

## ANALYSIS OF THE 4P MARKETING MIX STRATEGY TO INCREASE SALES VOLUME AT SUNDAY BARBECUE RESTAURANT

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### Abstract

*Sunday Barbecue restaurant faces challenges in increasing sales volume. In the midst of changing consumer tastes and the number of new competitors, an in-depth analysis of the 4P marketing mix strategy is needed. The purpose of this study is to analyze whether the 4P marketing mix strategy can increase sales volume in Sunday Barbecue restaurants. This type of research uses a methodological approach with a descriptive approach. The researcher collected research data through observation and interviews. The results of this study show that the marketing strategy applied to increase sales volume in Sunday barbecue restaurants is a 4P marketing mix strategy which includes product, price, place, and promotion strategies. Product strategy: offering diverse products, product innovation, as well as offering quality products. Pricing strategy: Sunday Barbecue restaurant implements relatively high prices but is proportional to the quality of the products, which can increase customer confidence. This means that customers no longer have a problem with the price so that it can have a positive impact on increasing sales volume. Place or channel strategy: less strategic direct distribution and indirect distribution that can reach more customers. Promotion strategy: Sunday Barbecue restaurant initially promoted its business through its connections, this restaurant also markets its products through social media namely on Instagram, Facebook and WhatsApp. This restaurant also applies discounts during certain events on direct and indirect purchases. By implementing the 4P marketing mix strategy, Sunday Barbecue Restaurant experienced an increase in sales volume which had a positive impact on Sunday Barbecue Restaurant.*

**Keywords:** 4P marketing mix, sales volume

### Introduction

The business competition at this time is very competitive. Various marketing strategies that include product, price, place, and promotion strategies are applied to win the competition and increase sales. Efforts to increase sales are indispensable for the sustainability of the company. An effective and efficient marketing strategy must be carried out consistently so that the company does not suffer losses that have an impact on the decline in sales volume and its inability to compete with other companies. If these negative impacts occur, the company will experience bankruptcy (Effendy, 2019). As one of the business actors in the culinary industry, Sunday Barbecue Restaurant faces challenges in increasing sales volume. In the midst of changing consumer tastes and the number of new competitors, an in-depth analysis of the 4P marketing mix strategy is needed which includes product strategy, price, place, and promotion. Based on this background, the researcher hereby takes the title of analysis of the 4P Marketing Mix Strategy Analysis to Increase Sales Volume at Sunday Barbecue Restaurant.

Marketing mix strategy is one of the strategies that is often applied by companies. This strategy is related to the way the company delivers product offerings that are equipped with other supporting strategies, such as pricing strategies, places, and promotions in the target market segment (Vildayanti, 2020). The marketing mix is a tool used to determine strategies, in order to achieve the marketer's goals in conveying product characteristics to customers, both in the short and long term (Tjiptono, 2014, as quoted in Taufik, 2023). Marketing mix is an important aspect needed by companies to achieve a stable market share and in accordance with the company's wishes (Hidayah et al., 2021). If a company can implement a marketing mix strategy effectively and show a significant level of sales over a period of time, then it can be said to be successful and successful. In general, if the sales volume is low, the profits obtained are also low (Effendy, 2019). Sales volume is the result achieved by the company through efforts that have been

made in the form of sales fluctuations, both in terms of units, kilograms, tons, and liters (Sulaiman & Lestari, 2020, such as quoted in Perdiana et al., 2021). A product is something that is marketed to meet wants and needs. These products include goods, services, activities, experiences, places, organizations, ideas, and people (Ritonga, 2020). A packaging can influence customers in buying a product (Christiani & Fauzi, 2022). Price from a marketing point of view is a unit of money or other measure (such as goods or services) that is exchanged to obtain the right to a good or service. The definition of price is in accordance with the concept of exchange in marketing. The price level set affects the quantity of goods sold and is an important element that directly affects the company's profit (Safitri, 2023). A place or distribution channel is a series of marketers' activities that aim to make the products sold or produced reachable and available to the intended market. Places include locations, channels, coverage, assortments, transportation, and inventory (Razak et al., 2023). Promotion should include what, who, when and where the business can meet individual expectations and not all companies have enough funds for promotional purposes, so promotion must be focused on the target market (Fakhrudin et al., 2022). More careful planning in the marketing mix will have a positive impact on the company's future progress and help the company to increase sales (Beu et al., 2021).

Thus, the implementation of the right marketing strategy that includes optimizing the elements of the marketing mix is very necessary so that Sunday Barbecue Restaurant can win the competition and increase sales volume. The main question that is the focus of the research is: how to effectively use the 4P marketing mix strategy to increase sales volume in Sunday barbecue restaurants. This study aims to analyze the 4P marketing mix strategy that can be applied by Sunday Barbecue Restaurant to increase sales volume. This research is expected to benefit Sunday Barbecue Restaurant in designing a more effective marketing strategy. However, this study has limitations where the analysis is only carried out on Sunday Barbecue Restaurant.

