



ANALYSIS OF MARKETING MIX STRATEGY AT AYAM GEPUK PAK GEMBUS JATINANGOR SUMEDANG

Teguh Suhara¹⁾, Ucu Supriatna²⁾

¹⁾Department of Business Administration, Faculty of Social Sciences and Business, International Women University, Bandung, Indonesia
Email: teguhsuhara78@gmail.com

²⁾Department of Business Administration, Faculty of Social Sciences and Business, International Women University, Bandung, Indonesia
Email: ucusupriatna@gmail.com

Abstract

This study aims to analyze the implementation of the Marketing Mix (7P) strategy at Ayam Gepuk Pak Gembus Jatinangor Branch. The research employed a qualitative approach using interviews, observation, and documentation as data collection techniques. Informants consisted of the owner, employees, and customers. The results indicate that the main product is crushed fried chicken with adjustable spiciness levels, although menu variations remain limited. The prices range from Rp15,000 to Rp20,000 and are considered affordable for students. The business location is strategic, being near university areas, but has limited parking space. Promotional activities depend largely on headquarters and online delivery applications. Employee service is generally good, although some customers perceive it as less friendly. The service process is simple and efficient; however, queues increase during peak hours. Physical evidence such as cleanliness, comfort, and packaging supports positive customer perceptions. It can be concluded that the 7P marketing mix strategy is relatively effective in attracting customers, yet improvements in product variety, independent promotion, and service consistency are needed.

Keywords: Islamic Education Policy, Implementation, Optimization Strategy, Formal Education.

Abstrak

Penelitian ini bertujuan untuk menganalisis implementasi strategi bauran pemasaran (7P) pada Ayam Gepuk Pak Gembus Cabang Jatinangor. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Informan terdiri dari pemilik, karyawan, dan pelanggan. Hasil penelitian menunjukkan bahwa produk utama adalah ayam gepuk dengan tingkat kepedasan yang dapat disesuaikan, meskipun variasi menu masih terbatas. Harga berkisar antara Rp15.000 hingga Rp20.000 dan dinilai terjangkau bagi mahasiswa. Lokasi usaha cukup strategis karena berada di dekat kawasan kampus, namun memiliki keterbatasan lahan parkir. Kegiatan promosi sebagian besar bergantung pada pusat dan aplikasi layanan pesan antar online. Pelayanan karyawan secara umum sudah baik, meskipun beberapa pelanggan menilai masih kurang ramah. Proses pelayanan tergolong sederhana dan efisien, namun antrean meningkat pada jam-jam sibuk. Bukti fisik seperti kebersihan, kenyamanan, dan kemasan turut mendukung persepsi positif pelanggan. Dapat disimpulkan bahwa strategi bauran pemasaran 7P yang diterapkan cukup efektif dalam menarik pelanggan, namun masih perlu peningkatan pada variasi produk, promosi mandiri, dan konsistensi pelayanan.

Kata kunci: Kebijakan Pendidikan Islam, Implementasi, Strategi Optimalisasi, Pendidikan Formal.



INTRODUCTION

The culinary business sector in Indonesia has experienced rapid growth, driven by lifestyle changes, urbanization, and the expansion of digital technology (Armstrong & Kotler, 2020; Tjiptono & Chandra, 2022). This growth has intensified competition among culinary businesses, particularly in education-based areas where young consumers dominate the market.

Jatinangor is recognized as a major educational hub with a high concentration of university students, creating strong demand for affordable culinary services. As a result, chicken-based culinary businesses such as ayam geprek and ayam gepuk have grown rapidly, leading to increasingly intense competition among similar enterprises.

Ayam Gepuk Pak Gembus is a nationally recognized culinary brand with extensive outlet expansion across Indonesia. Despite its strong brand image, preliminary observations at the Jatinangor outlet indicate fluctuations in monthly revenue, suggesting potential challenges in maintaining consistent performance amid local market competition. These fluctuations highlight the importance of evaluating the effectiveness of the marketing strategy implemented by the business.

