

ABSTRAK

Skripsi dengan judul “Strategi Bauran Pemasaran dalam Meningkatkan Volume Penjualan untuk Memperkuat Daya Saing (Studi Kasus pada New Padang Murah Ahmad Yani Blitar)” ini ditulis oleh Muhammad Farih Kanz dengan NIM 126405213206, di bawah bimbingan Anang haris Firmansyah, S.E., M.M.

Kata Kunci: Strategi Pemasaran, Bauran Pemasaran (7P), Volume Penjualan, Daya Saing

Penelitian ini dilatarbelakangi oleh ketatnya persaingan di sektor kuliner, khususnya rumah makan Padang di Kota Blitar. Rumah Makan *New Padang Murah Ahmad Yani* berupaya mempertahankan dan meningkatkan volume penjualannya melalui penerapan strategi bauran pemasaran. Namun, berdasarkan hasil observasi awal dan wawancara, ditemukan bahwa strategi yang diterapkan belum sepenuhnya optimal, seperti promosi digital yang belum terstruktur, pelayanan yang tidak konsisten saat ramai, belum adanya SOP pelayanan tertulis, serta bukti fisik yang kurang mencerminkan identitas Minangkabau. Permasalahan ini berdampak pada terbatasnya jangkauan pasar dan pengalaman pelanggan yang kurang maksimal.

Fokus penelitian ini adalah untuk menjawab dua rumusan masalah, yaitu: (1) Bagaimana penerapan masing-masing elemen strategi bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, dan Physical Evidence*) pada *New Padang Murah Ahmad Yani Blitar*? dan (2) Apa saja kendala serta solusi yang dihadapi dalam meningkatkan volume penjualan untuk memperkuat daya saing usaha?

Jenis penelitian ini adalah kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pemilik, karyawan, dan pelanggan, serta observasi langsung dan dokumentasi. Validitas data diperoleh melalui triangulasi sumber, triangulasi teknik, diskusi dengan pembimbing, dan konfirmasi ulang kepada informan.

Hasil penelitian menunjukkan bahwa strategi bauran pemasaran 7P telah diterapkan secara tradisional namun belum optimal. Produk yang disajikan memiliki cita rasa khas dan harga terjangkau. Lokasi rumah makan cukup strategis dan mudah dijangkau. Namun, promosi masih terbatas pada word of mouth dan unggahan sederhana di media sosial pribadi. Dari aspek people dan process, pelayanan belum konsisten saat rumah makan ramai, serta belum terdapat SOP pelayanan tertulis. Bukti fisik seperti dekorasi dan kemasan makanan belum mencerminkan identitas Minangkabau yang kuat.

Solusi yang ditawarkan meliputi penguatan promosi digital, pelatihan pelayanan karyawan, penyusunan SOP, penambahan staf saat jam sibuk, serta peningkatan aspek fisik seperti penataan ruang makan dan desain kemasan. Optimalisasi strategi bauran pemasaran 7P ini diharapkan dapat meningkatkan penjualan dan daya saing usaha di tengah ketatnya persaingan kuliner.

ABSTRACT

This thesis, entitled “Marketing Mix Strategy in Increasing Sales Volume to Strengthen Competitiveness (Study Case at New Padang Murah Ahmad Yani Blitar)”, was written by Muhammad Farih Kanz (Student ID: 126405213206), under the supervision of Anang Haris Firmansyah, S.E., M.M.

Keywords: Marketing Strategy, Marketing Mix (7P), Sales Volume, Competitiveness

This research is motivated by the intense competition in the culinary sector, especially among Padang restaurants in Blitar City. New Padang Murah Ahmad Yani Restaurant strives to maintain and increase its sales volume through the implementation of a marketing mix strategy. However, based on initial observations and interviews, it was found that the strategies applied are not yet fully optimized. Issues include unstructured digital promotion, inconsistent service during peak hours, the absence of written service SOPs, and physical evidence that does not strongly reflect Minangkabau cultural identity. These problems limit market reach and reduce the overall customer experience.

The focus of this research is to answer two main questions: (1) How is each element of the 7P marketing mix strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) implemented at New Padang Murah Ahmad Yani Blitar? and (2) What are the obstacles and solutions in increasing sales volume to strengthen the business’s competitiveness? This study uses a qualitative research method with a case study approach. Data were collected through in-depth interviews with the owner, employees, and customers, as well as direct observation and documentation. The validity of the data was ensured through source triangulation, technical triangulation, discussion with the advisor, and reconfirmation with informants.

The results indicate that the 7P marketing mix strategy has been implemented in a traditional but not yet optimal way. The products offered are rich in authentic taste and sold at affordable prices. The restaurant’s location is considered strategic and easy to reach. However, promotional efforts are still limited to word-of-mouth and occasional personal social media posts. In terms of people and process, customer service is inconsistent during busy hours, and there is no written SOP to guide service delivery. The physical evidence, including interior decoration and takeaway packaging, lacks a strong Minangkabau identity.

The proposed solutions include strengthening digital promotion, employee service training, development of standard operating procedures (SOP), additional staffing during peak hours, and improvements to physical aspects such as dining area arrangement and packaging design. This optimization of the 7P marketing mix strategy is expected to increase sales and enhance business competitiveness amid the growing culinary industry competition.