## **Methods**

The research uses a qualitative method with a descriptive approach. Qualitative research is a scientific method to explain phenomena by describing data and facts through comprehensive words for the research subject (Mulyana, 2008, as quoted in Fiantika et al., 2022). Descriptive research is research that only collects data in a descriptive way and does not explain the relationship, make predictions, get meanings and implications or test hypotheses (Aslichati et al., 2022). The researcher chose a qualitative research method with a descriptive approach because wanted to study the phenomena that occur naturally, gain a deeper understanding, and make a description of the phenomena that occurred in this study.

Researchers collect research data through observation and interviews. Observation is an activity of observing with the five senses to obtain information. Recording and observation are carried out on the object of research which includes natural behavior, visible dynamics, description of behavior in accordance with existing conditions and others. Meanwhile, the interview is a question-and-answer activity to obtain information carried out by 2 people, so that it can be arranged in a meaning that leads to a certain topic (Fiantika et al., 2022). In this study, observations were made at the Sunday Barbecue Restaurant to find out the conditions at the research site and interviews with the Sunday Barbecue Restaurant Owner to obtain information about the 4P marketing mix strategy implemented by the Sunday Barbecue Restaurant to increase sales volume. The instrument in this study is the researcher himself.

## **Results and Discussions**

### **Product**

Based on the results of the interview, the mainstay products offered by Sunday Barbecue Restaurant are food with quality processed beef such as smoked Wagyu brisket and smoked short plate which are sold per 100gr with the process of smoking meat using firewood which takes a long time up to 15 hours so as to produce an authentic and quality taste.

Here, there is also a steak menu such as Rib eye, Striploin, and Denver cut which are imported directly from Australia, New Zealand, and the United States. Consumers can choose the level of doneness of the steak between medium rare, medium, medium well, or well done according to their respective tastes. This steak menu has been included with sauce (mushroom/ black pepper), vegetables in the form of chickpeas, carrots, tomatoes and broccoli which are baked with a little oil, potatoes (mashed potatoes/sunday fries/wedges), and drinks (mineral/ jasmine tea/ Sunday tea/ soft drink).

There are also 3 smoked meat sausage menus namely bratwurst, bockwurst, chorizo which are seasoned and smoked for several months to create the perfect taste. In addition to processed beef, Sunday barbecue also provides processed chicken meat such as smoked half chicken, smoked half chicken and seasoned with Sunday barbecue's signature spices and smoked sticky barbeque wings, chicken wings

wrapped in sauce (barbeque ori/spicy barbeque/buffalo). For consumers who are bored with processed beef and chicken, there is also a smoked duck breast menu here. The duck breast menu is equipped with mashed potatoes, garden salad, ginger orange sauce, and 1 drink. Chicken burger, beef burger, hotlinks or commonly called hotdog menus are also available at this restaurant. Not only focusing on processed meat, Sunday Barbecue provides processed healthy food in the form of garden salad (lettuce, cherry tomatoes, onions, cabbage) served with carrot sauce, coleslaw salad (cabbage and carrots) served with aioli sauce, and Sunday salad (lettuce, cherry tomatoes, onions, cabbage) served with balsamic vinegar sauce. This salad menu is suitable for consumers who pay attention to their food intake and for the side menu, Sunday barbecue provides steamed rice (white rice with premium rice), garlic butter rice (rice mixed with butter and garlic), Sunday herby fries, mashed potatoes, wedges, and mac & cheese.

It is incomplete if the food is not accompanied by sauce, Sunday barbecue Restaurant offers a variety of homemade sauces in the form of original barbeque (suitable for consumers who don't like spicy), spicy barbeque (suitable for consumers who like spicy but still within reasonable limits), buffalo sauce (suitable for consumers who like to eat with a high level of spiciness), aioli (like mayonnaise but mixed with garlic and Zaitun oil), honey mustard, chezy sauce, mushroom sauce, and black pepper sauce.

In addition to food, the mainstay products offered by Sunday Barbecue are Sunday tea drinks made with ginger and lemongrass (can be served sweet/plain, hot/cold) and several other drinks provided at the Sunday barbecue restaurant such as minerals, jasmine tea (can be served sweet/plain, hot/cold), sky lemon tea (can be served hot/cold), soft drinks (Coca-Cola, orange Fanta, strawberry Fanta, Sprite), Sunmore Juice (strawberry juice mixed with watermelon), and Sunrise Juice (premium orange juice). As an added value, this restaurant offers a 2-3 person package menu that is suitable for sharing with family and friends. For consumers who like fatty meat, they can choose the beast package. For consumers who don't like fatty meat, they can choose the Sunday dinner package. And for consumers who like fish, there is a salmon taz package menu containing salmon, sauce, garden salad, and drinks.