Table 1. Monthly Revenue of Ayam Gepuk Pak Gembus Jatinangor

Month	Revenue (IDR)	Change (%)
July	22.212.000	-
August	22.633.500	2%
September	20.105.000	-11%
October	17.020.500	-15%
November	12.426.000	-27%
December	13.136.000	6%

Source: Processed by the author (2025)

The data show a downward trend in revenue over several months, despite a slight recovery in December. This condition indicates that brand recognition alone is insufficient to ensure stable sales performance. Therefore, an effective and well-integrated marketing strategy is required to strengthen competitiveness and sustain business performance.

In modern marketing practice, the Marketing Mix 7P framework comprising product, price, place, promotion, people, process, and physical evidence serves as a comprehensive approach to analyzing marketing strategies in the culinary industry. This framework emphasizes not only product attributes but also service quality and customer experience.

Accordingly, this study aims to analyze the implementation of the Marketing Mix 7P strategy at Ayam Gepuk Pak Gembus Jatinangor in order to identify strategic improvements for enhancing competitiveness in a highly competitive culinary market.

The rapid development of digital platforms has significantly transformed consumer behavior in the culinary industry. Online food delivery services, social media marketing, and digital payment systems have reshaped how consumers search for information, evaluate alternatives, and make purchasing decisions. For culinary businesses operating in student-dominated areas such as Jatinangor, digital presence and service efficiency have become critical success factors.

Despite strong brand recognition, franchise-based culinary outlets still face challenges at the local level. Differences in consumer preferences, competitive intensity, and operational execution may lead to variations in performance across outlets. Therefore, standardized franchise strategies must be continuously evaluated and adapted to local market conditions to ensure effectiveness.

LITERATUR REVIEW

1. Marketing Strategy

Marketing strategy refers to a comprehensive plan designed to achieve organizational objectives by satisfying customer needs and gaining a competitive advantage in the market (Ferrell & Hartline, 2021). An effective marketing strategy enables businesses to identify target markets, allocate resources efficiently, and respond to competitive pressures. In highly competitive industries such as the culinary sector, marketing strategy plays a critical role in attracting customers, maintaining customer loyalty, and ensuring sustainable business performance.

The rapid growth of the culinary industry has intensified competition, particularly in areas dominated by young consumers such as students. Therefore, businesses are required to continuously evaluate and adjust their marketing strategies to remain relevant and competitive (Armstrong & Kotler, 2020). A well-formulated marketing strategy not only focuses on increasing sales but also on delivering superior value and experience to customers.

2. Marketing Mix (7Ps)

The marketing mix is a set of controllable marketing variables that organizations use to influence consumer purchasing decisions and achieve marketing objectives. Initially, the marketing mix was conceptualized as the 4P model consisting of product, price, place, and promotion. However, as service-oriented industries expanded, the framework evolved into the marketing mix 7P model by adding three additional elements: people, process, and physical evidence (Kotler & Keller, 2023).

The inclusion of these additional elements emphasizes the importance of service delivery, human interaction, and tangible cues in shaping customer perceptions. In service-based businesses, marketing effectiveness is not determined solely by product attributes, but also by how services are delivered and



experienced by customers. Therefore, the marketing mix 7P framework provides a more comprehensive approach to analyzing marketing strategies in service industries.

3. Marketing Mix 7Ps in the Culinary Industry

In the culinary industry, consumer satisfaction is influenced not only by food quality and price, but also by service quality, dining atmosphere, and overall customer experience. Restaurants and food outlets are required to manage both tangible and intangible elements of service delivery to meet customer expectations (Tjiptono & Chandra, 2022).

Previous studies indicate that the effective implementation of the marketing mix 7P has a positive impact on customer satisfaction, purchase decisions, and business performance in culinary enterprises (Wibowo & Astuti, 2020; Wijaya & Amelia, 2023). Elements such as employee behavior (people), service efficiency (process), and physical environment (physical evidence) play a significant role in shaping consumer perceptions and influencing repeat purchase intentions. Consequently, the 7P framework is highly relevant for analyzing marketing strategies in food service businesses such as Ayam Gepuk Pak Gembus.

4. Previous Studies

Several previous studies have examined the application of marketing mix strategies in the culinary sector. Aravik and Hamzani (2021) found that marketing mix strategies contributed significantly to increasing sales volume in small and medium-sized culinary businesses. Similarly, Maulidya and Sari (2021) demonstrated that digital promotion through social media platforms positively influenced purchase decisions in the culinary industry.

