

Marketing Mix Strategy (4P) and Its Impact on Sales Volume of Angkringan Taman Kota Situbondo Products

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ABSTRACT: This study aims to analyze in depth the marketing strategy implemented by Angkringan Taman Kota in Jember using the 4P marketing mix concept, which includes elements of product, price, location, and promotion. In an effort to understand the implementation of this marketing strategy, this study uses interview methods and direct observation with the owner. The results of the analysis show that Angkringan Taman Kota has succeeded in offering high-quality products, with a taste that makes every consumer feel like eating home-cooked food. In addition, the prices offered are quite competitive, comparable to the quality of the products provided, and can compete amidst many other culinary businesses. The results of this study are expected to provide broader insights for culinary entrepreneurs in designing more effective and adaptive marketing strategies to market changes, as well as being a reference in increasing the competitiveness of culinary businesses in this era of globalization.

KEYWORDS: marketing mix 4P, sales volume, UMKM

INTRODUCTION

The current era of globalization has caused the development of the business world to take place very rapidly, especially in the culinary sector. The food business continues to experience significant growth along with the increasing public demand for food as a primary need in everyday life (Dinarso et al., 2021). Even though the economic dynamics in Indonesia continue to change, the food industry continues to show resilience and stable development (Yuliani et al., 2024). This can be proven by the increasing number of culinary businesses that are emerging, both on a small, medium and large scale (Haryono & Qomariah, 2024). Based on the recapitulation of data on the number of MSMEs in Situbondo Regency through the East Java Provincial Diskopukm, it was found that in Jember Regency itself there are 42,506 MSMEs engaged in the provision of accommodation and food and beverages. The high number of MSMEs in Jember Regency has also increased business competition.

Business actors continue to strive to present various innovations and product variations to meet the increasingly diverse needs and tastes of the community (Syifak, et al., 2022). In facing increasingly tight competition, every entrepreneur is required to be sensitive to changes in market trends and customer needs (Adabiyah et al., 2024). The ability to adapt to developments in the era and respond quickly to consumer preferences is the main key to maintaining existence and increasing competitiveness in the food industry (Yuliani et al., 2024).

Angkringan Taman Kota is one of the spicy culinary delights that is currently popular in Jember and is a favorite of spicy food lovers. This stall offers a typical spicy food sensation that makes customers keep coming. In one day, the stall has buyers who not only come from Situbondo, but also from various areas outside the city. Warung Angkringan Taman Kota itself is a stall that sells various kinds of spicy flavors that are appetizing. Although sometimes the price of chilies increases, the owner of the stall, Ahmad Yusuf Ruliansyah, remains committed to maintaining the quality and level of spiciness of his dishes. In addition to Mie Jebew, this stall also serves other menus such as Paschillo, which is ground chicken wrapped in dumpling skin, resembling dim sum but has a distinctive taste. Warung Angkringan Taman Kota is open every Monday to Saturday, from 10:00 to 20:00 WIB, so customers have plenty of opportunities to taste the delicious spicy dishes on offer. In the competitive culinary business world, an effective marketing strategy is essential to understand consumer behavior and manage the budget optimally to minimize the risk of loss (Wahyudiono, 2024). One approach that can be applied is the marketing mix concept, which is the main guideline for business actors in achieving business success (Ikhsani et al., 2024). Various factors need to be considered in implementing this

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marketing strategy, including how to build strong relationships with customers so that they remain loyal to the products offered. The implementation of the right marketing strategy based on target market analysis and the marketing mix concept, it is hoped that Angkringan Taman Kota Jember can continue to grow and maintain its existence as one of the favorite spicy culinary delights in Jember. Through this research, it is hoped that the most effective marketing strategy can be found in increasing sales volume and building customer loyalty to the products offered.

LITERATURE REVIEW

Marketing Mix 4P

According to (Armstrong, 2019), Marketing mix or marketing mix is a strategy used by companies to market products by arranging and combining various marketing elements to suit customer demand. The marketing mix includes various activities aimed at increasing demand for the products offered. In other words, the marketing mix is an important factor in the success of a business, because it allows companies to adjust their marketing strategies to be more effective in attracting consumer attention.

