

## ***The Effect Of The Marketing Mix On Sales Rate At Ayam Keprabon Restaurant***

### **Pengaruh Bauran Pemasaran Terhadap Tingkat Penjualan Di Restoran Ayam Keprabon**

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#### **ABSTRACT**

*In this study has the aim to determine the effect of marketing mix on sales levels at Ayam Keprabon Restaurant, using a sample size taken totaling 100 people from consumers of Ayam Keprabon Restaurant. The sampling technique uses purposive sampling, data is taken using a questionnaire measured by a Likert scale. This study used multiple linear regression analysis. At this time the marketing mix is the key to marketing in a company that can increase the level of sales. Based on the theoretical foundation and accompanied by the results of the analysis it can be concluded that, Food Quality has a significant effect on the Sales Level, quality of service does not have a significant effect on Sales Level, Price has no significant effect on Sales Level, Physical evidence does not have a significant effect on Sales Level, Process does not have a significant effect on sales level, Place or Distribution Channel has a significant effect on sales level. Food quality, quality of service, price, physical evidence, process and place together have a simultaneous effect on the variable Sales Level in Ayam Keprabon restaurant.*

**Keyword :** Marketing, Marketing Mix, Sales Rate

#### **ABSTRAK**

Dalam penelitian ini memiliki tujuan untuk mengetahui pengaruh bauran pemasaran terhadap tingkat penjualan di Restoran Ayam Keprabon, dengan menggunakan ukuran sampel diambil berjumlah 100 orang yang berasal dari konsumen Restoran Ayam Keprabon. Teknik pengambilan sampel menggunakan purposive sampling, data diambil menggunakan kuesioner yang diukur dengan skala likert. Penelitian ini menggunakan analisis regresi linier berganda. Pada saat ini bauran pemasaran adalah kunci pemasaran pada suatu perusahaan yang dapat menambah tingkat penjualan. Berdasarkan landasan teori dan di sertai hasil analisis dapat disimpulkan bahwa, Kualitas Makanan berpengaruh signifikan terhadap Tingkat Penjualan, Kualitas Pelayanan tidak berpengaruh signifikan terhadap Tingkat Penjualan, Harga berpengaruh tidak signifikan terhadap Tingkat Penjualan, *Physical evidence* tidak berpengaruh signifikan terhadap Tingkat Penjualan, Proses tidak berpengaruh signifikan terhadap tingkat penjualan, *Place* atau Saluran Distribusi berpengaruh signifikan terhadap tingkat penjualan. Kualitas makanan, Kualitas pelayanan, Harga, *Physical evidence*, Proses dan *Place* secara bersama sama berpengaruh simultan terhadap variabel Tingkat Penjualan pada restoran Ayam Keprabon.

**Kata Kunci :** Pemasaran, Bauran Pemasaran, Tingkat Penjualan

### **1. Introduction**

The development of the Ayam Keprabon culinary business this year is very rapid, in 2023 it already has 60 outlets throughout Indonesia, Ayam Keprabon was established in 2015 in the Keprabon area in Solo City. The name Keprabon itself means Land of Kings. With this philosophy, Ayam Keprabon wants to uphold the values of the best service, where for us every customer is the King. The flagship menu of Ayam Keprabon is "Geprek Blenger" which is geprek chicken topped with mozzarella cheese and egg served over warm rice in a paperbowl with Ayam Keprabon's special sambal. Ayam Keprabon uses the best quality ingredients and always prioritises excellent service ([ayamkeprabon.com](http://ayamkeprabon.com)).

Ayam Keprabon must also face intense competition to be able to develop its culinary business, according to the growth rate of Gross Regional Domestic Product (GRDP) series 2010 to 2022 the distribution of business fields increased by 6.25%. Ayam Keprabon was started by Mr Yonathan Sebastian and Mrs Renny Kartika. The first restaurant business was located at Jl. Teuku Umar No.30 under the name Keprabon Solo which received a very good response by the people of Solo. The franchise restaurant that has the jargon "Jagonya Ayam Geprek" presents 3

menu choices, namely the Geprek Package, Geprek Jumbo package, and Geprek Blenger with a variety of sambal bohay, sambal karca and sambal matah options that have spiciness levels from levels 1-5, as well as selling a variety of drinks and other additional toppings. Besides being served with rice, Ayam Geprek Keprabon can also be served with indomie (ayamkeprabon.com).