Furthermore, Wibowo and Astuti (2020) highlighted that product quality and service innovation have a strong relationship with customer loyalty in culinary businesses. However, most previous studies have employed quantitative approaches and focused on general culinary businesses. Limited research has explored the qualitative implementation of the marketing mix 7P framework in franchise-based culinary outlets located in educational areas. This study seeks to address this research gap by analyzing the marketing mix 7P strategy at Ayam Gepuk Pak Gembus Jatinangor using a qualitative research approach.

5. Conceptual Framework

Based on the literature reviewed, this study adopts the marketing mix 7P framework as the analytical basis for evaluating the marketing strategy of Ayam Gepuk Pak Gembus Jatinangor. The seven elements of the marketing mix—product, price, place, promotion, people, process, and physical evidence—are expected to influence customer satisfaction and business competitiveness.

This conceptual framework provides a systematic structure for analyzing how each element of the marketing mix is implemented and how it contributes to the overall performance of the business. Based on this framework, the study proceeds to examine the implementation of the marketing mix 7P strategy using a qualitative research method.

METHODS

This study employed a qualitative research approach with a descriptive method to analyze the implementation of the Marketing Mix 7P strategy at Ayam Gepuk Pak Gembus Jatinangor. This approach was selected to obtain an in-depth understanding and a systematic description of marketing practices, service processes, and customer interactions as they occur in real business conditions.

The research subjects consisted of the business owner, manager, employees, and customers of Ayam Gepuk Pak Gembus Jatinangor. These informants were selected because they are directly involved in, or experience, the implementation of marketing activities. The object of this research was the Marketing Mix 7P strategy, which includes product, price, place, promotion, people, process, and physical evidence.

Data used in this study were qualitative in nature and collected from both primary and secondary sources. Primary data were obtained through in-depth interviews with the owner, employees, and customers, as well as direct observations of operational activities and service processes. Secondary data were collected from business documents, including revenue reports and promotional materials, as well as relevant literature.

Data collection techniques included interviews, observation, and documentation. Interviews were conducted using a semi-structured interview guide designed to explore each element of the Marketing Mix 7P. Observations were carried out to examine operational workflows, employee behavior, and customer interactions. Documentation was used to support interview and observation findings, particularly in relation to business performance and promotional activities.

The interview instrument focused on the seven elements of the marketing mix. Product-related questions explored product development and quality. Price-related questions addressed pricing strategies. Place-related questions examined location and distribution channels. Promotion-related questions focused on promotional activities. People-related questions assessed employee service quality. Process-related questions examined operational procedures. Physical evidence-related questions addressed outlet appearance and product presentation.

Data analysis was conducted using qualitative descriptive analysis, involving data reduction, data display, and conclusion drawing. The collected data



were categorized according to the seven elements of the marketing mix to facilitate systematic analysis and interpretation.

To ensure data validity, this study applied triangulation techniques, including source triangulation, method triangulation, and time triangulation. Source triangulation was conducted by comparing information obtained from different informants, namely the owner, employees, and customers. Method triangulation involved comparing data from interviews, observations, and documentation. Time triangulation was applied by collecting data at different times to ensure consistency and reduce situational bias.

The research was conducted at Ayam Gepuk Pak Gembus Jatinangor, located in Jatinangor, Sumedang Regency, West Java. This location was selected due to its strategic position within an educational area surrounded by major universities, which creates a high potential market for culinary businesses.

RESULTS AND DISCUSSION

This section presents and discusses the findings of the study based on the Marketing Mix 7P framework implemented by Ayam Gepuk Pak Gembus Jatinangor. The analysis focuses on how each element of the marketing mix is applied and how it contributes to the business's competitiveness in a highly competitive culinary market.

1. Product

The main product offered by Ayam Gepuk Pak Gembus Jatinangor is ayam gepuk with a distinctive garlic chili sauce and adjustable levels of spiciness, providing a personalized consumption experience for customers. Product quality is maintained through the use of fresh raw materials and standardized franchise recipes to ensure consistency in taste. In addition to the main menu, supporting products such as tofu, tempeh, fried cabbage, Indomie Geprek, and Tahu Go are offered to increase menu variety, particularly for student consumers.