Not only that, Sunday Barbecue Restaurant continues to innovate to add a new menu in the form of pizza with 3 choices of toppings, namely brisket, salmon, and chorizo which are made to create a different experience. With the variety of products offered by Sunday Barbecue Restaurant, this makes customers interested and encourages them to try different menus on their next visit, which has an impact on increasing sales volume.

#### **Price**

Based on the results of the interview, the price strategy applied by Sunday barbecue is to apply higher prices and varying prices to each product menu. Restaurant owners set prices starting from Rp10,000-Rp600,000. The pricing at Sunday barbecue restaurants varies because it focuses on each of the ingredients. The pricing at the Sunday Barbecue Restaurant is aimed at the upper middle class. This relatively higher price is proportional to the quality of the products offered, thus creating a positive perception for consumers. For consumers who prioritize product quality over price, this pricing is not a problem but rather increases their confidence in the products offered. This trust encourages customer loyalty who are more likely to make repeat purchases and have an impact on increasing sales volume over a long period of time.

#### **Place**

This place is suitable for consumers who like a quiet atmosphere because it is far from crowds and vehicle traffic. The owner of this restaurant uses the pavilion next to his house as a place of business. The interior design of the restaurant with Javanese nuances gives a unique and attractive impression. There are also various facilities such as sinks, toilets, wifi, and many power outlets. Even though there are no parking attendants, consumer vehicles are still safe because the parking area is clearly visible and easy to reach by customers. Sunday Barbecue Restaurant has established 2 distribution channels, namely direct (offline) and indirect (online) distribution strategies. The direct distribution strategy can provide a pleasant experience for customers to enjoy the dishes directly in this restaurant. Meanwhile, the distribution strategy is not directly implemented by ordering products via WhatsApp because consumers are busy or there are other obstacles so they cannot eat on the spot. This can make it easier for consumers without having to come to the location so that it can expand the market reach and affect the increase in sales volume.

#### **Promotion**

Initially, the owner of this restaurant promoted his business through his acquaintances. Be it his friends or relatives. Owners convey information about products and so on personally either face-to-face or online. With this strategy, Sunday barbecue restaurants began to be known through word-of-mouth recommendations. This strategy is effective as a first step because it gets direct references so that it is more trusted by consumers.

Sunday barbecue restaurants also implement promotions by providing discounts during certain events, such as Christmas, August, New Year's, holidays, and Valentine's Day events. In addition, this restaurant also provides discounts with minimum purchase conditions, thus encouraging customers to buy more products. Another discount given is at the time of the launch of a new product in the form of pizza that can attract consumers to buy it. One of the interesting discounts at the Sunday Barbecue Restaurant is by putting various discounts in an envelope, then the envelope is hung on an ornamental tree. For buyers who order products with minimum sales, they have the opportunity to choose one of the envelopes containing discounts. Sunday barbecue restaurant also promotes its products through social media in the form of WhatsApp, Facebook and Instagram. By implementing the various promotions above, Sunday barbecue can attract more customers and increase sales.

### Conclusion

Based on the above analysis, it can be concluded that the strategies applied to Sunday Barbecue Restaurant to increase sales volume are: (1) Product strategy: the product strategy applied is by offering a variety of products, innovating products, and offering quality products; (2) Pricing strategy: Sunday Barbecue restaurants apply relatively high prices but are proportional to the quality of the products that can increase customer confidence. This means that customers no longer have a problem with the price, so it can have a positive impact on increasing sales volume; (3) Place strategy: This restaurant implements 2 distribution channels. First, direct distribution is less strategic because it is located in housing, but creates a calm and comfortable atmosphere so that it can attract consumers who do not like crowds. Second, indirect distribution that can reach more customers and expand the market so that it can increase sales volume; and (4) Promotion strategy: Sunday Barbecue restaurant initially promoted its business through its connections, this restaurant also markets its products through social media namely Instagram, Facebook and WhatsApp. This restaurant also applies discounts during certain events on direct or indirect purchases.

By implementing a 4P marketing mix strategy, Sunday Barbecue Restaurant experienced an increase in sales volume. This shows that the 4P marketing mix strategy has a positive impact on Sunday Barbecue Restaurant.

### Suggestions

Although Sunday Barbecue Restaurant is available on google maps, this restaurant should consider making direction banners that can be placed on the side of the road, or at points close to the restaurant location. This will make it easier for consumers, especially for consumers who are visiting the restaurant for the first time. Adding other facilities such as prayer rooms, so that Muslims who want to worship do not have to look for prayer rooms around the housing complex. Establish cooperation with influencers so that Sunday Barbecue Restaurant is better known by many people.

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