

Comparison of Marketing Mix Determination on Purchasing Decisions of Pakde Jangkung Meatballs

Ria Rusty Yulita^{a✉}, Arief Daryanto^b, R Dikky Indrawawan^c

^{abc}Institut Pertanian Bogor

✉riarusty@gmail.com

ABSTRACT. Bakso Pakde Jangkung is one of the restaurants that has the main product, namely meatballs. Bakso Pakde Jangkung is located in Bogor City, West Java, where Bakso Pakde Jangkung is not the only Bakso business in the form of a restaurant in the city. Currently there are problems related to the development of outlets and tenants as seen from the purchase decision. The factors tested using mix marketing and the analytical methods used are descriptive analysis and structural equational modeling. The test results show that there are differences in important factors at outlets and tenants related to purchasing decisions.

Keyword: marketing mix; outlet; purchase decision; structural equational modeling; tenant

INTRODUCTION

Business growth in Indonesia is always increasing every year, this condition is based on the needs of consumers who always grow all the time. Kristiningsih and Trimarjono (2014) explain that business growth can be seen from many factors such as internal and external. The size of business growth in Indonesia has been recorded by the Ministry of Cooperatives and Small and Medium Enterprises during 2010-2017, as shown in Table 1.

Table 1. Income Growth Trend of Types of Micro, Small and Medium Enterprises

Scale enterprises	2015	2016	2017
Micro Enterprises (UM)	1.02	1.06	1.09
Small Business (UK)	1.04	1.12	1.16
Medium Enterprises (UM)	1.14	1.09	1.13
Big Business (UB)	0.98	1.06	1.08

Source: Ministry of Cooperatives (2018) processed

Table 1 describes the *trend* of the income growth of each business scale. The calculation is done by comparing developments in 2015, 2016 and 2017 with 2014 (as the base year). The scale of micro, small and large businesses continues to grow every year, while medium-sized businesses tend to decline from 2015-2016 even though in 2017 they have increased again. This condition explains that each year there continues to be a growth of each business scale. The Coordinating Ministry for the Economy (2018) explained that the contribution of the three business scales (micro, small and medium) had reached 60.34 percent for gross domestic product in Indonesia. The size of this contribution has encouraged many parties to become more involved in micro, small and medium enterprises. This condition is supported by the growth in market share as a result of the increasing population, changing lifestyles and other factors. Competitiveness is an important thing that needs to be emphasized by every MSME business where this can be the basis for developing a business (Keizer et al. 2002). The statement explains that the importance of competitiveness for every business in carrying out its activities. Currently, MSMEs are also required to be sensitive to technological changes through applying in the slightest form in order to be able to compete and survive (Riandini 2019). This is needed as a basis for accelerating the implementation of the strategy formulated by the manager. Competitiveness is an important thing that needs to be emphasized by every MSME business where this can be the basis for developing a business (Keizer et al. 2002). The statement explains that the importance of competitiveness for every business in carrying out its activities. Currently, MSMEs are also required to be sensitive to technological changes through applying in the slightest form in order to be able to compete and survive (Riandini 2019). This is needed as a basis for accelerating the implementation of the strategy formulated by the manager. At present, MSMEs are also required to be sensitive to technological changes by implementing them in the slightest form in order to be able to compete and survive (Riandini 2019). This is needed as a basis for

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Competition in culinary businesses is so tight that it encourages entrepreneurs or managers to continue to be creative and innovative in concocting products with the best recipes and the best service. In fact, this is not enough to attract customers, retain customers and keep sales on time. Chan and Raharja (2018) explain that the culinary business is included in the creative industry category so it requires an appropriate marketing strategy, by looking at many aspects in it.

In the culinary business, there are various types, one of which is meatball. At first the meatball culinary business was carried out using a wheelbarrow. The demands of the times have an impact on changing the way of selling to be settled in the form of a restaurant. Suharto and Suryoko (2016) explain that the culinary business is required to be able to provide comfort to customers. Rachmawati (2016) explains that lifestyle has an impact on changing demands for culinary businesses to pay attention to the appearance of a better place.