These findings are consistent with Kotler and Keller (2021), who emphasize that product quality and consistency are key determinants of customer satisfaction. However, despite strong product quality, limited menu innovation remains a concern. Several customers expressed expectations for additional menu variations to avoid boredom. Thus, while product quality represents a major strength, limited innovation may become a potential weakness in maintaining long-term customer interest.

2. Price

The pricing strategy at Ayam Gepuk Pak Gembus Jatinangor is designed to match the purchasing power of students as the primary target market. Prices generally range from IDR 15,000 to IDR 25,000 per portion, with value-oriented packages

such as Paket Gemoi being the most popular. Customers perceive the prices as affordable and appropriate for the portion size and taste quality provided.

According to Kotler and Armstrong (2020), price plays a crucial role in influencing purchasing decisions, especially in price-sensitive segments. The findings indicate that affordability is one of the main reasons customers choose this outlet. However, when customers add side dishes or beverages, the total cost may exceed initial expectations. Therefore, although price is a strong competitive advantage, optimization of bundling strategies could further enhance perceived value.

3. Place

The outlet is located in Jatinangor, an education-centered area surrounded by universities and student residences, making it easily accessible to the target market. In addition to dine-in services, the business utilizes online delivery platforms such as GoFood, GrabFood, and ShopeeFood to expand its market reach.

Consistent with Tjiptono (2020), strategic location and accessibility significantly influence purchasing decisions. Most customers consider the location convenient due to its proximity to campuses. However, the outlet's position slightly set back from the main road reduces its visibility, and limited parking space becomes a constraint during peak hours. These limitations are partially mitigated by online delivery services, which enhance accessibility without requiring physical visits.

4. Promotion

Promotional activities at Ayam Gepuk Pak Gembus Jatinangor are relatively limited and largely depend on central franchise policies. The outlet mainly reposts promotional content from official brand social media accounts and relies on visibility through food delivery platforms. Independent local promotional initiatives are minimal.

Kotler and Keller (2021) highlight that promotion is essential for building brand awareness and influencing consumer behavior. The findings show that most customers become aware of the outlet through word-of-mouth rather than digital promotion. This indicates that promotional efforts at the local level are not yet optimal. Considering that the target market consists mainly of students who are active on digital platforms, more proactive local digital marketing strategies could significantly improve visibility and sales performance.

5. People

Human resources play an important role in delivering service quality. Employees are responsible for preparing food according to franchise standards and providing responsive service. Most customers



perceive the service as satisfactory, particularly in terms of speed and the ability to accommodate requests such as spice level adjustments.

This finding supports Lupiyoadi (2021), who states that service quality directly affects customer satisfaction. However, some customers reported that during peak hours, employees may appear less friendly or rushed. This indicates that while service quality is generally good, consistency remains an issue, especially under high workload conditions. Continuous training and better workload management are needed to maintain consistent service performance.

6. Process

The service process at Ayam Gepuk Pak Gembus Jatinangor is simple and systematic. Orders are placed either at the cashier or through online platforms, then processed in the kitchen and served promptly. Under normal conditions, the process is efficient and meets customer expectations.

However, during peak hours, increased order volume leads to longer waiting times. As noted by Zeithaml et al. (2020), service delays can negatively impact customer satisfaction. This suggests that while the operational system is well-structured, it requires adjustments such as additional staffing or workflow improvements to handle high demand more effectively.

7. Physical Evidence

Physical evidence at the outlet includes a simple but clean dining area, organized seating arrangements, visible brand identity through logos and uniforms, and functional packaging for take-away and delivery orders. The partially open kitchen also enhances customer trust by allowing visibility of the food preparation process.

According to Kotler and Keller (2021), physical evidence influences customer perceptions, especially in service-based businesses. Customers generally perceive the environment as clean and comfortable for a student-scale eatery. However, limitations such as small seating capacity, lack of additional facilities like Wi-Fi, and limited parking space indicate areas for improvement. While the current physical setup supports basic customer needs, enhancements could improve overall comfort and competitiveness.

