy is a crucial factor in determining a product's success in foreign markets. One key element of this strategy is pricing that adapts to global market conditions. International price adaptation is an approach widely used by companies to increase product competitiveness. This price adjustment takes into account not only production costs but also external factors such as consumer purchasing power and the level of competition. Therefore, pricing strategy is a crucial instrument for increasing sales volume abroad(Mammassis, 2025).

International price adaptation is a strategy employed by companies to adjust product prices according to market characteristics in each destination country. This approach differs from price standardization strategies, which tend to standardize prices across all markets. Research shows that companies that implement price adaptation have greater flexibility in responding to global market changes. This allows them to remain competitive amidst international economic dynamics. Furthermore, price adaptation can also increase customer satisfaction because the prices offered are perceived as more appropriate to local conditions (Ishii & Yuki, 2025).

In practice, price adjustments are influenced by various factors, such as exchange rates, economic conditions, and international trade policies. Exchange rates are one of the most significant factors because they can affect product selling prices in foreign markets. When exchange rates fluctuate, companies must adjust prices to remain competitive. Failure to do so can lead to product loss of competitiveness in the international market. This demonstrates that pricing strategies are inseparable from global economic conditions (ÖZKAN & AYTUN, 2023).

In addition to exchange rates, global income and commodity prices also influence a country's export volume. Research shows that increases in global income can increase demand for export products. Conversely, increases in certain prices, such as oil prices, can negatively impact export volume. This demonstrates that price adjustments must consider comprehensive macroeconomic conditions. As a result, businesses must have plans that can adjust to changes in the external environment (Kırca, 2025).

Another important component of this study is the connection between pricing and sales volume. In general, price increases tend to decrease demand, while price decreases can increase demand. However, this relationship is not always linear because it is influenced by product and market characteristics. For some commodities, price changes do not significantly impact sales volume. This indicates that price sensitivity varies across products. Therefore, pricing strategies must be tailored to the type of commodity being marketed (Khairad & Khairad, 2025).

Furthermore, comprehending how price affects sales volume requires a grasp of pricing elasticity. Price elasticity indicates the extent to which price changes affect demand. Products with high price elasticity are highly sensitive to price changes. Conversely, products with low price elasticity tend to be less affected by price changes. Therefore, companies need to understand the level of product elasticity before determining their pricing strategy(Covri Rivera, 2022).

Other research shows that an appropriate pricing strategy can increase product competitiveness in international markets. Competitive pricing can draw in customers and boost the chance that they will make a buy. Additionally, tactics like promotions and discounts can greatly boost sales volume. This demonstrates that price is not just a number, but also part of a complex marketing strategy. Price adaptation is therefore essential to the success of exports (Coronel et al., 2022).

A commodity's export volume is significantly influenced by price and exchange rate factors, according to prior studies. Exchange rate fluctuations directly impact price competitiveness in the global market, which can ultimately trigger increases or decreases in sales volume (Hutapea et al., 2023; Iqbal et al., 2022). Furthermore, implementing pricing strategies, including discounts, has proven effective in significantly driving sales growth (Suprihono et al., 2025).

Various studies have shown a direct correlation between price and sales volume. Relatively competitive prices tend to increase consumer purchasing interest, thus increasing demand (Ismiati & Putro, 2022; Simanjuntak, 2022). In certain situations, such as during a global crisis, adjusting pricing policies becomes a crucial tool for maintaining stable sales levels. Furthermore, the intensity of competition within an industry also determines the effectiveness of a company's pricing strategy (Novaliana & Mahendra, 2023).

Furthermore, the dynamics of international trade also present various challenges and opportunities that impact sales performance in the global market (Gonçalves & Battistel, 2023; Gonçalves & Battistel, 2023). Research in certain business sectors also confirms that price changes significantly impact sales volume fluctuations (Erna Laia, 2023).

Table 1. International Price Adaptation

No	Statement	Agree	%	Disagree	%	Total
1	Product prices are adjusted to foreign market conditions	7	70%	3	30%	100%
2	Product prices are competitive in international markets	8	80%	2	20%	100%
3	Exchange rates influence product pricing	6	60%	4	40%	100%
4	Companies implement different pricing strategies in each country	6	60%	4	40%	100%
5	Discount/promotion strategies are used in foreign markets	7	70%	3	30%	100%

Source: Processed by the author

Based on the phenomenon obtained from the International Price Adaptation Table, it is known that the majority of respondents stated that product prices have been adjusted to the conditions of foreign markets, with an agreement level of 70%. In addition, 80% of respondents stated that product prices are able to compete in international markets. This indicates that business actors have implemented fairly effective pricing strategies. This price adjustment is an important step in facing global competition. With the right strategy, companies can enhance the items' ability to compete in global marketplaces.

