

Analysis of the Implementation of the 7P Marketing Mix at the Warung Mbok Sul Regional Restaurant in Jember Regency

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ABSTRACT

The development of the regional culinary industry in Indonesia requires business actors to develop an integrated marketing strategy to face increasingly fierce competition. This study aims to analyze the implementation of the 7P marketing mix at Warung Mbok Sul, a regional restaurant serving Sego Tempong Banyuwangi in Jember Regency. The study used a qualitative descriptive approach with data collection techniques through participatory observation, in-depth interviews with five key informants selected by purposive sampling, and documentation during the period March–May 2026. Data validity was guaranteed through triangulation of sources and methods. The results showed that the seven elements of the marketing mix have been implemented in an integrated manner: the product has 15 food menus and 10 drink menus with centralized raw material standardization and four layers of quality control; prices are divided into three categories ranging from Rp7,000–Rp60,000; a strategic location in the Summersari educational area; integrated promotions through the official website, Instagram, and endorsements by the owner; human resources are managed through a recruitment system, one-week training, a three-month probationary period, and a tiered reward-punishment system (SP1–SP3). a multi-channel service process with a 10–20 minute wait time; and physical evidence in the form of an Instagrammable interior and the owner's figure as living physical evidence. The main obstacles identified were the visibility of the building facade and the pricing orientation, which was still predominantly cost-based.

Keywords: *7P, Regional Restaurant, Marketing Mix, Traditional Culinary*

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1. INTRODUCTION

The culinary sector in Indonesia has experienced significant growth acceleration over the past decade. Data from the Central Statistics Agency (BPS) shows that the food and beverage subsector contributes more than 38% to the total Gross Domestic Product (GDP) of the national creative industry, with an average growth rate of 6.7% per year (Bahri & Rosandy, 2025). This growth has driven the emergence of various forms of culinary businesses, one of which is regional specialty restaurants, which serve not only as providers of consumer goods but also as a means of preserving local culture through their distinctive flavors, presentation techniques, and concepts (Mau et al., 2024).

Increasingly competitive conditions require every culinary business to formulate targeted marketing strategies. One commonly used strategic framework is the marketing mix. The marketing mix concept was first introduced by Neil Borden in the 1950s and popularized by Jerome McCarthy with the 4Ps formulation: product, price, place, and promotion. As the service industry evolved, the concept was expanded to 7Ps with the addition of people,

process, and physical evidence to better represent service marketing activities (Bahri & Rosandy, 2025; Lupiyoadi, 2018).

Several previous studies have examined the application of the marketing mix in culinary businesses in Indonesia. Sachlan, Tumanggung, and Riung (2025) examined restaurants on Jalan Boulevard II Tuminting Manado and found that an integrated marketing mix plays a crucial role in supporting business sustainability, with an average profit margin of 20% of total production costs. Ernaya (2022) analyzed the Gudeg Wijilan Hj. Rini MSME and concluded that rational pricing and product diversity are key to competitiveness. Aisah, Sisbintari, and Wahyuni (2024) examined Warung Bakso Kabut Bu Juhairiyah in Jember and found that implementing the 4Ps was able to maintain the business's existence despite its location far from the city center. Putri, Permana, and Subhan (2021) examined the traditional Tiwul food business in Gunung Kidul, emphasizing the importance of product uniqueness, cleanliness, and comfortable facilities.

Despite the abundant literature on the marketing mix, there are several unanswered research gaps. First, the majority of previous studies still use the 4P framework and have not comprehensively examined the seven elements of the 7P in the context of regional specialty restaurants. Second, the aspects of people, process, and physical evidence as value-added for culinary service businesses have not been explored in depth. Third, few studies have highlighted the role of public figures (celebrity-owners) as part of physical evidence in building brand equity for regional specialty restaurants. Warung Mbok Sul was chosen as the research object because it fulfills all three gaps: the restaurant offers Banyuwangi specialty food (Sego Tempong), has been operating since 2020 with five branches in four regencies, and is owned by Suliyana, known as the singer Diva Banyuwangi.

Based on this background, this study aims to comprehensively analyze the application of the 7P marketing mix at the Warung Mbok Sul outlet in Jember. The results are expected to provide theoretical contributions in the form of expanding the application of the 7P concept to the context of regional specialty restaurants, as well as practical contributions as material for evaluating marketing strategies for similar culinary businesses.

