

Formulating An Effective Marketing Strategy For Warung Nasi Ambu Rini Through The Optimization of Stp and Marketing Mix (7p)

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Abstract.

This paper investigates marketing issues of Warung Nasi & Sate Ambu Rini which is a traditional Sundanese Restaurant in Bandung and comes up with a well-rounded marketing strategy that will help fill in the gaps. Although the quality of products and customer satisfaction with current customers are high, the warung cannot convert this to the wider awareness of the product and customer attraction. It has used a single case study where the research is conducted qualitatively using thematic analysis. In-depth interviews with 16 respondents of four categories of stakeholders (owner, employees, current customers, and potential customers) and six hours of non-participant observation were used to gather primary data. Secondary data comprised menu documentation, Instagram and Tik Tok social media analytics, GoFood data of the merchant dashboard, and photographs of the physical environment. The main results indicate that there is a critical gap in awareness (walk-in customers are zero and the social media reach decreases to -64.1% after 90 days), positioning communication (professional branding creates higher price expectations (Rp 35,000-45,000) than actual prices (since the minimum price is Rp 15,000)), delivery channel (nothing is commissioned through GoFood), targeting (students and young professionals are underrepresented), and promotion (the Instagram engagement rate is 0.32). The research suggests the positioning of the company in a Premium Feel, Everyday Price and the recommendations given are reflecting GoFood menu optimization, regular social media postings with price-inclusive information, systematic referral plans and exterior signage change. A measurement framework somewhat based on SMART would provide accountability in implementation.

Keywords: Marketing strategy; STP optimization; 7P marketing mix; traditional restaurant and MSME marketing.

I. INTRODUCTION

The Indonesian culinary sector has been remarkably developed whereby Micro, Small, and Medium Enterprise (MSMEs) are significant to the entire national economy. According to statistics provided by the Bandung Cooperative and SME Agency, an annual growth of culinary MSMEs in the city has been recorded to be 15.3 percent, which puts these businesses in fierce competition especially in the traditional food sections [1]. This growth, together with the shifting consumer tastes in the digital age and the fast-changing trends among fast foods, puts the old-fashioned restaurants in difficult situations where the quality of products is not sufficient to ensure survival. An example of those issues can be found in Warung Nasi & Sate Ambu Rini, a traditional Sundanese family-owned restaurant, located in Bandung and opened in December 2022 at Jalan Buah Batu No. 121. Although the warung has a genuine taste of home and has high standards of food quality, there is a weakness of its products as far as brand recognition is concerned outside its immediate geographic coverage. Competitive environment assumes that culinary MSMEs are supposed to possess well-developed marketing strategy, such as good brand name and proper market positioning to differentiate and form returning customers [2].

But the conventional MSMEs in culinary practices do not observe proper marketing and branding values since they believe that these kinds of choices are only applicable to big businesses [3]. The digital revolution has fundamentally altered the consumer behaviour on the one hand, and younger generations are accessing social media and online maps, as well as review sites to identify restaurants [4]. Traditional warungs will be forgotten by customers that are digitally-intensive without effective online awareness campaigns and clear value propositions. The three interrelated questions considered in this research are: (1)

What are the major marketing issues and deficiencies that limit currently the market penetration and customer retention of Warung Nasi Ambu Rini? (2) What is the optimal way to optimize Segmentation-Targeting-Positioning (STP) strategy? (3) How 7P Marketing Mix improvements are to be developed? The research is supposed to find practical methods of marketing that can help the warung utilize its strengths of products to expand its market coverage and to achieve a sustainable competitive advantage.

II. METHODS

The study is based on the qualitative single case study research approach, which offers a detailed exploration of modern phenomena in the real-life setting. Case studies are best in the investigation of questions of how and why concerning contemporary happenings whereby the researcher has little control over the outcome of the research [5]. It is both an exploratory (researching the existing marketing practice and issues) and prescriptive (creating strategic suggestions) approach. The semi-structured interviews with 16 respondents who were developed into four categories of stakeholders (owner/management, 1 respondent, 60-90 minutes), employees (5 respondents, 30-45 minutes each), current customers (5 respondents, 20-30 minutes each), potential customers (5 respondents, 15-20 minutes each)) were chosen as the primary data collection methods.

Interview guides contained open questions that were designed in terms of STP framework and 7P Marketing Mix. The non-participant observation was applied at different periods of operation which summed up to six hours and recorded service delivery, customer behaviours, and the environment. Secondary data comprised menu documentation, Instagram and Tik Tok social media analytics, GoFood merchant dashboard data and photographs of the physical environment. Data triangulation was also used in order to enhance credibility by the comparison of evidence of several sources [6]. It was conducted through thematic analysis based on the six-phase process presented by Braun and Clarke [7]. The purposive sampling was used to select the parties that were deemed to have rich, relevant information answering research objectives.

III. RESULT AND DISCUSSION

3.1 Thematic Findings

In all the groups of stakeholders, Warung Nasi & Sate Ambu Rini is always viewed to have a taste of home cooked food (rasa rumahan), cleanliness and great value-to-money. These traits became strengths of the company based on the interview data, observation and customer behavioural trends. A current client C2 said: "The flavour is like home cooking, it is well baked, it is not too sour or sweet. Perception of value was extremely high, and all the five customers that were present rated value-for-money at 5/5. But in triangulation there were important gaps. A huge price-brand perception gap occurred in which the potential customers set professional exterior appearance of Rp 35,000-45,000, and the true prices begin at Rp 15,000. Potential customer P1 affirmed: *Dari luar kesannya mahal, jadi nggak berani masuk* (The outside looks expensive and so I did not dare to enter). The social media analytics revealed that the reach was decreasing at a -64.1% rate throughout 90 days, the Instagram engagement rate was 0.32% and Tik Tok follower-view conversion amounted to 0.16%.

