

## Marketing Management Analysis of An MSME Restaurant Kebuli Cairo Case Study

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### Abstract.

Marketing is very important in line with the increasing and increasing needs of the community for quality products making competition tighter in a business environment that continues to grow. With good product marketing, it will be able to increase sales and seize market share. If that has happened then it can be ascertained that the company will get maximum profit. If the marketing of the product is not done or is not appropriate, there will be a decrease in sales which will have an impact on the revenue received by the company. SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats.

**Keywords:** Marketing Mix, Restaurant, and MSMEs

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## 1. Introduction

Marketing is very important in line with the increasing and increasing needs of the community for quality products making competition tighter in a business environment that continues to grow.

According to Kotler & Armstrong (2014: 72), marketing strategy is a marketing logic that can be used by companies with the hope that business units can achieve company goals. According to Sofjan Assauri (2017), a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which guides the activities that will be carried out to achieve the marketing goals of a company.

In other words, marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts over time at each level and their reference and application, especially as the company's response to the ever-changing environment and

state of contention. In general, marketing is a social process by which individuals and groups get what they need and want by creating and exchanging products and values with other individuals and groups (Daryanto, 2011). Marketing activities so far cannot be separated from the element of competition. There is no single business, which can freely enjoy sales and profits because there will be competition that wants to enjoy it. Therefore, the issue of competition is gaining attention in marketing.

With good product marketing, it will be able to increase sales and seize market share. If that has happened then it can be ascertained that the company will get maximum profit. If the marketing of the product is not done or is not appropriate, there will be a decrease in sales which will have an impact on the revenue received by the company

### **1.1. Understanding MSMEs**

According to the 1945 Constitution, it was later strengthened through TAP MPR NO. XVI / MPRRI / 1998 concerning Political Economy in the framework of Economic Democracy, Micro, Small and Medium Enterprises need to be empowered as an integral part of the people's economy that has a strategic position, role, and potential to realize a more balanced, developing, and equitable national economic structure. Furthermore, the definition of MSMEs through Law No. 9 1999 is made through Law No. 9 of 1999, Medium Enterprises are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or become part either directly or indirectly with Small Businesses or Large Businesses with a total net worth or annual sales proceeds as stipulated in this Law.

### **1.2. Understanding Marketing Management**

Marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or all activities that involve the delivery of products or services from producers to consumers. The role of marketing today is not only to deliver products or services to the hands of consumers but also how these products and services can provide satisfaction to customers by generating profits. The goal of marketing is to attract new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively and retaining existing customers while still adhering to the principle of customer satisfaction. Marketing management is an effort to plan, implement (which consists of organizing, directing, and coordinating) and supervise or control marketing activities in an organization to achieve organizational goals efficiently and effectively.

### **1.3. Understanding Mix Management**

A marketing mix is a collection of marketing variables that are combined and controlled by a company to produce the desired response from the target market. Marketing mix also known as marketing mix refers to a series of actions or strategies used by a company in promoting the services or products they sell in the market. The concept of this marketing mix was first introduced by Neil Borden who was inspired by the ideas of James Cullington in the mid-20th century. This marketing concept initially has 4 main elements known as the 4P marketing concept, namely Product, Price, Place, and Promotion

### **1.4. Components of the Marketing Mix**

#### **Product**

Product briefly according to Philip Kotler's "Fundamentals of Marketing" (1989: 89) can be defined as follows: "Product is what can be offered in the market to be maintained, owned, used or consumed to satisfy wants or needs including physical objects, services, people, places of organization and ideas." So it can be concluded that what is meant by a product is something tangible or something intangible which is commonly called a service. From the definition above, three meanings need to be distinguished: (1) This product is what is the benefit sought by buyers; (2) Formal products are physical objects offered such as packaging, brand, and quality; and (3) Enhanced products that include the overall benefits provided by formal products.

Of the three meanings of products, it raises the idea for marketers to always consider consumer consumption, namely how someone buys, not solely influenced by the benefits sought, but influenced by other factors that accompany the goods concerned.

Therefore products are classified into classification according to the purpose of the wearer: (1) Consumer goods Goods purchased for consumption. Convenience items, are items that are easy to use and can be purchased at any place and at any time, Shopping goods, are items that must be purchased by searching first and in the purchase must be carefully considered. And special goods, goods that have characteristics and can only be purchased in certain places, to obtain them consumers must make enormous sacrifices; and (2) Industrial goods Goods purchased to produce other goods or to conduct a business.

### **Price**

Price or price is the cost that must be incurred by the target consumer to buy or use the product offered. The price set depends on the value of the product that can be perceived by consumers. When the product has a low price, then the product can be used by more consumers, while the high price will attract customers who seek exclusivity. In determining the selling price, the company must pay attention to various parties including end consumers, dealers, rivals, suppliers, materials, funds, workers and managers of the company concerned. All decisions related to price will greatly affect several aspects of the company's activities, both regarding sales activities and aspects of profits to be achieved by the company.