The appearance of this geprek chicken has a difference from other geprek chicken, Ayam Geprek Keprabon uses chicken filet meat which is fried then cracked, thus giving a different sensation from other geprek chicken. Meanwhile, the prices at Ayam Keprabon Express vary greatly and are quite affordable, the main menu of Ayam Geprek Keprabon prices start from Rp 15,000 - Rp 30,000, the price of drinks starts from Rp 3,000 - Rp 12,000, and the price of the extra menu / additional menu starts from Rp 3,000 - Rp 15,000, and there is a Keprabon Saving Package already equipped with drinks whose prices start from Rp 25,000 to Rp 40,000 (ayamkeprabon.com).

Ayam Keprabon has internal strengths, especially in the products offered because it has a central kitchen that makes the taste in all branches of Ayam Keprabon have the same taste, in accordance with the times so that the company continues to exist in business circles and gain a competitive advantage. Food vlogger Ari Wibowo said Ayam Keprabon is served with tender chicken meat and fluffy rice plus melted mozzarella cheese with a salty, savoury taste and combined with sambal matah which is the best seller menu at Ayam Keprabon.

This geprek chicken has quite a lot of competitors because the product is easy to imitate, this kind of culinary business must face intense competition (Widiawati, 2020). In order to continue to exist and be seen by consumers, strategies are needed to deal with similar competitors. Ayam Keprabon must also face intense competition to be able to develop its culinary business. In the external aspect, we can analyse by looking at the opportunity aspects where raw materials are easy to obtain, market growth continues to increase and others. To be able to survive and thrive in this environment, business owners must be good at taking advantage of opportunities, such as in the process of selling food and beverage products similar to other culinary businesses, but have their own characteristics or uniqueness. One of them is by creating a competitive advantage through the products that will be marketed, such as from the product name, manufacturing process, presentation, and packaging. With a unique and quality product, it will increase the selling value and increase consumer curiosity, so that it will increase consumer purchasing power. (Widiawati, 2020).

Food quality is one of the main factors in the field of culinary tourism to increase visitor satisfaction, it is the main factor that influences the impact of tourists' dining experience on the satisfaction of culinary tourism destinations (Erkmen, 2019). When customers receive the high-quality service they anticipate, they are happy. Various methods are used by some businesses to deliver their services which involve how the business owner interacts with his clients and conducts transactions (Imsar et al., 2021) quality of service is the expected level of perfection and control over the level of excellence to satisfy customer desires is the responsibility of the business to offer good service to customers (Santoso, 2019). The quality criteria for the products produced by the company can be used to determine the price of a product. Price is more significant because it will be a benchmark for people who buy goods (Aldilla & Lubis, 2022).

The spread of restaurants in the city of Surakarta is increasing with various concepts offered to fulfil the sales level. Restaurant managers should be able to provide the requirements, desires, and preferences of their customers either in the future or now. Thus, restaurant management can understand how to promote and modify their goods so that they outperform competitors and win customers. Therefore, Ayam Keprabon Surakarta Restaurant wants to maximise their sales level. Convenience is one of the things that satisfies customers, so business people are competing to improve the quality of their products, services, and

reputation today by offering a comfortable environment, affordable prices for the middle to upper class, compiling an attractive food and beverage menu composition, nutritional content, food and beverage colour, how to serve food and drinks, and other factors.

## **2. Literature Review**

### **Marketing Management**

Marketing is one of the main activities that needs to be carried out by companies, be it goods or services companies in an effort to maintain the survival of their business, the definition of marketing according to Hery (2019) says that "Marketing is closely related to identifying and meeting the needs of people and society. One of the shortest definitions of marketing is meeting needs profitably. With marketing intelligence, personal or social needs are transformed into business opportunities capable of generating profits".

Marketing also has activities that are closely related and aim to satisfy the needs and desires of each individual through the exchange process. Marketing activities must also be able to provide satisfaction to consumers if they want their business to continue or consumers have a good view of the company, according to Kotler and Keller in Soegoto (2021) Marketing management as the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value. According to Kinner, Bernhard in Soegoto (2021) states that marketing management is the analysis of planning, implementation, and control of decisions which in this case concern product distribution, promotion and pricing.