3.2 Gap Analysis

Five critical gaps were identified limiting market reach:

Table 1. Gap Analysis Summary

Gap Category	Evidence Summary	Framework Connection
Awareness Gap	0% walk-in observed; declining social media reach (-64.1%); zero GoFood transactions	CBBE: Brand Salience weakness; Digital Marketing: Discovery channel failure
Positioning Gap	Professional exterior signals Rp 35-45K; actual prices Rp 7-15K; no price anchors on signage	STP: Positioning communication inconsistency across touchpoints
Delivery Channel Gap	GoFood: 0 transactions, signature items inactive, --/100 performance score	7P Place: Multi-channel failure; product availability inconsistency
Targeting Gap	Students/young professionals underserved; signage emphasizes catering over everyday dining	STP: Undifferentiated targeting; messaging misaligned with growth segments
Promotion Gap	0.32% engagement; no referral program; 0.16% TikTok follower conversion	7P Promotion: Content strategy required; word-of-mouth amplification needed

3.3 STP Optimization Recommendations

According to the gap analysis, the research suggests targeted market segmentation that recognizes four segments of priority: (1) Office Workers within 3km radius who want convenient lunch with quality and value; (2) Students and Young Professionals aged between 18-30 who are seeking Instagram-worthy affordable dining; (3) Family Diners who want to have home-style tasting weekend family meals; and (4) Corporate/Event Clients who want to have reliable catering services. The targeting strategy suggests differentiated targeting where the primary emphasis will be on office workers (maintain) and students/young professionals (acquire), secondary emphasis will be on family diners (weekend expansion), and opportunistic emphasis will be on corporate clients (catering growth). The positioning will focus on "Premium Feel, Everyday Price" - Home-cooked Sundanese at the *warteg*-level prices in a clean and comfortable place. The given price-brand perception gap is filled directly by this positioning which does promote affordability but does not undermine quality perception. The positioning statement is as follows: To residents of Bandung that miss home style Sundanese food, Warung Nasi and Sate Ambu Rini can provide restaurant quality food with family flavour at average prices, since a premium taste should not be accompanied by a premium price.

3.4 Marketing Mix (7P) Recommendations

The product suggestions aim at sustaining the present quality standards and maximizing menu availability through the channels. These steps should be undertaken now such as turning on all signature dishes on GoFood (ayam goreng serundeng, sate, gulai, sayur lodeh) and developing visual best-seller instructions. Recommendations on prices are based on communication and not change, which means adopting visible price anchoring: Harga Mulai Rp 15.000 on the exterior signage and value-bundling delivery platform options. Place recommendations should be of high priority to optimize GoFood menu first, making all the signature dishes that are already available on the menu active. Some of the promotional recommendations to achieve this would be to have a regular presence in social media (at least 3 posts/week) by providing price-inclusive content-based representation and the application of structured referral program to enhance the existing word-of-mouth advocacy.

The people recommendations deal with the capturing of the present service excellence by means of short-service guidelines without neglecting the family-like culture as the competitive advantage. Process recommendations attempt to fill the gaps in the delivery channels with specific GoFood order handling procedures and stock synchronization procedures. Physical Evidence recommendations are aimed directly to the positioning gap with exterior signage updates that communicate the message of Premium Feel, Everyday Price with price anchors visible. The implementation roadmap divides recommendations into Quick Wins (Month 1: GoFood activation, price signage, social media revitalization), Foundation Building (Months 2-3: referral program, content calendar, service documentation) and Growth Optimization (Months 4-6: targeted campaigns, menu expansion, facility improvements).

Table 2. Summary of 7P Recommendations with SMART Objectives

Element	Key Recommendation	SMART Target
Product	Activate all signature items on GoFood	100% signature items active by Week 2
Price	Implement visible price anchoring on signage	Price signage installed by Week 4
Place	Optimize GoFood channel performance	≥10 GoFood orders/month by Month 3
Promotion	Consistent social media with price-inclusive content	12 posts/month; engagement ≥1% by Month 3
People	Document service standards while maintaining culture	Service guidelines created by Month 2
Process	Establish delivery order handling protocols	Delivery SOP implemented by Week 3
Physical Evidence	Update exterior signage with price anchors	New signage installed by Month 1

IV. CONCLUSION

This paper shows that the marketing issues faced by Warung Nasi and Sate Ambu Rini do not lie in the quality of products or the ability to operate efficiently these are always proven as strengths. The fundamental hurdles are the communication, visibility, and channel optimization gaps that cannot help to transfer the proven strengths into the wider market knowledge and acquisition of customers. It was determined that there are five critical gaps, including awareness gap (zero walk-in customers, declining social media reach), positioning communication gap (brand-price perception mismatch), delivery channel

gap (GoFood underutilization), targeting gap (underserved growth segments), and promotion gap (low engagement, no structured referral program). The study assumes a positioning strategy of Premium Feel, everyday price as a response to the fundamental positioning communication gap.

The main suggestions are to focus on: (1) optimization of the GoFood menu by enabling the signature options; (2) regular social media use and price-inclusive content; (3) systematic referral system to enhance the word-of-mouth and (4) updating the exterior signage that speaks of affordability. The measurement framework, which is based upon SMART, provides a sense of implementation accountability by providing specific and measurable goals that each recommendation has to achieve. The study is valuable towards the comprehension of how conventional culinary MSMEs may fill the gap between product superiority and the market presence in a meticulously planned marketing approach. The issue of single-case design that limits scalability and scope of strategy formulation without a post-implementation assessment is limiting. The future studies might involve longitudinal evaluation of the effectiveness of recommendations and comparative analysis of various cases of traditional restaurants.

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