

# STRATEGIC MARKETING ANALYSIS FOR CICI CATERING: A CASE STUDY IN MAMUJU DISTRICT

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ARTICLE INFO	ABSTRACT
<p><i>Keywords:</i> Strategic Marketing, Cici Catering, Mamuju District</p> <hr/> <p>E-mail: <a href="mailto:indramartini79@gmail.com">indramartini79@gmail.com</a></p>	<p>The analysis of Cici Catering Food Stall in Mamuju Regency highlights its internal strengths, such as practical presentation of local delicacies, affordable pricing, and consistent flavors, balanced by weaknesses like limited promotion and variety. External opportunities include community favoritism, job creation, and partnerships, while threats encompass emerging competitors, price rivalry, and pandemic-related challenges. The IFAS and EFAS evaluations position the business in SWOT Quadrant 1, indicating a balanced alignment of strengths and opportunities. With a score of 0.74, the conclusion is that Cici Catering Food Stall is a growing enterprise, poised to capitalize on strengths, address weaknesses, seize opportunities, and navigate challenges. Emphasizing innovation, menu expansion, and quality customer experiences will likely drive its ongoing success.</p> <hr/> <p>Copyright © 2023 Economic Journal. All rights reserved. is Licensed under a Creative Commons Attribution-Non Commercial 4.0 International License (CC BY-NC 4.0)</p>

## 1. INTRODUCTION

In the current era, there is a lot of business competition such as the age of sophisticated technology today, strategy is a key driver in getting maximum results from the company's sales results, strategy is a goal that will be arranged by the company in order to run its business properly in order to achieve the main objectives of the company to be achieved. The knowledge possessed regarding the marketing procedures that will be carried out by the company in the industrial world competition, this is very important for the company. The company will be faced with various kinds of problems that will go through or occur, problems such as a decrease in revenue amset for the company may be due to a lack of consumer purchasing power for the products offered to consumers so that it will result in slow growth in the company.

In business conditions like today, marketing strategy is a driving force to increase sales of a company, so that the goals that have been prepared by the company can run well so that company goals are achieved. Knowledge of marketing becomes an important thing for companies when faced with several problems that will occur, such as decreasing company revenue caused by decreasing consumer purchasing power for a product, resulting in slowing company growth. In connection with the above problems related to company marketing, an ability to look forward in directing and taking marketing actions to achieve company goals is needed. Therefore, in this case, high awareness and initiative are needed in studying and mastering various kinds related to the importance of marketing activities. Business competition is a natural thing, every entrepreneur competes to offer a variety of advantages and benefits of the products he markets with the aim of making a profit. In the face of this competition, entrepreneurial management must be clever in creating certain bonds between the products it offers and consumers.

Companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so that the objectives of the company can be achieved. Every company must work hard to create new strategic policies in marketing their goods and services to consumers, one of which is providing the best service to customers. In this case, marketers must create an effective marketing strategy and service strategy, which requires first understanding what business is being run because the service or goods business is a different business.

*Strategic Marketing Analysis for Cici Catering: A Case Study in Mamuju District. Muh. Sayuti Bahmid, et.al*

The strategy of retaining customers is a strategy that must be carried out by business owners today, many business owners want to retain customers in a way or strategy that each businessman has, because there is more and more business competition in the same field and must have a different strategy from competitors to bind customers and use the products produced. Therefore, a businessman must have a different way or tactic from other business people to provide comfort to customers so that customers have a reason to choose the products produced. Efforts to increase this revenue are very important for the company. Companies that cannot meet consumer tastes will experience a decrease in revenue. For example, with the increasing number of business competitors, competition in the same type of product should have superior product specifications. In addition, companies must be able to understand consumer needs, design and control service quality effectively. (Nikmah, 2018: 19). Whether or not a product sells will be greatly influenced by marketing, finance, and other fields as well as how the product manager's ability to combine these elements. So that the company is still able to compete with other companies that sell similar products. With good product marketing, it is certain that the company will get maximum profit, on the other hand, if the product marketing is not good, it will have an impact on reducing revenue on the company. The importance of marketing is carried out in order to fulfill the needs of the community's desire for a product or service.