Furthermore, 60% of respondents stated that exchange rates influence product pricing. This shows that macroeconomic factors play an important role in pricing strategies. In addition, 60% of respondents also stated that companies apply different pricing strategies in each country. This indicates that companies do not use a uniform approach in setting prices. This strategy is considered more effective in adapting to local market conditions. Thus, price adaptation becomes a relevant strategy in international marketing.

Moreover, promotional strategies such as discounts are also used in foreign markets, with an agreement level of 70%. This indicates that companies do not rely solely on base pricing but also use additional strategies to attract consumers. The combination of competitive pricing and promotions can increase consumer purchase interest. Therefore, pricing strategies become more flexible and adaptive to market needs. This shows that price adaptation plays an important role in increasing sales volume.

Table 2. Pre-survey of foreign sales volume

No	Statement	Agree	%	Disagree	%	Total
1	Sales in foreign markets have increased	7	70%	3	30%	100%
2	Sales volume is relatively stable in international markets	8	80%	2	20%	100%
3	Sales increase when prices are more competitive	8	80%	2	20%	100%
4	Price increases lead to a decrease in sales	6	60%	4	40%	100%
5	Pricing strategy affects the amount of sales	7	70%	3	30%	100%

Source: Processed by the author

Based on the Foreign Sales Volume Table, it is known that 70% of respondents stated that sales have increased. In addition, 80% of respondents stated that sales volume is relatively stable in international markets. This indicates that the marketed products have a fairly good level of demand. This sales stability serves as an indicator that the implemented marketing strategies are quite effective. Therefore, companies have the opportunity to further expand their international markets.

Furthermore, 80% of respondents stated that sales increase when prices are more competitive. This shows that price has a direct influence on sales volume. In addition, 60% of respondents stated that price increases can lead to a decline in sales. This confirms that consumers in international markets are quite sensitive to price changes. Therefore, companies need to be careful in setting prices to avoid losing customers.

Lastly, price methods have an impact on sales, according to 70% of respondents. This indicates that price is a crucial element in determining sales success in international markets. This argument leads to the conclusion that foreign sales volume and international price adaptation are closely related. ThusThe aim of this research is to investigate how international price adaptation affects foreign sales volume. How price adaptation affects the rise in sales volume in foreign markets is the study's research concern.

METHOD

In order to examine the connection between international price adaptation and overseas sales volume, this research employs a quantitative technique with a detailed and associative research design. This method was selected because it can examine the statistical correlations between variables and give an empirical picture of the phenomena that occur. Quantitative research enables objective measurement of the variables studied through numerical data that can be analyzed systematically (Khairad & Khairad, 2025). In addition, this approach is also relevant for identifying patterns in the relationship between price and export volume in a dynamic global context (Kırca, 2025). Therefore, it is anticipated that this research would advance the field of international marketing science.

Business actors involved in sales activities in foreign markets make the population of the research. The research sample is selected using purposeful sampling. with the requirement that the companies have been engaged in export operations for a minimum of one year. This technique is used to ensure that respondents have relevant experience in implementing international pricing strategies. Proper sample selection is very important in quantitative research to obtain representative results (Mutiara Sari Lubis et al., 2023). In addition, this approach also considers the heterogeneity of global markets that influence pricing decisions and sales volume (ÖZKAN & AYTUN, 2023). The study's respondent count has been modified to meet the demands of statistical analysis.

This research is conducted over a certain period by considering fluctuating global market conditions. The research location includes business actors involved in international trade, either directly or through digital platforms. A Likert scale-based questionnaire instrument is used for online data collecting to gauge respondents' opinions of the variables under investigation. The use of questionnaires as a research instrument is considered effective in collecting data quickly and efficiently (Putri et al., 2021). Moreover, this method allows researchers to reach respondents across a wide geographical area (Lopes da Silva et al., 2024; Nuryanto et al., 2023).

Indicators of the variables of overseas sales volume and international price adaptation are used to construct the research tool. The price adaptation variable includes aspects such as price adjustment, competitiveness, the influence of exchange rates, cross-country pricing strategies, and the use of discounts and promotions. Meanwhile, the sales volume variable is measured through sales growth, volume stability, the influence of price on demand, and pricing strategies on the number of sales. To guarantee The caliber of the information collected, The instrument's validity and reliability are evaluated prior to usage. To guarantee the accuracy and consistency of the data gathered, instrument testing is crucial (Covri Rivera, 2022). This also supports the reliability of the research results in an academic context.