### **Place**

Place refers to the location where consumers can find, use, access or purchase the products provided. In addition to physical locations such as shops, offices, factories, or warehouses, currently, the place element can also be digital such as social media, marketplaces, websites, and others. When determining the location, you should think about where the customer is. If selling digitally, then think about what platforms the target customer often uses

### **Promotion**

Promotion is a communication from marketers who inform, persuade, and remind potential buyers of a product to influence their opinion or obtain a response. Promotion is the last marketing mix activity after product, price, and place and this is often identified as a marketing activity in the narrow sense. This activity is important in addition to products, prices, and locations Broadly speaking, the four kinds of promotional facilities can be used in general as follows:

## **Advertising**

It is the main tool for entrepreneurs to influence their consumers. This advertising can be done by entrepreneurs through brochures, newspapers, radio, magazines, television, or in the form of posters installed on the roadside or strategic places.

## **Sales Promotion**

In sales promotion, various efforts are made to increase sales by organizing various meetings, performances, free samples or demonstrations, competitions and special packaging.

## **Personal Selling**

Is an oral presentation in a conversation with one or more prospective buyers to be able to realize sales.

## **Publicity**

Publicity is one part of the task of dealing with society. Every company will strive to create good public relations, to get good publicity.

### **1.5. SWOT Analysis**

SWOT is an abbreviation of the words Strength, Weaknesses, Opportunities, and Threats. SWOT analysis is an analysis consisting of microenvironment analysis which aims to determine the strengths and weaknesses of the company, and macro environment analysis which aims to determine opportunities and threats for the company (Nuary, 2016). Kotler (2012) suggests that SWOT analysis is an evaluation of overall strengths, weaknesses, opportunities and threats. Sutojo and Kleinstaub (2012) that SWOT analysis is to determine realistic business goals, on company conditions and therefore expected to be easier to achieve. SWOT stands for the internal strengths and weaknesses of a company as well as the opportunities and threats of the external environment it faces which can be described as follows (Sedarmayanti, 2014). SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. A SWOT matrix is a tool used to compile the company's strategic factors is the SWOT matrix, namely.

## **2. Research Methods**

The method in this study uses qualitative methods assisted by resource persons who know from this one effort. Qualitative research can be understood as a research method that uses descriptive data in the form of written or spoken language from observable people and actors. This qualitative approach is used to explain and analyze phenomena, events, social dynamics, attitudes, beliefs, and perceptions of individuals or groups (Pradini, et al. 2023).

## **3. Results and Discussion**

### **3.1. Company History**

Kebuli rice is an Afghan variation of plov. It consists of rice cooked with mutton broth, goat milk, and pure butter. Kebuli is a rice dish rich in spices with a distinctive aroma with a savoury taste. This dish which is synonymous with the Middle East is very popular among Betawi residents as well as among people of Arab descent in Indonesia.

Before the restaurant became as big as it is now, the owner only sold in front of the house using preorder techniques or online in 2020. After that, more and more customers are interested in buying the product, then the owner opens an outlet and more and more customers are interested in the product. Until now Restaurant Kebuli Cairo has its main outlet in Jagakarsa and has opened branches in Rawamangun, Cinere, Tasikmalaya, and Jombang.

### **Kebuli Cairo's Vision**

To become the no.1 favourite contemporary Middle Eastern cuisine brand in Indonesia in terms of products and taste at Central Java prices.

Can participate in social activities by donating 9% of profits to the needy on behalf of all working employees. With the hope that the more benefits obtained, the more profits will be distributed.

### **Kebuli Cairo Mission**

Trying to follow the latest trends and trying to increase turnover

### **3.2. SWOT Analysis**

**Strengths:** (1) The 2nd pioneer of contemporary kabuki rice in Indonesia and has the signature dish of chicken Kebuli saffron; (2) Have guaranteed service and operations; and (3) Have experienced employees

**Weaknesses:** (1) Lack of Human Resources (HR); (2) Restaurant economic limitations; and (3) Lack of space limitations

**Opportunities:** (1) Can follow today's trends; (2) Have membership in the form of accessories and free products; and (3) Can make good use of social media

**Threats:** (1) Has many other Kebuli rice competitors; (2) Government taxes still burden the owner of Kebuli Cairo, and (3) Raw material inflation greatly affects restaurant operations

### **3.2. Marketing Mix 4P**

Good marketing performance is expressed in three main quantities, namely sales value, sales growth, and market portion, which ultimately boils down to company profits. Sales value shows the rupiah or unit of product sold, while sales growth shows how much the increase in sales of the same product is compared to a certain unit of time, and the market portion shows how much contribution the product has to dominate the market of similar products compared to competitors. (Pradini, et al 2023)

#### **Product**

For its products, Kebuli Cairo rice has a mainstay menu, namely saffron chicken rice, saffron goat rice, scrambled egg rice, and young duck rice. The rice itself has several choices such as white rice, butter rice, mandhy rice, and Kebuli rice.

#### **Price**

Food prices are quite affordable from Rp.10,000 to Rp.65,000. With relatively cheap prices, consumers can taste all menus.

#### **Place**

The location of one of the branches in Cinere, the place is strategic because it is close to housing.

#### **Promotion**

For self-promotion, Kebuli Cairo has been quite active starting with social media and approaches from customers. For social media, the most often used are Facebook and Instagram.

## **4. Conclusion**

Marketing today is very important in running a business. In marketing itself that must be considered is market analysis and competition, segmentation and targeting, knowing trends, customer experience, performance appraisal and future planning. MSMEs themselves are one way to learn how to market a product to attract customers to come and buy products or we



can also learn from the experience of MSMEs that have long been established or have a lot of experience in promoting products.

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