2. METHODS

This study uses a qualitative descriptive approach to explore the phenomenon of the implementation of the 7P marketing mix comprehensively, broadly, and in-depth. The qualitative approach was chosen because it can generate descriptive data in the form of written and spoken words from research subjects, while also enabling researchers to understand the contextual meaning behind the implemented marketing strategies. (Halimah et al., 2024, Nurhayati, 2023; Salim & Syahrums, 2012). This approach is inductive, where concepts and patterns are developed from field data, not the other way around.

The research was conducted at Warung Mbok Sul Outlet Jember, located at Jalan Kaliurang Number 1, Summersari, Jember Regency, during the period March to May 2026. The location was selected purposively by considering three main criteria: (1) its strategic location in the center of student activities with a high level of accessibility, (2) the characteristics of relevant and dynamic market segments, and (3) the location has a distinctive feature, namely using the name of a celebrity.

The data sources consisted of primary data obtained through direct observation, in-depth interviews, and documentation. Data collection techniques were conducted using three parallel methods to ensure completeness of information. First, participant observation was conducted on daily operational activities, including production processes, service delivery, and customer interactions. Second, semi-structured interviews were conducted with five key informants selected through purposive sampling, taking into account their authority and in-depth understanding of the 7P elements being studied.

Data analysis was conducted following the procedures developed by Bogdan and Biklen in Nurhayati (2023) which include four stages: (1) organization of raw data from

observations, interviews, and documentation; (2) data reduction through sorting into analytical units based on the seven dimensions of the 7Ps; (3) synthesis and search for thematic patterns; and (4) drawing narrative conclusions. To ensure the validity and reliability of the findings, this study applied source triangulation (comparing information between sources) and method triangulation (comparing the results of observations, interviews, and documentation). Analytical indicators for each element of the 7Ps refer to the theories of Tjiptono and Fandy (2008) and Lupiyoadi (2018), including product plating and variants (product), affordability and price competitiveness (price), location and accessibility (place), sales and digital promotions (promotion), HR involvement (people), speed and accuracy of service (process), and physical environmental appearance (physical evidence).

3. RESULTS AND DISCUSSION

Warung Mbok Sul (WSL) is a regional specialty restaurant founded by Suliwana in 2020 at Jalan Brigjen Katamso No. 6, Tukangkayu, Banyuwangi. Since its inception, WSL has opened five branches in four different regencies in Java and Bali. The restaurant's vision is to be a restaurant that preserves local cuisine and is a leader in quality and service. The organizational structure is vertical, with the owner at the top, followed by HR, the Operations Manager, and three captains (Captain Service, Captain Kitchen, and Captain Bar) who coordinate their respective divisions. The following is a comprehensive analysis of the implementation of the seven elements of the marketing mix.

3.1 Product Strategy

Warung Mbok Sul offers a wide variety of products, including 15 food menu categories and 10 beverage menu categories. WSL's product strategy is developed across three dimensions: product attributes, product development, and product diversity. In the attribute dimension, WSL emphasizes neat plating designs with traditional touches through the use of mortars and banana leaves for several signature dishes such as Sego Tempong and Nasi Pecak. Takeaway packaging is designed differently according to the characteristics of the menu: laminated cardboard for dry dishes and thick, heat-resistant plastic covered with a sticker bearing the WSL logo for soup dishes.

Table 1. List of Warung Mbok Sul's Best-Selling Menus (March–May 2026)

No	Product name	Category
1	Sego Tempong (Chicken/Duck/Catfish/Lungs)	Main Course
2	Fried Chicken/Duck Rice with Pecak Sambal	Main Course
3	Rice Bancek	Main Course
4	Mbok Sul's Lung/Shrimp Rice	Main Course
5	Spicy Clams / Spicy Clams	Extra Menu
6	WSL Plater / Club Sandwich / Bakwan	Snack
7	Gold Choco Waffle / Lotus Biscof Waffle	Dessert
8	Kids Meal	Children's Food
9	WSL Punch / Lemonate Grass / WSL Tropical	Mocktail
10	Mbok Sul Milk Coffee / Dalgona / Matcha Latte	Coffee

Source: Processed primary data, 2026

In terms of quality, WSL implements a four-layered quality control system to maintain consistency of taste and texture. The first stage is carried out upon product completion at the Banyuwangi central factory, including testing for taste, texture, aroma, and grammage. The second stage is carried out before distribution to outlets. The third stage is carried out upon product arrival at the outlet by the admin, kitchen head, and bar head. The fourth stage is carried out before operations begin by the operations manager. This centralized raw material production system allows WSL to maintain consistent taste across branches, a competitive advantage rarely found in similar culinary MSMEs.