According to (Qomariah, 2016), that marketing mix is a series of marketing activities that play a role in determining the success of a company in achieving its business goals. Some of the main elements in the marketing mix that need to be considered by the company include products, prices, and promotional activities. These three elements have an important role in attracting customers and increasing the company's competitiveness in the market. Quality products, competitive prices, and effective promotional strategies can create customer loyalty and increase sales. In addition, (Tjiptono, 2019) explains that the marketing mix includes various methods and business activities in setting product prices, marketing, and distributing products to customers. The main objective of this strategy is to ensure that the products offered are not only available in the market, but can also meet customer desires and needs better than competitors. Therefore, companies need to conduct in-depth analysis of the market and consumer preferences in order to develop a more effective and competitive marketing mix strategy.

According to (Kotler & Keller, 2016), This 4P marketing mix includes several elements, as follows.

1) Product

A product is anything that is offered to the market for the purpose of being used or purchased by consumers to meet their needs. In the business world, products are not only limited to physical goods, but also include services, ideas, or experiences that can provide added value to customers. A product must be designed with consumer needs and preferences in mind in order to provide optimal benefits. Products reflect the entire process of design, development, and refinement aimed at providing benefits to customers. Consumers do not only buy products based on their appearance, but also consider the benefits offered, quality, and added value provided. A successful product in the market is a product that is able to provide solutions to customer needs and create a satisfying experience. Research conducted by (Safira et al., 2024) said that product innovation can increase MSME performance.

2) Price

Price is one of the main factors that influence the decision to purchase a product. Price is an important element in marketing strategy because price not only determines consumer purchasing power, but also plays a role in shaping the market position and profitability of the company. Proper pricing must consider various aspects, such as market segmentation, level of competition, and the value provided by the product to customers. Price is closely related to other marketing elements, so companies must develop a balanced strategy to remain competitive in the market (Buchari, 2012). The main objectives in pricing strategy include maintaining market existence, maximizing profits, increasing sales volume, building brand reputation, and achieving return on investment (ROI). If the pricing strategy implemented is not in accordance with market conditions, the company is at risk of experiencing a decrease in competitiveness or even losing customers (Mu'ah & Masram, 2014). In order for the products offered to survive and compete effectively, careful planning and tactics are needed in determining prices. This strategy includes analysis of consumer purchasing power, market trends, and prices set by competitors. With the right pricing strategy, companies can not only attract more customers but also increase consumer loyalty, strengthen market position, and achieve sustainable business growth (Lupiyoadi, 2012). Research conducted by (Safira et al., 2024) said that marketing mix effect on sales volume.

3) Place

Location is one of the key elements in a marketing mix strategy that plays an important role in determining the success of a product's marketing. Companies that have strategic locations will have greater market opportunities and can reach various consumer segments. Products that are optimally distributed can reach potential customers more easily, increase brand awareness, and speed up the sales process (Tjiptono, 2019). Therefore, choosing a strategic location and the right distribution method are the main factors in supporting marketing success.

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4) Promotion

Promotion is a communication strategy between sellers and potential buyers that aims to introduce products, increase consumer awareness, and build brand image. Promotion can be done through various methods such as advertising, social media, discounts, and loyalty programs, promotions not only provide information but also influence consumer behavior to be interested in making purchases. The existence of increasingly tight business competition makes promotion an important factor in increasing competitiveness and customer loyalty. Therefore, companies need to implement the right promotional strategy so that products are better known, in demand, and trusted by consumers.

Sales Volume

Sales volume is an important indicator in assessing the success of a company in production and marketing activities. Sales volume consists of two main aspects, namely production level and sales activity, which includes cash and credit transactions. Understanding sales volume is very important because it can help companies evaluate business achievements and predict profits generated from products sold. According to Kader et al. (2024) added that sales volume can be measured based on the total products successfully marketed in a certain period. According to Pebriani dkk. (2022) states that sales volume is the amount of sales that successfully achieve the target within a certain period of time. In the business world, companies always try to increase sales volume in order to achieve optimal profit. Anggi et al.,(2023) revealed that there are several factors that influence sales volume as follows.