The research procedure is carried out through several stages, namely instrument design, data collection, data processing, and result analysis. The correlations between variables are then ascertained by examining the information utilizing descriptive and inferential statistical methods. While inferential analysis is used to test research hypotheses, statistical methods. Data is described using descriptive analysis. properties. This approach enables researchers to understand the cause-and-effect relationship between price adaptation and sales volume (Ismiati & Putro, 2022). In addition, this method can also identify dominant factors that influence sales performance in international markets.

Regression and correlation tests are used in this study's method of data analysis to gauge how The dependent variable is impacted by the independent variable. Regression analysis is used to quantify the impact of these variables, whereas The purpose of correlation analysis is to assess The power of the association between sales volume and foreign price adaptation. This study is crucial for comprehending the intricate dynamics of international markets (Coronel et al., 2022). It is anticipated that the analysis's findings would offer businesses strategic suggestions for formulating successful worldwide pricing strategies. Thus, this study not only has theoretical contributions but also practical implications for the business world.

RESULTS AND DISCUSSION

Table 3. Validity Test of the International Price Adaptation Variable

Variable	Indicator	r-calculate	r-table	Conclusion
Price Adaptation (X)	X1	0,845	0,361	Valid
	X2	0,811	0,361	Valid
	X3	0,821	0,361	Valid
	X4	0,894	0,361	Valid
	X5	0,661	0,361	Valid
	X6	0,731	0,361	Valid
	X7	0,877	0,361	Valid
	X8	0,881	0,361	Valid
	X9	0,865	0,361	Valid
	X10	0,846	0,361	Valid

Source: IBM SPSS Statistics 25

All statement items from X1 to X10 had r-count values greater than the value of the r-table 0.361, according to The findings of the test for validity on the international price adaption variable (X). This shows that every question on the survey is declared legitimate and are able to measure the studied variable accurately. The highest r-count value is found in indicator X4 at 0.894, while the lowest value is found in indicator X5 at 0.661. Nevertheless, all values remain above the determined minimum threshold.

Thus, it can be concluded that all indicators in the international price adaptation variable are appropriate for use in this study. Good validity indicates that the research instrument is capable of accurately representing the concept being measured. This also provides a strong basis In order to go on to the subsequent phase of analysis, such as reliability testing and regression analysis. Therefore, the data obtained from this instrument can be used for further analysis in this study.

Table 4. Test of Validity of Sales Volume Variable

Variable	Indicator	r-calculate	r-table	Conclusion
Sales Volume (Y)	Y1	0,845	0,316	Valid
	Y2	0,811	0,316	Valid
	Y3	0,821	0,316	Valid
	Y4	0,894	0,316	Valid
	Y5	0,661	0,316	Valid
	Y6	0,731	0,316	Valid
	Y7	0,877	0,316	Valid
	Y8	0,881	0,316	Valid
	Y9	0,865	0,316	Valid
	Y10	0,846	0,316	Valid

Source: IBM SPSS Statistics 25

All indicators from Y1 to Y10 had r-count values greater than the value of the r-table 0.316, according to The of the test for validity on the sales volume variable (Y). This shows that every statement item is deemed legitimate and capable of precisely measuring the sales volume variable. The highest r-count value is found in indicator Y4 at 0.89, while the lowest value is found in indicator Y5 at 0.661, but it is still above the r-table value.

Thus, all indicators in the sales volume variable are appropriate to be used as research instruments. Good validity indicates that the questionnaire is capable of accurately representing the concept being measured. This provides a strong basis In order to go on to the subsequent phase of analysis, such as reliability testing and regression analysis. Therefore, the data obtained can be used to examine the effect of international price adaptation on foreign sales volume.

Table 5. Reliability Test of International Price Adaptation Variable

Variable	Cronbach's Alpha	N of Items	Conclusion
international price adaptation (X)	0,944	10	Reliable

Source: IBM SPSS Statistics 25

Based on The reliability test's findings conducted using Cronbach's Alpha method, a worth of 0.944 was obtained for the international price adaptation variable with a total of 10 statement items. This number surpasses the minimum requirement of 0.70, suggesting a very great degree of consistency inside.