This condition is reinforced by research conducted by Azizah et al. (2023) on Ayam Geprek Bu Rum in Malang Regency, which confirmed that menu variety, product quality, and

innovation are the main factors in increasing consumer interest. The fundamental difference lies in the production model: Warung Mbok Sul adopts centralized seasoning production from a single factory center to ensure consistent taste, while Ayam Geprek Bu Rum still relies on decentralized production at each outlet. The efficiency of cross-utilization of raw materials is also a distinct advantage: condiments such as caramel syrup, hazelnut, and espresso that support low-volume menus are maintained because they are also used in other flagship menus, thus avoiding wasteful Cost of Goods Sold (COGS).

3.2 Pricing Strategy

Pricing at Warung Mbok Sul is divided into three categories based on the type of product offered. The pricing structure is presented in Table 2 below.

Table 2. Price Structure of Warung Mbok Sul Products

No	Product Categories	Price Range (Rp)
1	Main Course & Extra Menu	27,000 – 60,000
2	Snacks, Desserts, and Kids Meals	15,000 – 28,000
3	Beverages (Mocktail, Coffee, Drink Menu)	7,000 – 30,000

Source: Processed primary data, 2026

Based on interviews with Operations Managers, the dominant pricing approach is cost-oriented pricing, which involves adding a certain percentage to the total production cost. This model provides margin certainty, but is vulnerable to falling behind when market prices fluctuate or when competitors implement aggressive pricing strategies. Tjiptono and Fandy's (2008) pricing theory emphasizes that companies should combine three orientations: cost, demand, and competition. Warung Mbok Sul has the opportunity to increase its competitiveness by implementing value-based pricing based on consumer perceptions and competitive pricing that considers the prices of surrounding competitors.

The conditions at WSL, as demonstrated in Wahyuni and Hidayat's (2022) study at Cak Har's Lamongan Chicken Soto Restaurant in Surabaya, confirm that pricing aligned with product quality can increase customer satisfaction. The difference is that Cak Har has combined cost orientation with competitive considerations and value perception, while Warung Mbok Sul remains predominantly cost-oriented. Ernaya (2022) also highlights the importance of rational pricing with a profit margin of around 20% to achieve price-quality balance, a strategic reference that WSL can adopt as a minimum margin benchmark.

3.3 Place Strategy

Warung Mbok Sul Outlet Jember is located on Jalan Kaliurang Number 1, Krajan Barat, Summersari, an area known as a center of educational and residential activities. This location is strategic because it is close to two large campuses, namely the Jember State Polytechnic and the University of Jember, which generates a significant flow of potential consumers, consisting of students. According to Kasmi et al. (2023), choosing the right distribution channel is a determining factor in the effectiveness of a product reaching consumers, which in the context of the culinary business is translated as location visibility and accessibility.

Competitive analysis shows that the area has a high density of culinary industries. Direct competitors in the heavy and spicy food category include Sego Mbok Jude's (SMJ) Jember, Bebek Galak 88, Kober Mie Jember, Ayam Goreng Nelongso, Takasimurah, and Ayam Cumlaude. Indirect competitors in the hangout category include Kattapa Coffee, Foodgasm Bistro, Chav Caffé, and Eterno Caffé & Eatery. Despite the high level of competition, the density of culinary businesses also indicates a large and consistent market demand.

However, one identified constraint on the location is the visibility of the building facade. Based on field observations, the front area of the Warung Mbok Sul building is partially obscured by the dense vegetation and trees surrounding the location. This provides a shady and beautiful atmosphere that supports customer comfort inside the outlet, but reduces the business's visibility from normal roadside visibility. Optimizing the location thus relies not only on geographic location but also on managing the exterior visual identity, such as more prominent signage and utilizing digital coordinates in map applications to facilitate new customers' location discovery.

These results align with Lestari et al.'s (2023) research on Rawon Kalkulator Surabaya, which emphasized strategic location and easy access as key factors in attracting consumers. The difference is that Rawon Kalkulator benefits from its culinary tourism area, while Warung Mbok Sul gains market opportunities from its proximity to campuses and densely populated residential areas. Aisah et al. (2024) also demonstrated that suburban locations can remain successful if supported by a distinctive atmosphere that provides additional appeal, a finding that reinforces the need for WSL visibility compensation by focusing on enhancing the outlet's unique atmosphere.