Marketing strategy is a process that can lead an organization/company to a large market opportunity to increase sales and achieve the expected excellence. Marketing strategy is also an important tool for companies to win the competition. Often someone considers that competitors are only a threat, but in fact competitors are also a driving factor so that a company is able to increase its creativity and performance and build effective and efficient innovations so that it becomes a company that can boast of its business (Nikmah, 2018: 47). Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company (Hutabarat, 2017: 39). So that to run a business, development is needed through its marketing strategy. In a competition like now, a competition is inevitable. Competition in the culinary field is very pronounced because many business people exist in this business field. In the culinary field, especially stalls and the amount of competition in Mamuju Regency is very tight. Business in the restaurant sector has recently shown quite rapid development. This is indicated by the establishment of various types of stalls and restaurants, the development in this field is influenced by many factors, including the improving economic situation in Indonesia, especially Mamuju Regency, which has encouraged people to start new businesses. Other factors that also influence the development of the food stall business are demographics, lifestyle, and regional or national habits.

Cici Catering Food Stall is one of the longest established restaurants in Mamuju Regency. Cici Catering Food Stall was first established by Hj. Cici in 2007 which is located on Jl. Poros Martadinata in Mamuju Regency, this restaurant not only provides food, but Cici Catering Food Stall also provides various typical mandar and mamuju foods, and various other foods. Cici Catering Food Stall in Mamuju Regency is a well-known business and has been able to survive until now. Cici Catering Restaurant in Mamuju Regency has a variety of customers and various groups in society such as ordinary people, middle-class people to high-ranking officials. The customers who come to Cici Catering Food Stall in Mamuju Regency are not only people in Mamuju Regency but also many people from outside Mamuju Regency. For the competition of Cici Catering Restaurant in Mamuju Regency, competitors that appear every year increase. Competitors that appear can be grouped into 2 (two) groups. The first group is a large-scale business group, which is a business that has good strength in participating in competition. The second category is small businesses such as home-based businesses. To face a high level of competition, businesses will prepare various good strategies to win in the world of business competition. Cici Catering Food Stall in Mamuju Regency has core values or keys to success in entering this competitive world. Cici Catering Food Stall in Mamuju Regency has high quality products and continues to innovate in the product variants offered. In addition, Cici Catering Food Stall in Mamuju Regency has a place that is

strategically located in the city center of Mamuju, West Sulawesi. With a high level of competition, Cici Catering Food Stall in Mamuju Regency uses an independent marketing strategy.

### Literature Review

According to Safitri, (2020: 9) "Marketing management is the process of analyzing, planning, managing and managing programs that include conceptualizing, pricing, promoting and distributing products, services and ideas designed to create and maintain exchanges. According to Fingky Verawati Fajrin, Sampurno Wibowo in Kotler and Keller (2016: 27). "Marketing management as the art and science of selecting target markets and getting consumers through delivery and superior consumer value". Marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs), in order to obtain a profitable level of exchange with target buyers in order to achieve organizational goals.(Alma, 2016: 130). Marketing management is a process that includes analysis, planning, implementation and supervision also includes goods, services, and ideas. (Abdullah and Tantri, 2014: 22). According to Kotler and Keller (2017: 6), "marketing management is a target market to attract, retain, and increase consumers by creating and providing good quality sales". Then according to Tjiptono (2016: 63), marketing management as a whole is the way companies do business that prepares, determines, and distributes products, services, and ideas that can meet the needs of target markets. Meanwhile, according to Assauri (2018: 12), marketing management is an activity of creating, preparing, implementing plans carried out by companies to generate profits. Based on the three statements explained by several experts, the researcher concludes that marketing management is a science applied to a business in order to stay alive through the process of planning, implementing, and controlling marketing concept creation programs.