### **Marketing Mix**

Marketing is closely related to identifying and fulfilling the needs of people and society Hery (2019). Marketing Mix or Marketing mix is an effort made by the company to create a more effective marketing strategy that is used to better convince the intended object, which in marketing always relates interrelated variables in terms of influencing marketing so that all of these variables are said to be important and are a unity that cannot be separated, including product, promotion, price and location, so it can be understood that the marketing mix is a guideline in using the four related elements with the aim of creating goals whose results are more progressive (Tanjung, 2022).

The marketing mix is a series of marketing mix marketing tools used by companies to achieve company goals in target markets according to Kotler and Armstrong (2019). Based on the above opinion, it is concluded that the marketing mix is a series of interrelated marketing tools in an effort to form the right marketing programme so that the company can achieve marketing objectives effectively and at the same time satisfy the needs and desires of consumers.

### **Food Quality**

Quality food is one of the products that influence customer satisfaction. There are several reasons why quality food is one of the products that is a factor that affects customer satisfaction (Anggraini and Yana, 2022), namely because product quality is one of the main objectives in the culinary industry that can increase the attractiveness of a tourist destination. Food has a very big role in the emergence of satisfaction from consumers. If the quality of food is getting higher and better, (Hidayat et al., 2020). Thus, the quality of food that has a food serving procedure that matches consumer expectations can affect the level of sales.

### **Quality of Service**

Quality of service is the amount of perfection expected and control over the level of excellence to meet client desires (Handriningsih, 2020). From the above definition, it can be stated that quality of service refers to the efforts made by business actors to meet customer expectations for the services they receive in order to maintain business continuity in the food industry and win customer trust. (Santoso, 2019) claims that quality of service is a complicated issue, it is important to consider five different factors. These factors include: (1). Tangible means describing the actual physical form in which the customer will receive the service. (2) Reliability, or the ability to perform obligations with accuracy and reliability. (3) Response, or awareness or desire to help clients receive service quickly. (4) Knowledge, etiquette, and the capacity to inspire confidence and trust in customers. (5) Consumer attention and personal care, often known as empathy.

### **Price**

One of the things that must be considered to increase sales is price. Several previous researchers (Wantara & Tambrin, 2019) argue that the factor that has a significant and positive effect on sales levels is price. Because, price plays an important role in communicating the quality of a product. Previous research also states that price is the main focus of customers (Sudari et al., 2019). If the price of food purchased by customers is comparable to the quality of the food, it will increase customer satisfaction. Therefore, the price of a product is a crucial consideration for consumers to buy a product, because customers have the perception that the price of food must match the product they receive. If the price is high, the less the amount requested. This means that the price is not in accordance with consumer pockets so that the level of customer satisfaction tends to decrease. Meanwhile, if the price is in accordance with the customer's wishes or expectations, the demand for the product will increase.

### **Physical evidence**

Physical evidence, is a real physical means so that consumers are influenced to decide to buy and use the products provided. Physical evidence can be in the form of brochures, logos, symbols, access to contact customer service and official websites. Physical evidence is often needed by consumers to make them more confident about buying. (Panjaitan, et. al., 2019), explains that physical evidence, which is the real thing that influences consumer decisions in offering products or services in order to use these products. In other words, it can be said that physical evidence is all the devices used to support the running of a business.

### **People**

An important component in the next marketing mix is people, who play a role in the presentation of services. People referred to here are Human Resources (HR) who run the business, who provide the best service for consumers. With good service provided, consumers feel that the service is good, and these consumers can buy the product again. (Kotler & Keller, 2019), says the fact of internal marketing and employees is very important for marketing success, which is reflected in the people in the organisation. People are all actors who play a role in the presentation of services so that they can influence buyer perceptions. Elements of "people" are company employees, consumers, and other consumers in the service environment, People in this service are people who are directly involved in carrying out all company activities, and are a factor that plays an important role for all organisations. "In this study the authors did not use the people variable because it included the quality of human resources or employees of a company which did not match the sample criteria that the authors wanted from the study itself".