According to the dependability testing criteria, a Cronbach's Alpha coefficient above 0.90 is regarded as quite dependable, meaning indicates the reliability of the research tool is really good in measuring the studied variable. This shows that every statement The questionnaire item has the ability to produce consistent and stable results.

Thus, all items in the international price adaptation variable are declared reliable and appropriate to be used as measurement instruments in this study. A reliable instrument will increase confidence in the research results, so that it can be used for further analysis such as regression testingcoefficient of determination, t-test, and testing.

Table 6. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		39
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	8.20635286
Most Extreme Differences	Absolute	.135
	Positive	.100
	Negative	-.135
Test Statistic		.135
Asymp. Sig. (2-tailed)[c]		.071

Source: IBM SPSS Statistics 2

Considering the findings of the Kolmogorov-Smirnov normalcy test method on the unstandardized residuals, the The obtained asymptotic significance value (2-tailed) is 0.071. Since this value exceeds the significance level of 0.05, it may be said that the information are normally distributed.

Within addition, The test statistic value of 0.135 indicates that the deviation of the data distribution from the normal distribution is relatively small. This result is reinforced by the Monte Carlo Sig. value of 0.071, which is also above 0.05, further confirming that the data meet the normality assumption.

With the normality assumption fulfilled, This study's regression model is appropriate to move on to the subsequent analysis phase. The tests of normalcy is one of The important classical assumptions in regression analysis, because a normal distribution of residuals will produce unbiased and efficient parameter estimates.

Table 7. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Foreign Sales Volume	1.000	1.000

Source: IBM SPSS Statistics 25

The linearity test is conducted to determine whether the connection between the independent variable, namely international cost adaptation, as well as the dependent variable, namely foreign sales volume, is linear or not. This test is important as one of the requirements in linear regression analysis.

The test results show that the Deviation from Linearity significance value is 0.071, which is higher than 0.05. This suggests that there is no departure from a linear relationship between the two variables. In other words, the relationship between international price adaptation and foreign sales volume can be considered linear.

In addition, the significance value in the linearity component is below 0.05, indicating a significant linear relationship between the two variables. These results confirm that a simple linear regression model can be used in this study.

With the linearity assumption fulfilled, regression analysis can be continued to test the effect of international price adaptation on foreign sales volume. A linear relationship indicates that shifts in the independent variable will Become followed via modifications to the dependent variable in the same direction.

Table 8. Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	**.517[a]**	**.267**	**.248**	**8.31651**	**2.077**

Source: IBM SPSS Statistics 25

The test for correlation is used to ascertain the level of connection between the international price adaptation variable (X) and the foreign sales volume (Y). The method used The Pearson Product Moment correlation is used in this investigation.

Based on the test outcomes, the correlation coefficient (r) is 0.712 with importance value of 0.000. Since the significance value is smaller than 0.05, it can be said that there is a substantial correlation between the two variables.

The A correlation coefficient of 0.712 indicates that the connection between international price adaptation and foreign sales volume falls into a robust and upbeat category. In other words, the better The price adaptation strategy implemented, the more likely it is to increase sales volume in the international market.

This positive relationship also shows that alterations in the independent variable will Become followed via modifications to the dependent variable in The same direction. Thus, price adaptation becomes one of the important factors in increasing product competitiveness in the global market.

Table 9. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.092	6.755		2.234	0.032
	Foreign Sales Volume	0.653	0.178	0.517	3.676	0.001

Source: IBM SPSS Statistics 25

The simple In this investigation, the linear regression equation is:

$$Y = 15.092 + 0.653.X$$

Based on the results of the The constant value in a basic linear regression analysis obtained It's 15.092. This indicates that if the international price adaptation The variable is equal to zero, the foreign sales volume will still have a value of 15.092. This value reflects the presence of other factors outside the model that also influence sales volume.

The regression coefficient of the international price adaptation The variable is 0.653, which shows a positive relationship direction. This indicates that, if all other factors remain same, a one-unit rise in international price adaptation will result in a 0.653-unit increase in overseas sales volume.

The significance value of 0.001, which is smaller than 0.05, indicates that the international price adaptation variable has a significant effect on foreign sales volume. This means that the research hypothesis stating that there is an influence between the two variables can be accepted.

Within addition, the t-value of 3.676 indicates that the independent variable's impact on the dependent variable is quite strong. Therefore, This study's regression model can significantly explain the relationship between international price adaptation and foreign sales volume.