3.4 Promotion Strategy

Warung Mbok Sul's promotional strategy is executed with a well-thought-out digital integration approach. The primary medium used is the official website, warungmboksul.com, which serves as both an informational platform (business profile, branch locations, menus, facilities, partnerships) and a branding platform. The official Instagram account serves as a visual communication channel showcasing a modern concept with the slogan "Beauty Is Not Enough, If Taste Is the Main Thing" – a value proposition emphasizing that interior aesthetics are merely the gateway, while quality taste is the core promise.

WSL's promotional power is heavily influenced by its owner, Sulyana, widely known as the Banyuwangi Diva and having produced dozens of albums and thousands of songs. Sulyana's popularity serves as an organic celebrity endorsement, accelerating brand awareness and building consumer trust. This creates a multi-layered word-of-mouth (WOM) effect: consumers who come not only buy food but also acquire associations with public figures, which they then share on social media in the form of photos and reviews.

Digital promotions are strengthened by content collaborations with local creators (micro-influencer endorsements) and WSL's presence on delivery platforms like GrabFood, GoFood, and ShopeeFood. Furthermore, indirect promotions are created through consumer experiences – the comfortable atmosphere, unique interior design, and the delicious flavors of signature dishes like Sego Tempong and Ayam Sambal Pecak serve as experiential promotions that encourage repeat visits. This finding aligns with Prasetyo et al.'s (2024) study of Bebek Sinjay in East Java, which confirmed that social media can increase brand awareness and attract new consumers. The difference is that WSL has the added advantage of a celebrity-owner effect, which Bebek Sinjay lacks, allowing for broader organic promotional reach without the expense of conventional advertising. Theoretically, this finding aligns with Lupiyoadi's (2018) work, which positions promotion as both a communication tool and a means of influence capable of generating product demand.

3.5 Human Resources Strategy (People)

The people element at Warung Mbok Sul is systematically managed through a complete HR management cycle: recruitment, selection, training, evaluation, and a reward and punishment system. The recruitment process begins with candidate selection based on qualifications and operational needs, followed by a one-week training program and a three-month probationary period. After completing the probationary period, employees are promoted to contract employees with a one-year contract. This hierarchical career structure provides clear progression for employees and reduces turnover rates.

Performance evaluations are conducted periodically every one to three months to assess employee performance and identify further training needs. The reward system includes turnover target incentives and cash service incentives, which are awarded based on the number of days an employee works each month. The punishment system is tiered: SP1 (withdrawal of cash service and holiday overtime), SP2 (withdrawal of turnover target incentives), and SP3 (dismissal). This tiered mechanism provides room for employee improvement while maintaining performance standards.

The division of tasks follows a clear vertical structure – owner, HR, operations manager, three captains (service, kitchen, bar), and then cashiers and service. This structure creates an efficient span of control in a culinary business characterized by real-time operations.

Employees are positioned not only as operational implementers but also as brand representatives: friendly, communicative, and responsive interactions are formalized in consistently practiced service standards. This finding aligns with Aini et al.'s (2023) work at Depot Bu Rudy Surabaya, which asserted that employee service quality significantly impacts customer satisfaction. The difference is that Warung Mbok Sul implements regular performance evaluations and quality control, a practice not common among culinary businesses of its class, thus maintaining service consistency across branches.

3.6 Process Strategy

The service process at Warung Mbok Sul is designed to be multi-channel to maximize customer accessibility. Orders can be placed in person (dine-in), through delivery apps (GrabFood and GoFood), or via WhatsApp for online motorcycle taxis. This omni-channel approach reflects the maturity of the service process, adapting to the consumption patterns of the digital generation.

Menu serving times vary according to the complexity of the preparation: fast food dishes like fried chicken require less than 10 minutes, while dishes requiring longer preparation, such as *mangut ikan kepala* (fish head stew) and *semur paru* (lung stew), require 15–20 minutes. This transparent timeframe demonstrates a commitment to product quality, in accordance with Lupiyoadi's (2018) service accuracy indicator, which emphasizes that service providers must be truly meticulous in every service activity.