Bakso Pakde Jangkung is one of the restaurants that has the main product, namely meatballs. Bakso Pakde Jangkung is located in Bogor City, West Java, where Bakso Pakde Jangkung is not the only Bakso business in the form of a restaurant in the city. It is known that in the city of Bogor there are seven meatball players who are competing strongly for market share. This condition encourages the managers of Bakso Pakde Jangkung to develop appropriate and effective strategies in running their business.

Currently, Bakso Pakde Jangkung has two branches in the Bogor area. The two branches currently owned by management have significant differences in terms of their trading model. The first branch of the Bakso Pakde Jangkung restaurant is located on Jalan Sancang. The first branch has the form of an outlet, where in that one area it only sells products under the management of Bakso Pakde Jangkung. The second branch of the Bakso Pakde Jangkung restaurant is located in the tenant Ah Poong Market. The second branch has a characteristic where the management of Bakso Pakde Jangkung is only part of food providers who compete together directly at the same place. The food industry is currently growing rapidly, in the city of Bogor it is known that according to the West Java Central Statistics Agency (2017), it provides data that in 2015 there were 130 restaurants, increasing to 162 restaurants. This condition can be ascertained that in the following year it has increased, namely in 2015 the number of workers was recorded at 120,802 and in 2017 it increased to 154,706 people in that sector (Central Bureau of Statistics for the City of Bogor 2018). This description indicates that the food industry in the city of Bogor is very attractive and it is important to know about the industrial competition patterns in it. Bakso Pakde Jangkung Restaurant, which has a core product, namely processed meatballs, also needs to be aware of other substituted products as part of the culinary business in Bogor City.

The importance of knowing the description of the restaurant competition industry in the city of Bogor is a form of information in knowing the position and forming a good marketing strategy. Omsa et al. (2017) explain that industrial competition is an important thing that needs to be studied by every business actor, where this is to form the basis for formulating strategies for business development. Indiasy et al. (2014) explain that the five force is an approach that can be used to find out the description of the industry.

Bakso Pakde Jangkung Restaurant already has two branches which have different characteristics. The first branch has the characteristics of an outlet where it is located in a house office (ruko) and

the second branch with tenant characteristics in which there are many sellers. This condition clearly has differences in performance from one another. This is illustrated by the sales performance of the two branches of the Bakso Pakde Jangkung Restaurant. The information is depicted in Figure 1.

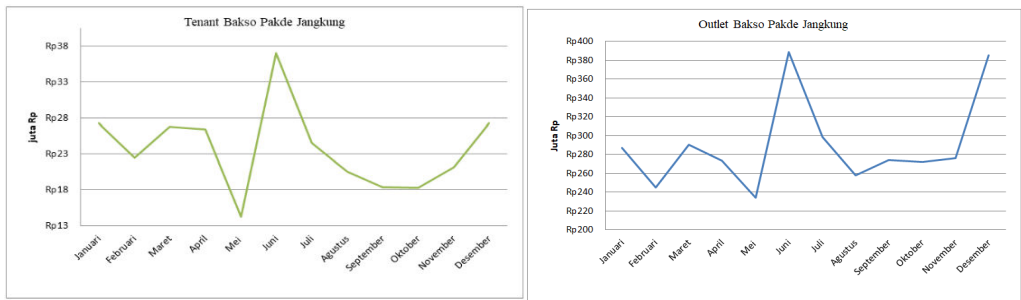


Figure 1. The Sales Differences between the Two Branches of the Bakso Pakde Jangkung Restaurant in 2018.

Source: Internal Data (2019)

Figure 1 explains that nominally it has a significant difference. Branches in the form of outlets have an average sale of more than Rp. 200 million per month, while branches in the form of tenants have an average sale of 18 million per month. Another description from Figure 1 shows that the conditions that occur between the two branches have a sales pattern that is relatively the same as each other.

Management realizes that the competition that occurs can be overcome if it is able to identify factors that can influence consumer purchasing decisions. *Marketing mix* is a combination that is considered capable of providing an overview of the products and services of a market or business being carried out (Kotler and Keller 2009). On the other hand, the use of the marketing mix until now still has different influences on a business being run. Kukanja et al. (2017) explain that in the food business consumers will prioritize product, people, physical evidence than other factors. Amofah et al. (2016) provide an explanation that all factors in the marketing mix (7P) are able to have an influence on consumer decisions, this condition is based on the fact that restaurants must be able to provide the best service without exception to customers.