8. Integrated Analysis of the Marketing Mix 7P

The effectiveness of a marketing strategy depends on how well each element of the marketing mix is integrated. At Ayam Gepuk Pak Gembus Jatinangor, product quality, affordable pricing, and strategic location serve as the main strengths. These elements align well with the characteristics of the target market, particularly students who prioritize taste, affordability, and accessibility.

However, weaknesses are identified in promotional activities, service consistency during peak hours, and limited physical facilities. The imbalance between strong core elements (product, price, place) and weaker supporting elements (promotion, people consistency, and physical evidence) indicates that the marketing mix has not been fully optimized. A more integrated approach is needed to ensure that all elements support each other in enhancing customer experience and business performance.

Overall, the Marketing Mix 7P strategy at Ayam Gepuk Pak Gembus Jatinangor has been implemented reasonably well. Strengths are evident in product quality, pricing, and location, while improvements are needed in promotion, service consistency, and physical facilities to enhance competitiveness and ensure long-term sustainability.

CONCLUSION

This study concludes that the implementation of the Marketing Mix 7P strategy at Ayam Gepuk Pak Gembus Jatinangor has generally been effective in responding to competition within the local culinary market. The product dimension represents a key strength, characterized by consistent taste quality, adjustable spiciness levels, and the use of fresh ingredients, although menu variety remains relatively limited. Pricing strategies are aligned with the purchasing power of students as the primary target market, supporting affordability and competitive positioning.

From the place dimension, the outlet benefits from its strategic location in an education-centered area, which facilitates access to the target market. The use of online food delivery platforms further enhances accessibility and helps mitigate physical limitations such as parking constraints and outlet visibility. In contrast, promotional activities remain a notable weakness, as they are largely dependent on central franchise initiatives, with limited locally driven promotional efforts.

The people and process dimensions contribute positively to customer experience through generally satisfactory service quality and a simple, standardized service process. However, inconsistencies in employee service attitudes and longer waiting times during peak hours indicate areas requiring improvement. Physical evidence, including cleanliness, outlet appearance, and packaging, supports positive consumer perceptions, although limited seating capacity constrains customer comfort.

Overall, Ayam Gepuk Pak Gembus Jatinangor demonstrates strong performance in product quality, pricing, and service delivery, while promotional strategies and physical facilities require further enhancement to sustain competitiveness and improve long-term business performance in a highly competitive culinary environment.



REFERENCES

- Aravik, H., & Hamzani, A. (2021). Analysis of marketing strategy in increasing sales volume. *Jurnal Ekonomi dan Bisnis Islam*, 5(1), 35–45.
- Armstrong, G., & Kotler, P. (2020). *Marketing: An introduction* (14th ed.). Pearson Education.
- Ferrell, O. C., & Hartline, M. (2021). *Marketing strategy* (7th ed.). Cengage Learning.
- Kotler, P., & Keller, K. L. (2023). *Marketing management* (17th ed.). Pearson.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2022). *Marketing* (14th ed.). Cengage Learning.
- Maulidya, A. P., & Sari, D. M. (2021). The effect of Instagram promotion on culinary purchase decisions. *Jurnal Ilmu Manajemen Terapan*, 12(1), 45–53.
- Mintzberg, H., Ahlstrand, B., & Lampel, J. (2021). *Strategy safari* (3rd ed.). Pearson Education.
- Schiffman, L. G., & Kanuk, L. L. (2020). *Consumer behavior* (12th ed.). Pearson Education.
- Solomon, M. R., Marshall, G. W., Stuart, E. W., Smith, A. E., & Fisher, C. (2023). *Marketing: Real people, real choices* (11th ed.). Pearson.
- Stanton, W. J. (2021). *Fundamentals of marketing* (13th ed.). McGraw-Hill Education.
- Tjiptono, F., & Chandra, G. (2022). *Strategic marketing* (3rd ed.). ANDI.
- Wibowo, A., & Astuti, R. (2020). Product innovation and taste quality on customer loyalty in culinary businesses. *Jurnal Bisnis dan Pemasaran Digital*, 4(2), 99–108.
- Wijaya, R., & Amelia, S. (2023). Marketing mix concept in modern marketing. *Jurnal Manajemen dan Bisnis Terapan*, 15(2), 101–112.