Marketing is a system of business activities designed to plan, determine, price, promote and distribute goods that can satisfy desires and achieve target markets and in accordance with the company's business objectives. Marketing is also defined as adjusting the company's capabilities to the needs of customers in order to achieve company goals in the form of sustainable profits (Wijayanti, 2014: 17). Kotler in Arif (2012: 5) provides a definition of marketing as "a social and managerial process where individuals and groups get their needs and wants by creating, offering, and exchanging something of value with each other". This definition is based on the core concepts: needs, wants, and demands; product; value, cost and satisfaction; exchange, transactions, and relationships; market; marketing and marketers. So in general, marketing can be interpreted as a social process that designs and offers something that is the needs and desires of customers in order to provide optimal satisfaction to customers. Marketing activities are always present in every business, both profit-oriented businesses and social enterprises. The importance of marketing is carried out in order to meet the needs and desires of the community for a product or service. Marketing is becoming increasingly important with increasing public knowledge. Marketing is also carried out in order to face competitors who are increasing from time to time. Marketing activities carried out by a company have several goals to be achieved, both short-term goals and long-term goals. In the short term, it is usually to win consumers, especially for newly launched products. Meanwhile, in the long term, it is done to maintain existing products so that they continue to exist.

The function of marketing in a company is very important. First, marketing helps to recognize consumers carefully and in detail. Second, marketing helps identify the current and future needs of potential customers. Third, through marketing, products are made to fit consumer needs and can differentiate the company from competitors. Fourth, marketing facilitates the communication of the product to the intended market. Finally, marketing coordinates the marketing team to work together to achieve company goals. Marketing strategies are segmentation, targeting, and positioning. The goal is to position the brand well in the minds of consumers, resulting in a sustainable competitive advantage. The uniqueness of the product makes it important and special to the customer. This strategy helps marketing

units achieve their marketing goals, ensuring the product is executed according to marketing plans and expectations.

The Marketing Mix involves a comprehensive and integrated marketing approach, in which various marketing elements work in synergy. No single element can function effectively alone without the support of other elements (Kasmir, 2010: 191). In a business context, the concept of marketing mix includes products, be it tangible goods or abstract services. However, for services, there are minor variations in the concept compared to tangible products. According to Kotler as cited in Cashmere (2010: 192), the marketing mix consists of 4Ps: Product, Price, Place (distribution channels), and Promotion. However, in the world of services, Boom and Bitner as mentioned in Kasmir (2010:192) add an additional 3P: People: Involves all individuals who are involved in the service and influence buyer perception. This includes employees, including aspects of recruitment, education, motivation, and interaction with customers. Physical Evidence: Includes elements such as company logos, facilities, employee uniforms, and anything that supports the company's image. Process: Involves customers in the provision of services, including activities, service standards, and existing procedures. Overall, the application of the marketing mix concept to services results in the inclusion of the 7Ps: Product, Price, Place, Promotion, People, Physical Evidence, and Process (Cashmere, 2010: 193).

A product is anything that fulfills a customer's needs and wants. Businesses, apart from acting as a link between those who need funds and those who have excess funds, can also provide services to customers in exchange for rent or profit. The steps of product development include customer needs analysis, idea generation, idea screening and evaluation, business analysis, product development, marketing strategy, market testing and commercialization. It involves recognizing customers, generating new ideas, evaluating ideas, analyzing business feasibility, developing products, formulating marketing strategies, testing the market, and finally introducing products to the market with a well-thought-out plan. Pricing is one of the most important decisions in marketing strategy. Prices not only serve as the main source of income for the company, but also have flexibility in setting them. The term price can include various things, such as fees, tariffs, rent, interest, premiums, commissions, and so on (Tjiptono and Diana, 2016: 218). In Diana's definition (2016: 218), price can be interpreted as a sacrifice made by consumers to obtain certain products or services. This sacrifice includes payments in the form of money to marketers, as well as other elements of sacrifice. Pricing has several objectives, including: Profit-Oriented Objectives: This refers to selecting the price that will generate the highest profit.