Complaints are handled via WhatsApp and Instagram direct messages. Each complaint is confirmed with the outlet team, and if a fault is proven, the customer is compensated in the form of a complimentary snack or product replacement, depending on the severity of the complaint. Common complaints stem from takeout or online orders, particularly small items left behind, such as chili sauce. These complaints are considered minor and can be handled effectively.

Warung Mbok Sul also has a mechanism to anticipate surges in customers, especially during national holidays and the month of Ramadan. The first step is to maximize indoor and outdoor capacity by adding reserve seats, along with transparent communication to customers that serving times will be longer. If capacity is reached, a server is assigned to standby at the door to apologize and estimate a 2–3 hour wait for customers willing to wait. This humanistic queue management is a practice rarely found in culinary businesses of its class. This aligns with Kartika et al. (2022) on *Ayam Bakar Primarasa Surabaya*, which emphasized that standardized SOPs improve service efficiency and customer satisfaction. The difference is that WSL implements product quality control at every stage of distribution, from the central factory to before outlet operations begin, thus ensuring a more integrated quality consistency.

3.7 Physical Evidence Strategy

The physical evidence at Warung Mbok Sul is embodied in the building and interior design, which combine modern aesthetics with traditional nuances. The neat layout, comfortable color choices, and distinctive decorative elements create an "Instagrammable" feel—an attribute that has become a social currency for younger consumers. This aspect is supported by the cleanliness of the dining area, kitchen, tables, chairs, and parking area, which serve as physical evidence supporting consumer trust.

This study's original contribution is the identification of Suliwana's role as living physical evidence. This concept refers to the owner's physical presence as part of the physical evidence of a service business. The presence of Suliwana's name, visual representation, and direct involvement in promotional materials provide a strong visual identity for WSL. Consumers associate the shop not only with the menu but also with Suliwana's figure, who represents the authentic taste and warmth of Banyuwangi. Living physical evidence is an extension of Lupiyoadi's (2018) concept, which has been defined in terms of the inorganic physical environment (building, decoration, layout). In the context of WSL, this dimension is expanded to include the human-brand persona element, which serves as a quality validator.

Physical evidence also extends to the digital realm through informative website displays and engaging social media visuals. These digital representations serve as pre-visit physical evidence that shapes consumer expectations before they arrive. The alignment between digital expectations and the physical reality of the outlet is a key factor in a positive consumer experience. This aligns with Permatasari et al.'s (2023) findings in Taman Indie Resto Malang, which emphasized that restaurant ambiance, cleanliness, and completeness of facilities play a central role in shaping customer satisfaction. The difference is that WSL combines the concept of a regional restaurant with modern design and the presence of a celebrity owner, a combination that attracts consumers across age groups and strengthens the identity of regional restaurants in the East Java culinary landscape.

4. CONCLUSION

Based on the research results, the seven elements of the marketing mix (7P) have been implemented in an integrated manner at Warung Mbok Sul and support increased consumer appeal. The product element is strengthened by a variety of 15 food menus and 10 beverage menus with centralized raw material production and four layers of quality control. The price element is set in three categories with a range of Rp7,000–Rp60,000, but is still predominantly cost-oriented, opening up room for optimization through value-based and competitive pricing. The place element is strategically located in the Summersari educational area despite being constrained by facade visibility. The promotion element is integrated through the official website, social media, celebrity-owner Sulyana's effect, and a delivery platform. The people element is managed through selective recruitment, one-week training, a three-month trial period, periodic evaluations, and a tiered reward and punishment system (SP1–SP3). The process element adopts omni-channel ordering with a 10–20 minute waiting time and a humanistic queuing mechanism during peak visitor numbers. The physical evidence element combines an instagrammable interior, clean facilities, and the owner's figure as living physical evidence.

The practical implications of this study suggest that Warung Mbok Sul (1) broaden the basis for pricing by considering demand orientation and competition, (2) strengthen the exterior visual identity through signage and directional signs, (3) develop customer loyalty programs and student-specific bundling, and (4) formalize the celebrity-owner effect as part of a long-term branding strategy. The theoretical implications of this study are the expansion of the concept of physical evidence with the dimension of living physical evidence in service businesses based on owner figures. Further research is recommended to use a quantitative approach or mixed methods to measure the magnitude of the influence of each 7P element on satisfaction, loyalty, and purchasing decisions, as well as expanding comparative studies between regional specialty restaurants in various regions of East Java to obtain broader generalizations.

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