- 1) Product quality is the main factor in maintaining customer loyalty. If the quality decreases, customers can switch to other better products.
- 2) Dynamic consumer tastes require companies to continue to innovate in order to remain relevant to market needs.
- 3) Good customer service can increase satisfaction and strengthen the relationship between the company and consumers, thus having a positive impact on sales volume. Fourth, the right pricing strategy, such as providing discounts or special promotions, can attract more customers and increase competitiveness in the market.

Previous Research

Research conducted by (Amelia et al., 2024) with the title " The Influence of Marketing Mix Strategy on Supermarket Customer Satisfaction in Banyuwangi", has the aim of knowing the marketing mix strategy towards customer satisfaction at Akira Our Shop Banyuwangi. This study uses independent variables, namely product (X1), place (X2), promotion (X3), price (X4), while the dependent variable is customer satisfaction (Y). The results of this study are that there is an influence of the marketing mix which includes product (X1), place (X2), promotion (X3), and price (X4) on customer satisfaction at Akira Our Shop Banyuwangi. Based on the results of this study, it turns out that the marketing mix strategy needs to be carried out so that customers feel satisfied. Penelitian yang dilakukan oleh (Qomariah & Wulandari, 2021) dengan judul " The Role of Marketing Mix in Increasing Customer Satisfaction Nine Coffee Bondowoso", memiliki tujuan yaitu untuk mengetahui dampak marketing mix terhadap kepuasan pelanggan Nine Cafe Bondowoso. Hasil penelitian menunjukkan bahwa marketing mix yang dikelola dengan baik maka dapat membuat pelanggan puas.

Research conducted by (Andrenata & Qomariah, 2022) with the title of " Pengaruh Marketing Mix 4p Terhadap Keputusan Pembelian Konsumen Pada Sangkar Mas Desa Dawuhan Mangli Sukowono Jember", has the aim of knowing the influence of 4P marketing mix on consumer purchasing decisions at Sangkar Mas Desa Dawuhan Mangli Sukowono Jember. The independent variables are marketing mix (product, price, place and promotion) and the dependent variable is purchasing decisions. The results of this study are that marketing strategies have a positive influence on people's decisions in purchasing Sankar Mas.

Research by (Febrianti et al., 2024) with the title" The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember" has an aim to determine the influence of price, promotion, product quality on purchasing decisions. Results of the research indicate that price has no impact on purchasing decisions and promotions succeeded in increasing people's purchasing decisions. So marketing is the a thing that has meaningful to increase purchasing by people.

METHODS

Types of research

This study uses a qualitative descriptive approach to analyze situations or events that occur both inside and outside the Angkringan Taman Kota. According to (Sugiyono, 2019), Descriptive methods aim to collect, classify, and analyze data in order to compile an objective picture of a problem or condition. With this approach, research can gain a deeper understanding of the phenomenon being studied.

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Data collection technique

In this study, data were collected through direct observation, in-depth interviews with the owners of Angkringan Taman Kota, and documentation. The results of the interviews were then analyzed to describe and conclude the influence of the target market and the 4P marketing mix in increasing sales volume at Angkringan Taman Kota.

Data Analysis Techniques

This research uses interactive analysis techniques, which include data reduction, data presentation, and drawing conclusions to process and understand research results systematically.

RESULTS

Reviewed from the results of the 4P marketing mix study of Angkringan Taman Kota products in Jember, with one of the restaurant owners and staff at Angkringan Taman Kota, a 4P marketing mix was obtained which includes product, price, place, and promotion. Based on the analysis conducted, the author can map the 4P marketing mix strategy as follows.