However, amidst the complexity of the market and the many influencing variables, achieving maximum profit is often a complicated task due to the difficulty of predicting sales volume at a given price level. Volume-Oriented Objectives: Apart from seeking profit, companies can also set prices based on the specific objective of achieving a certain sales volume, known as Volume-Oriented Pricing Objectives. Image Oriented Objective: Price can also shape the image of the company. A high price may create an exclusive image, while a low price may create an image of being a value product. Price Stabilization Objective: In markets where consumer sensitivity to price changes is high, this objective is used to keep prices stable especially in industries with standardized products. Other Objectives: Pricing can also aim to avoid competition, maintain customer loyalty, encourage repeat purchases, and manage the company's cash flow. By considering these objectives, companies can make pricing decisions that suit their business strategy and market conditions. In an effort to achieve the company's goals and objectives in the field of marketing, product distribution activities are important. Distribution refers to a series of activities that ensure products reach consumers at the right time. Therefore, the distribution policy includes two main aspects, namely marketing channels and physical distribution. Both are closely related to the successful distribution and marketing of the company's products. The effective use of distribution channels is essential to ensure product availability at every stage of the channel (Assauri, 2007: 233).

Business location selection also plays an important role in marketing strategy. There are several factors to consider in choosing a business location, such as proximity to an industrial area or factory, the

presence of offices, accessibility to the market, proximity to public housing, and consideration of the number of competitors in that location (Arif, 2012: 133). If the business focuses on the market of market traders, the location near the market will facilitate transactions. Opening a branch near a residential community is relevant if the business is more oriented towards retail sales. Finally, the number of competitors in a location also needs to be taken into account, as this can affect the business's income in achieving the desired market share. Overall, choosing the right business location and distribution policy are important elements in a successful marketing strategy. By considering these factors, companies can maximize the chances of achieving their target market and business goals. Promotion is a communication that connects sellers and buyers with the aim of changing the attitudes and behavior of buyers, from not knowing a product to knowing and deciding to buy it. This process involves conveying relevant information to introduce a business or product to potential customers. The promotion mix, consisting of several main elements such as advertising, sales promotion, publicity, and personal selling, is the foundation of marketing communication strategies. Through advertising, information about the product, its benefits, price, and advantages over competitors is conveyed to attract interest and influence purchases. Sales promotion involves direct action to consumers, with special offers and discounts, to encourage quick purchases. Publicity through exhibitions and social activities aims to increase public understanding of the product. Meanwhile, personal selling involves direct presentations to potential buyers, building interactions that influence purchasing decisions. With an effective promotional mix, companies are able to build product awareness, influence consumer behavior, and strengthen relationships with customers.

In planning, evaluation of internal and external factors is important. This analysis identifies the strengths and weaknesses of the organization. According to Boseman in Wisnubrot (2013: 162), SWOT analysis is the process of identifying an organization's strengths, weaknesses, opportunities, and threats. Jogiyanto in Widharta (2013:6) asserts that every organization has strengths and weaknesses in various aspects of its business. Internal strengths and weaknesses are combined with external opportunities and threats and the company's mission to formulate a strategy. Rangkuti (2015: 83) explains that the SWOT matrix has several strategies, namely: SO strategy: Utilize strengths to take advantage of opportunities. ST strategy: Using strengths to overcome threats. WO strategy: Capitalize on opportunities while minimizing weaknesses. WT strategy: Act defensively to reduce weaknesses and avoid threats.

## 2. METHOD

This research focuses on Cici Catering Restaurant in Mamuju Regency. The type of data used is qualitative data, which is obtained through explanations and descriptions from business owners, employees, and customers of Cici Catering Food Stall. Data sources consist of primary data obtained from direct observations and interviews with owners, employees and customers, and secondary data from interviews. The unit of analysis and informants were selected based on the research objectives, with a focus on business owners, employees, and customers who can provide views related to the problems studied. Data collection methods involved desk research, direct observation, interviews, and documentation methods. The data analysis technique used was descriptive analysis, by reducing data, presenting data, and drawing conclusions. Data validity testing was done through triangulation of sources, techniques, and time. The SWOT analysis method is used to identify the strengths, weaknesses, opportunities, and threats of Cici Catering Food Stall, as well as to map the appropriate marketing strategy. Operational definitions are given to define each variable studied in the framework of this research. In essence, this research involved analyzing qualitative data from Cici Catering Food Stall in Mamuju Regency. Data was obtained from various sources through observation, interviews and documentation. SWOT analysis was used to formulate an appropriate marketing strategy. All steps in this research are directed towards understanding, describing and formulating an effective marketing strategy for this restaurant.