### **Procces**

Process is an activity that shows the services provided to consumers when choosing goods or services (Dwinanda & Nur, 2020). (Panjaitan, et. al., 2019) also explains that processes are all actual activity flows, mechanisms, and procedures that are useful in providing services. This process element means anything in order to provide services. The process according to Zeithaml and Bitner, a book by Yusi Faizathul Octavia, is all the actual procedures, mechanisms and activity flows used to deliver services and operating systems. This process element means a company's efforts in carrying out and carrying out its activities to meet the needs and desires of its consumers.

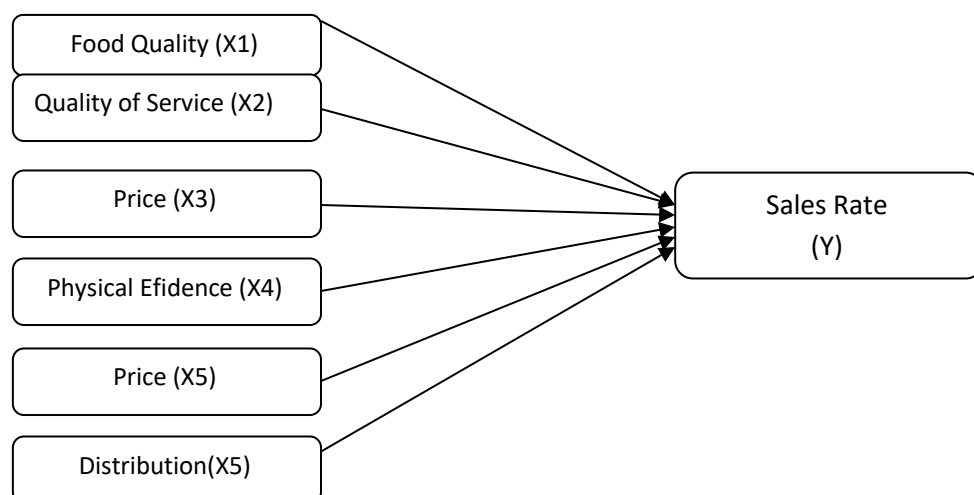
### Place

Place or "distribution channel" is an activity of delivering products to the hands of consumers at the right time. Therefore, the variable place or distribution channel is the determination of the Marketing channel of a product, which is closely related to the success of distribution and at the same time the marketing success of product sales in a company. The distribution channel is very important, because the goods that have been made and the price that has been set still face a problem, which must be delivered to consumers. The distributors can be a tool for companies to get feedback from consumers in the market. Determining the number of distributors is also an important issue to consider in certain cases according to the nature of the products offered (Mujiasih 2022).

### Sales Level

Mulyadi in Khotimah & Irawati (2019), explains that the sales level is a measure to determine how many products are sold. Achieving a high level of sales is one of the main goals of a company or organisation. Swastha (2020) states that sales volume can be measured in two ways, namely first, achieving sales targets, which can be measured by units of products sold. Second, the increase in the number of sales, the increased profits obtained from the total value of the company's real sales in a certain period. There are several indicators of sales volume according to Swastha (2020), namely: 1) Achieving Sales Volume, 2) Earning Profit, 3) Supporting Company Growth. Sales volume is the total amount generated from goods sales activities. The greater the number of sales generated, the greater the possibility of profit that the company will generate. Therefore, sales volume is one of the important things that must be evaluated to enable the company not to lose money. So, profitable sales volume should be the main goal of the company and not for the sake of volume itself (Mujiasih, 2022).

### Conceptual Framework



### Hypothesis

H1 = Food quality has a significant effect on sales level

H2 = Quality of service has a significant effect on sales level

H3 = Price has a significant effect on Sales Level

H4 = Physical evidence has a significant effect on sales level

H5 = Process has a significant effect on sales level

H6 = Place has a significant effect on sales level

### 3. Research Method

This study uses a type of quantitative research. The quantitative research approach as stated by Sugiyono (2019) is defined as research based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of describing and testing hypotheses that have been determined by multiple linear regression analysis.