Identification with the 7P approach was carried out on Bakso Pakde Jangkung as a basis for knowing that marketing mixes important as a basis for knowing the impact on purchasing decisions. The products of the Pakde Jangkung Bakso Restaurant are known to be processed meatballs with original flavors, which management considers to be an attraction that can influence purchasing decisions. In addition, the processing process is always carried out hygienically and uses quality raw materials.

So far, management has carried out promotions with various approaches such as social media (Instagram and YouTube), print media and television media. Promotion is an activity that is commonly carried out by all small, medium to large businesses. mardani (2014) explains that in small and medium enterprises, marketing communication is an important part that needs to be carried out in order to maintain sales. Bakso Pakde Jangkung Restaurant is currently conducting various programs in order to introduce and remind customers. Management has carried out various promotional activities aimed at improving performance, but in this case the promotional activities have not been differentiated so that they cannot know the exact effect for the two different places. Second place (outlet and tenants) have quite different location characteristics. Silaningsih and Utami (2018) explain that place plays a big role in purchasing decisions, differences in place have

a big impact on sales. In general, the branch in the form of an outlet has the characteristics of independent sales in a certain place and the product is only owned or under the permission of the management of Bakso Pakde Jangkung. The tenant branch has the characteristics that sales are in a place where the management is under other management and the number of traders varies so that there is very tight competition.

Price is an important part that can influence consumer purchasing decisions. Wibowo et al. (2015) explain that it is an important element in business activities, where this greatly impacts the desire to buy the product offered, on the other hand, the price is determined by the overall costs and benefits. The price setting for each branch has a significant difference where the outlet-shaped branch has prices ranging from IDR 10,000 to IDR 20,000 while tenant-shaped branches have a price mix of between IDR 25,000 to IDR 40,000. The price difference between the two branches is thought to be an important factor that could affect sales.

Purchasing decisions are an important part of business always related to the number of sales. Mujiyana et al. (2012) explain that purchasing decisions are the most important part that every small and medium enterprise needs to know as a basis for maintaining the business. The management of the Bakso Pakde Jangkung restaurant realizes that information on factors that can influence decisions is needed, this is intended for current business performance. Some of the questions that are compiled include.

1. How is the competition in the meatball industry in the city of Bogor?
2. How are the different characteristics of visitors to the outlets and tenants of Bakso Pakde Jangkung Restaurant?
3. How does the marketing mix (7P) affect purchasing decisions?

The scope of this research has several things, including: 1) Assessing the effect of marketing mix (product, promotion, price, place, process, people, and physical evidence) and purchasing decisions on culinary businesses at Bakso Pakde Jangkung Restaurant. 2) Assessing the description of the culinary industry in Bogor City based on the perspective of the Bakso Pakde Jangkung Restaurant. 3) Assessing the comparison of marketing models in the same business at outlets and tenants, so that the location research limits. and 4) Data collection was carried out before the Covid 19 pandemic case.

The framework for the research on the existence of industrial competition in the meatball culinary business, then carried out an analysis at two locations of the Pakde Jangkung Bakso Restaurant business by using the marketing mix as a basis for knowing purchasing decisions.