### 3. RESULT AND DISCUSSION

The SWOT analysis table is a table that describes the results of the SWOT analysis (Strength, weakness, Opportunity, Threat) or internal and external analysis of the business and then formulated in a quantitative model of strategy formulation. Which consists of an internal strategic factor matrix (IFAS) and an external strategic factor matrix (EFAS).

**Table 1** IFAS (Internal Factors Analysis Strategy)  
Cici Catering Food Stall in Mamuju Regency

	Strategic Factors	Weight	Rating	Score
Strength	1. People love delicious specialty foods	0.07	3.4	0.24
	2. Affordable price	0.07	3.8	0.27
	3. Distinctive taste	0.08	4.0	0.32
	4. Free from harmful ingredients	0.08	4.0	0.32
	5. Strategic location	0.08	4.0	0.32
	6. Excellent service	0.07	3.8	0.27
	7. Have a business license	0.08	4.0	0.32
	Sub Total	2.06		
Weakness	1. Lack of promotion	0.06	2.6	0.16
	2. Lack of innovation in presentation	0.07	3.4	0.24
	3. Not many variants	0.07	3.4	0.24
	4. Less menu	0.07	3.4	0.24
	5. Narrow parking lot	0.06	3.0	0.18
	6. Limited number of chefs	0.07	3.4	0.24
	7. Using some food stock making services	0.07	3.6	0.26
	Sub Total			1.32
	Total	1.00	49.8	0.74

Source of research questionnaire processing

**Table 2** EFAS (External Factors Analysis Strategy)  
Cici Catering Food Stall in Mamuju Regency

	Strategic Factors	Weight	Rating	Score
Opportunity	1. The food served is popular with the public	0.08	3.8	0.30
	2. Provides employment	0.08	4.0	0.32
	3. Has supporting facilities	0.08	3.8	0.30
	4. Grap/courier network	0.08	4.0	0.32
	5. Guaranteed quality	0.08	4.0	0.32
	6. Fast food	0.08	3.8	0.30
	7. Creative and innovative	0.08	3.8	0.30
	Sub Total			2.16
Ancaman	1. New competitors emerge	0.06	3.8	0.23
	2. Competitors with relatively low prices	0.08	3.8	0.30
	3. The price of raw materials is uncertain	0.08	3.8	0.30
	4. Many similar types of businesses	0.06	2.6	0.16
	5. Negative issues	0.06	2.6	0.16
	6. Concept is easy to copy	0.06	3.0	0.18
	7. The emergence of covid-19	0.04	2.2	0.09
	Sub Total			1.42
	Total	1.00	49	0.74

Source of research questionnaire processing

Cici Catering Food Stall in Mamuju Regency boasts several strengths that contribute to its appeal and success. Firstly, its convenient and delectable signature dishes are favored by a diverse range of customers, solidifying its popularity. The affordability of its offerings across different socioeconomic strata ensures an extensive customer base, as the pricing remains inclusive. The establishment's commitment to maintaining a consistent and distinctive flavor profile has earned it a reputable standing within the wider community. Moreover, prioritizing the use of high-quality ingredients and avoiding

*Strategic Marketing Analysis for Cici Catering: A Case Study in Mamuju District. Muh. Sayuti Bahmid, et.al*

harmful additives enhances its credibility. The strategic location of the catering service near key customer hubs, such as offices and schools, facilitates accessibility. Additionally, its dedication to providing excellent, courteous, and friendly customer service further elevates customer satisfaction. However, the business does face certain weaknesses that necessitate attention. A lack of robust promotional efforts requires immediate enhancement, particularly through leveraging the power of social media platforms to showcase its offerings, capitalizing on the trend of customers sharing food experiences online. Furthermore, refining the presentation of dishes through innovative approaches can augment their visual appeal, enhancing the overall dining experience. Expanding the range of menu options is essential to combat potential customer monotony, ensuring a dynamic and engaging selection. As the menu expands gradually, careful management is required to prevent any initial dissatisfaction among patrons. Additionally, addressing limited parking space calls for clear communication and proactive measures to mitigate any inconvenience caused to customers. Lastly, addressing staff shortages and kitchen limitations demands targeted training and efficient resource allocation to optimize operations.