The sampling technique used by the author is the Non Probability Sampling technique using the Purposive Sampling method. (Sugiyono, 2019) explains that, Purposive Sampling is a sampling technique with considerations that are considered that this way can obtain correct information and reflect the population by taking objects to customers at Ayam Keprabon Restaurant in Surakarta. Measurement Scale, questionnaire measurement using a Likert scale. According to Sugiyono (2019) the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, which is hereinafter referred to as the research variable.

Based on the results of the questionnaire, it can be obtained that most of the respondents are female, namely 62 people (58.5%). It is known that most respondents are between the ages of 17-25 years as many as 76 people or 71.7%. It is known that most of the respondents are private employees as many as 48 people or 45.3%. It is known that most of the respondents have a high school education as many as 57 people or 53.8%, Based on this table, it is known that most of the respondents' income ranges from Rp. 1,500,000-Rp 2,500,000 as many as 43 people or 40.6%. It is known that most respondents made a range of purchases in the last 1 month - 2 months as many as 81 people or 76.4%.

### 4. Results and Discussion

#### Reliability Test

Based on the Reliability Statistic Table, the test results of the Food Quality, quality of service, Price, Physical Evidence, Process and Place variables have a Cronbach's alpha value greater than 0.7, which is 0.844 Based on the above provisions, the indicators in this study are said to be reliable.

Tabel 1 Hasil Uji Reliabilitas	
Cronbach's Alpha	N of Items
.844	22

#### Normality Test

According to the Kolmogorov Smirnov table above, the Sig value of 0.200 is greater than 0.05, which means that the data is normally distributed, as shown in the table below.

Tabel 2. Hasil Uji Normalitas

		ABS_RSDL
N		100
Normal Parameters <sup>a,b</sup>	Mean	1522418.2758
	Std. Deviation	718809.62785
Most Extreme Differences	Absolute	.047
	Positive	.040
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

**F Test**

Based on the results of calculations using the SPSS 25 programme, the significance value is 0.021 and less than 0.050. This means that food quality (TKM), quality of service (TKP), price (TH), physical evidence (TPE), process (TPO) and place (TT) have an effect on the variable sales level (TP) at the Keprabon Chicken restaurant.

**Test Coefficient of Determination**

Based on the table, it can be obtained that the R Square number is 0.235 or 23.50%. This shows that the percentage of the influence of the independent variable on the dependent variable is 23.50%. or the variation in the independent variable in the regression model is able to explain 23.50%. variation in the dependent variable. While the remaining percentage of influence on the dependent variable is (100% - 23.50%. = 76.50%) which is influenced or explained by other variables not included in this study..

**T Test****Food Quality (X1) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.010. The sig value is smaller than the probability value of 0.050, or the value of  $0.010 < 0.050$ , then H1 is accepted and H0 is rejected. This means that variable X1 has a contribution to Y. The positive t value indicates that variable X1 has a unidirectional relationship with Y. So it can be concluded that food quality has a significant effect on Sales Level.

This is in line with Ramli & Silalahi (2020) who say that product quality affects sales levels. In this case Ayam Keprabon has paid attention to the quality of their products in terms of taste, appearance and product durability, and always develops new types of products so that they can continue to compete with competitors and can also increase sales.

Berdasarkan Tabel di bawah dapat dijelaskan hasil dari Uji T sebagai berikut:

Food quality also affects sales vol

ume as said by Riana and Nafiati (2021), in marketing food quality plays an important role in increasing sales. Ayam Keprabon Restaurant cannot be satisfied with the quality of its food and must continue to improve quality because there are still many places to eat that serve better quality food such as Agra Restaurant and KFC which are famous for hygienic food and maintaining quality.

**Quality of Service (X2) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.912. The sig value is greater than the probability value of 0.050, or the value of  $0.912 > 0.050$ , then H1 is rejected and H0 is accepted. This means that the X2 variable has a contribution to Y. The negative t

value indicates that the X2 variable does not have a unidirectional relationship with Y. So it can be concluded that quality of service has no significant effect on Sales Level. This is in accordance with Heryati and Patonah (2022) which states that quality of service has no significant effect on sales levels.