1) Product

Angkringan Taman Kota has its own uniqueness with a distinctive spicy taste, providing a different culinary experience for its connoisseurs. In order to increase sales figures, Angkringan Taman Kota has made various innovations such as offering jebew noodle products with varying levels of spiciness or adding new flavor choices. Moreover, Angkringan Taman Kota offers various menu variants such as wet and fried Pashilo as well as Micible Swimming which provides different flavor variants. This product innovation can be an effective strategy in attracting more consumers with diverse tastes. By optimizing aspects of product innovation and marketing strategy, Angkringan Taman Kota has a great opportunity to increase its sales volume and strengthen its position as one of the favorite culinary choices on the market.

2) Price

Angkringan Taman Kota in Jember offers a menu with various prices based on menu choices, portions, spiciness levels, and toppings, such as "Cui Mie Ayam Original" for Rp14,990. Price is an important aspect in selling. The prices offered by Angkringan Taman Kota are in an affordable range, with quality that matches the price paid. The prices offered by Angkringan Taman Kota products are the result of considering the quality of the best raw materials they choose.

3) Place

Angkringan Taman Kota operates in two different locations in Jember, each designed to meet the needs of different customer segments. The first location is located in Perumahan Istana Tegal Besar, although it is located in a housing complex that tends to be quieter, this stall still successfully attracts many customers with sales reaching 200 portions per day. The comfortable atmosphere in the housing complex provides a more relaxed dining experience for customers seeking peace. As for the second location, it is located on Jalan Karimata, close to the Muhammadiyah University of Jember. This second location is located on a busy main route, allowing easy access for students and the general public. This location takes advantage of high traffic flow to reach more customers. These two locations were carefully selected based on good accessibility and the right market segmentation, providing different but complementary experiences for consumers, while expanding the reach of the Angkringan Taman Kota market in Jember.

4) Promotion

Promotion is a communication activity that aims to provide information about a product to consumers. The main promotional media used by Angkringan Taman Kota are Instagram, Facebook, Tiktok, and WhatsApp. Given the importance of social media in increasing awareness, Angkringan Taman Kota utilizes these platforms to upload interesting photos and videos and collaborate with local food vloggers and influencers to increase product branding. In addition, Angkringan Taman Kota also relies on word of mouth promotion through the experiences of customers who come to the restaurant and share their positive experiences on social media. This directly increases the sales volume and popularity of the restaurant.

DISCUSSION

Based on the explanation that has been presented, the 4P marketing mix has a close relationship with sales volume because each element influences consumer purchasing decisions and product appeal in the market. Innovation and good product quality can attract more consumers and increase sales volume, especially with product diversity such as flavor variants or spiciness levels that can reach a wider market segment. Pricing that is in accordance with the quality and purchasing power of consumers is also important; competitive prices will attract new customers and increase repeat purchases. A strategic location also makes it easier for consumers to access the product, which contributes directly to increasing sales volume. In addition, effective promotion, either through social media or word of mouth, can increase brand awareness, attract consumer attention, and encourage

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impulsive purchases. Several studies that also discuss the marketing mix issue include those conducted by : (Qomariah et al., 2024), (Hasan & Islam, 2020), (Al-Majali & Tarabieh, 2020), (Sulaiman & Hindardjo, 2019), (Rahardjo, et al., 2019), (Putra, et al., 2019), (Sudari et al., 2019). (Asarin et al., 2023; Jazilinni'am, 2022; Karim et al., 2014; Poluan et al., 2019; Sinaga et al., 2022; Tansala et al., 2019).

CONCLUSION

Based on the analysis conducted through interviews and direct observation, Angkringan Taman Kota in Jember has successfully implemented the 4P marketing mix strategy effectively. This restaurant offers products with a varied and high-quality noodle menu, as well as competitive prices that are in accordance with the quality provided. A strategic but less prominent location can be improved by adding ornaments and lighting to increase visibility. In terms of promotion, this restaurant utilizes social media such as Instagram and Facebook, as well as word of mouth, to increase awareness and attract more customers. Overall, Angkringan Taman Kota has succeeded in creating a comprehensive strategy to maintain and increase its appeal in the local culinary market. Marketing strategies must continue to be implemented so that every business that is run can survive and compete with similar businesses.

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