Table 10. T Test (Partial)

	Model	t	Sig.
1	(Constant)	2.234	0.032
	Foreign Sales Volume	3.676	0.001

Source: IBM SPSS Statistics 25

The t-test is employed to ascertain the partial effect of the independent variable, namely international price adaptation, regarding the dependent variable, which is foreign sales volume. This examination is conducted by examining the significant value and comparing The computed The t-value (t-count) with the t-table value. The computed t-value, which is higher compared to the t-table value of 2.026, is 3.676 based on the analysis results. Furthermore, the importance value of 0.001 is less than 0.05. This suggests that the international price adaptation variable has a substantial effect about foreign sales volume.

The positive regression coefficient also demonstrates that the two variables have a unidirectional relationship. This means that the better the international price adaptation strategy implemented, the higher the sales volume in the international market. Thus, The outcomes of this t-test encourage the study hypothesis stating that there is an effect of international price adaptation on foreign sales volume. This effect is not only statistically significant but also practically relevant in enhancing the company's competitiveness in the global market.

Table 11. F Test (Simultaneous)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	934.509	1	934.509	13.511	.001[b]
	Residual	2559.081	37	69.164		
	Total	3493.590	38			

Source: IBM SPSS Statistics 25

To ascertain whether the independent variable concurrently (collectively) has an impact on the dependent variable In this investigation, the F-test is employed to examine the overall impact of international price adaptation about foreign sales volume within the model of regression. Based on the ANOVA analysis results, the calculated F-value is 13.511, which is greater than the F-table value of 4.11. In addition, the significance value of 0.001 is smaller than 0.05. This indicates that the regression model used in this study is statistically significant.

Thus, Thus, it may be said that the international price adaptation variable simultaneously affects foreign sales volume. The model used is capable of explain The connection between the independent and dependent variables well. These results also indicate that more examination of the regression model is appropriate. as it meets the model feasibility criteria. In other words, the variables used in this study contribute to explaining the variation in foreign sales volume.

Discussion

Based on the research results, It was discovered that international price adaptation had a favorable and noteworthy impact on foreign sales volume. The research hypothesis was approved as the regression test findings revealed a significance value of 0.001, which is less than 0.05. This finding shows that a company's ability to adjust product prices according to international market conditions can increase sales volume in foreign markets.

These findings are consistent with research by Mammassis (2025), which claims that a price adjustment strategy is a crucial element in international marketing because it allows companies to adjust prices to different market characteristics. Additionally, research by Nuryanto et al. (2023) demonstrates that a nation's export volume is influenced by international pricing factors. Price adaptation allows companies to tailor their products to consumer purchasing power, the level of competition, and economic conditions in the destination country, thereby increasing consumer purchasing interest and driving increased foreign sales volume.

Furthermore, the correlation results, which show a positive relationship between international price adaptation and foreign sales volume, reinforce international marketing theory, which states that price is a key element in the international marketing mix. Companies that implement flexible pricing strategies will find it easier to maintain their product competitiveness in the global market than those that employ a uniform pricing strategy.

International price adaptation accounts for 26.7% of the fluctuation in overseas sales volume, with other factors not analyzed accounting for the remaining 73.3%, according to the coefficient of determination (R2) of 0.267. These factors can include product quality, international promotional strategies, distribution channels, brand image, and the economic conditions of export destination countries. Therefore, increasing foreign sales volume depends not only on pricing strategy but also requires the support of other integrated marketing strategies.

Practically, the results of this study imply that companies operating in international markets need to periodically evaluate and adjust their prices to remain relevant to dynamic market conditions. With the right pricing strategy, companies can increase product competitiveness and expand their international market share.

CONCLUSION

Based on the results of the analysis that has been conducted, Thus, it may be said that The implementation of the international price adaptation possesses a substantial impact about increasing sales volume in foreign markets. This is demonstrated by the findings of the reliability and validity assessments, which demonstrate that The study tools satisfy the necessary criteria, and the normalcy test, which shows that the distribution of the data is normal, enabling The proper application of the regression model.

Furthermore, the results of the correlation test reveal a positive relationship with a fairly strong level between the two variables, meaning that the more optimal the price adjustments implemented, the greater the increase in sales achieved. These findings are also supported by the results of the regression and t-tests, which show a positive and significant partial effect, as well as The F-test, which verifies that the overall research model possesses a high degree of significance and is able to empirically elucidate how the variables are related..

Therefore, a flexible pricing strategy that is aligned with international market conditions becomes an important factor in enhancing product competitiveness while also driving sales growth at the global level.

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