#### **Price (X3) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.216. The sig value is smaller than the probability value of 0.050, or the value of  $0.216 > 0.050$ , then H1 is rejected and H0 is accepted. This means that variable X3 has no contribution to Y. The positive t value indicates that variable X3 has a unidirectional relationship with Y. So Price has no significant effect on Sales Level. This is in accordance with Setiyowati and Ernawati (2020), stating that price has no significant effect on sales levels.

#### **Physical Efidence (X4) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.284. The sig value is smaller than the probability value of 0.050, or the value of  $0.284 > 0.050$ , then H1 is rejected and H0 is accepted. This means that variable X4 has a contribution to Y. The positive t value indicates that variable X4 has a unidirectional relationship with Y. So it can be concluded that Physical Efidence has no significant effect on Sales Level. This is in accordance with Hamidah & Radiansah (2021) who say that physical evidence has no significant effect on sales levels.

#### **Process (X5) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.151. The sig value is smaller than the probability value of 0.050, or the value of  $0.151 > 0.050$ , then H1 is rejected and H0 is accepted. This means that variable X5 has no contribution to Y. The negative t value indicates that variable X5 does not have a unidirectional relationship with Y. So the Process does not have a significant effect on Sales Level. This is in accordance with Langapa and Tumbuan (2021) who say that the process has no significant effect on the sales level.

#### **Place / Distribution Channels (X6) on Sales Level (Y)**

Seen in the Coefficients column of model 1 there is a sig value of 0.022. The sig value is smaller than the probability value of 0.050, or the value of  $0.022 < 0.050$ , then H1 is accepted and H0 is rejected. This means that variable X6 has a contribution to Y. The positive t value indicates that variable X6 has a direct relationship with Y. So it can be concluded that Place has a significant effect on Customer Satisfaction.

This is in line with Setyowati and Ernawati (2020), saying that there is an influence of distribution channels on sales levels. In this case, it is in accordance with the strategy of Ayam Keprabon Restaurant which always adds to their distribution channels by opening frenchise or adding new branches in the city or food court mall so that restaurant distribution can be easily reached to all customers, and also so that the sales level continues to increase.

Distribution channels greatly affect the level of sales as said by Jainudin & Ernawati (2020), in this case Ayam Keprabon Restaurant has not maximised their distribution channels because the distribution has not been evenly distributed, such as in the campus area which tends to have many customers but in the Surakarta campus area there is no branch of Ayam Keprabon Restaurant. Maximum distribution channels from product providers will increase sales volume and distribution channels make it easier for consumers to get products, for complete results can be seen in the table below.



**Table 3. Hypothesis Test Results**

Variable Name	$\beta$
F Test Value	F-count > F table 2.646 > 2.190 Sig 0,021 < 0,050
R Square Test Value	0,235
Food Quality	0,010*
Quality of Service	0,912
Price	0,216
Physical Efidence	0,284
Process	0,151
Place / Distribution Channels	0,022*

\*= P< 0,05 , \*\*=P< 0,01 , \*\*\*=P<0,001

## 5. Conclusion

Based on the theoretical basis and accompanied by the results of the analysis, it can be concluded that:

1. Food Quality has a significant effect on Sales Level.
2. Quality of service has no significant effect on Sales Level.
3. Price has no significant effect on Sales Level.
4. Physical efficacy has no significant effect on Sales Level.
5. Process has no significant effect on sales levels.
6. Place / Distribution channels have a significant effect on sales levels.
7. Food quality, quality of service, price, physical evidence, process and place together have a simultaneous effect on the variable sales level at the Keprabon Chicken restaurant.

Based on the research results, to increase the sales level, there are several things that can be done, including:

1. Ayam Keprabon is expected to develop and continue to improve the quality of its food by relying on the characteristics of the processing and seasoning of its geprek chicken in order to create a sense of trust in consumers.
2. Ayam Keprabon is expected to design new product innovations so that there are more menu choices to increase sales without eliminating the characteristics of Ayam Keprabon.
3. Ayam Keprabon is expected to strengthen sales strategies by utilising social media and collaborating with catering, hotels or inviting influencers (foodvloggers) to increase sales.
4. The owner of Ayam Keprabon is expected to always be active in knowing the condition of the surrounding environment and conducting evaluations by looking at the criticisms and suggestions given by consumers and can add new branches around the campus in order to increase sales.

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