On the brighter side, numerous opportunities await Cici Catering Food Stall. Its offerings already resonate with the local populace, which can be capitalized on to bolster customer trust and further expand the customer base. The business's capacity to provide employment opportunities, even as a small-scale enterprise, reflects its positive social impact. Providing auxiliary services like Wi-Fi availability can contribute to an enhanced customer experience, making the establishment a more attractive dining destination. The establishment's strong rapport with delivery partners serves as a conduit for tapping into new customer segments, requiring continued nurturing of these partnerships. The assurance of quality and the use of halal ingredients endow the business with a unique selling proposition that can resonate with diverse customer preferences. Despite the promising landscape, potential threats necessitate proactive measures. The emergence of new competitors poses challenges, underlining the imperative to steadfastly uphold quality and reputation. While competitors may offer lower prices, the business can differentiate itself by emphasizing quality and distinctive flavors, which often sway customers. Managing fluctuating ingredient costs while preserving affordability requires vigilance and strategic decision-making. The presence of numerous similar ventures underscores the need for consistent excellence in both taste and service. Addressing any negative perceptions or rumors related to food requires transparent and effective communication to reassure customers about the quality and safety of the offerings. Vigilance against imitation of the business model is essential, warranting continuous innovation and safeguarding of proprietary recipes. Moreover, the persistent specter of the COVID-19 pandemic necessitates the utmost commitment to health protocols, hygiene standards, and customer safety.

Cici Catering Food Stall in Mamuju Regency has internal factors that have been identified and measured through the IFAS table. In the table, internal strengths are given a weight, rating and score. The total strength score is 2.06, while the total weakness score is 0.26. The internal condition of Cici Catering Food Stall can be considered quite strong, with strengths being used to overcome weaknesses. Some of the main strengths of Cici Catering Food Stall include the popularity of fast food among the public, affordable prices, consistent distinctive flavors, raw materials free from harmful ingredients, strategic location, good customer service, and having a valid business license.

In the external strategy weighting analysis (EFAS), Cici Catering Food Stall in Mamuju Regency has a total opportunity score of 2.16 and a threat score of 1.42. This shows that the external conditions of the business can be considered quite good. In this situation, Cici Catering Food Stall can take advantage of existing opportunities to overcome potential threats. Some of the opportunities that can be utilized include the popularity of food among the public, creating jobs, good supporting facilities, efficient delivery networks, guaranteed food quality, fast food flavors that are in demand, and the ability to creativity and innovation. Based on calculations from the IFAS and EFAS tables, this business is in quadrant 1 in the SWOT diagram, showing a balance of scores between internal and external strategic factors. With a total

score of 0.74, it can be concluded that Cici Catering Food Stall in Mamuju Regency is currently classified as a growing business.

#### 4. CONCLUSION

In conclusion, the analysis of Cici Catering Food Stall in Mamuju Regency reveals a comprehensive understanding of its internal and external factors. The strengths of the business lie in its practical presentation of beloved local delicacies, affordable pricing accessible to various income groups, consistent unique flavors, safe and quality ingredients, strategic location, and excellent customer service. On the other hand, the weaknesses include limited promotion, a need for more innovative food presentation, a lack of variety, and limited menu options. The business is presented with various opportunities, including the popularity of its offerings among the community, job creation potential, beneficial partnerships for efficient delivery, and the ability to maintain food quality. However, it must also tackle potential threats such as emerging competitors, price competition, market price fluctuations, negative rumors about food quality, and the challenges posed by the ongoing pandemic. Through the IFAS and EFAS analyses, it's evident that the business currently occupies a balanced position (Quadrant 1) in the SWOT diagram, signifying a harmonious alignment of internal strengths and external opportunities. With a total score of 0.74, the conclusion is that Cici Catering Food Stall in Mamuju Regency is a growing enterprise, poised to capitalize on its strengths to mitigate weaknesses, utilize opportunities, and navigate potential challenges. Continuing to leverage its unique offerings, enhancing innovation, expanding its menu, and maintaining quality customer experiences will likely contribute to its continued success.

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