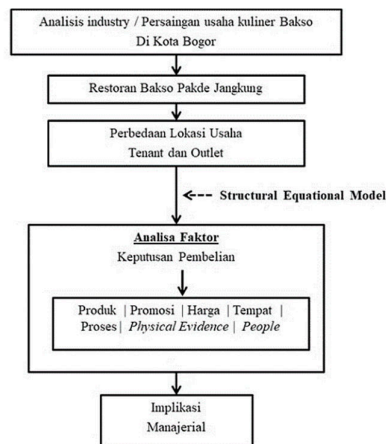


Figure 2. Framework

METHODS

The research was conducted in December 2019-April 2020. This process was used to compile, collect data, process and discuss. The place of research will take the Bakso Pakde Jangkung restaurant due to its suitability with the research being carried out and the ease of data collection. Research carried out is quantitative in nature is a method based on a positivism approach in examining a particular population or sample. In addition, quantitative research uses statistical instruments to test a predetermined hypothesis (Sugiyono 2006). The quantitative approach can be said to be a deductive - inductive approach, which comes from the theoretical framework, the ideas of experts, and the researchers' understanding based on the findings obtained and assessments using the support of empirical data (Tanzech 2009). The experimental method is a method used to test the effect of a treatment on the system. Sukmadinata (2008) explains that the experimental approach is a unique approach and is intended to directly test certain treatments.

Population is the whole subject in the study which can be described from the region, time or location. The population in this study were all consumers of the Bakso Pakde Jangkung restaurant. The research sample is part of the population that is able to represent and describe the actual conditions of the population studied in the study. The sample in this study used the approach of the analytical method used, namely partial least square which determines 5-10 times the number of indicators used in the study (Hair et al. 2010). The number of indicators used in the study amounted to 26, so the minimum sample used was 130 people for each location, so that when the total was 260 people. This is based on limited time and material resources in the research process.

Descriptive analysis is an analysis used to describe the problems that occur during the period. Sugiyono (2006) explains that descriptive analysis is an analysis that serves to describe or give an overview of the object under study through data or samples that have been collected as they are without analyzing and making general conclusions. Descriptive analysis will be assisted by using narratives, tables, pictures and graphics as a basis for clarifying the study undertaken.

Structural equation modeling is a regression-based method introduced for the creation and development of models and methods for the social sciences with a prediction-oriented approach. Ghozali (2014) explains that structural equation modeling assumes distribution-free research data, meaning that research data refers to one of the distributions. certain (eg normal distribution and outliers). Structural equation modeling is a method that can be used to solve complex relationship problems between variables (Hair et al. 2010).

RESULT AND DISCUSSION

Hypothesis testing is a test used to determine the relationship between variables and other variables. Wencui (2014) explains that the structural equation modeling approach describes a test between variables to prove the correlation of the two variables. Hypothesis testing using two important information is needed, namely the value of the estimate to prove the positive or negative direction of the relationship between the two variables and the strength and weakness by using the p-value. The p-value limitation to prove the relationship of the two variables is significant is to use an error of 5 percent or it can be interpreted that it cannot exceed 0.05 to be declared significant. Figure 4 and Figure 5 show that the model used is a model that has eliminated invalid indicators. The two models are further described to determine the magnitude of the relationship in more

detail, both influence and significance, it is intended to provide recommendations in improving the performance of Pakde Jangkung Bakso Restaurant with a marketing approach. The information is presented in Table 2.

Table 2. Hypothesis Testing on Outlets and Tenants

	Hypothesis	Outlet		Tenant	
		Estimate	Pvalue	Estimate	Pvalue
Product	-> Buying decision	0.121	0.02	0.237	0.01
Price	-> Buying decision	0.025	0.12	0.098	0.03
Place	-> Buying decision	0.376	0.01	0.044	0.01
Promotion	-> Buying decision	0.059	0.35	0.078	0.34
People	-> Buying decision	0.216	0.03	0.416	0.42
Process	-> Buying decision	0.163	0.04	0.251	0.02
Physical Evidence	-> Buying decision	0.356	0.23	0.036	0.54

Products against Purchasing Decisions

At the outlet, it is known that the relationship between the product and the purchase decision has a positive value (0.121) and significant (0.02). Meatballs are the superior product of the tall pakde meatball restaurant, this is because the meatballs are made using ingredients that are quality in maintaining its quality, besides that every food and drink served must have a good appearance and always maintain its taste image. This condition occurs because Bakso Pakde Jangkung has been around since the 1960s, meaning that it has been known to have an appropriate traditional flavor image. For tenants, it is known that the product relationship with purchase decisions has a positive value (0.237) and is significant (0.01). It is known that the tenant is the second location opened by the management of the Pakde Jangkung Bakso Restaurant, where this location is only a place of sale, not a kitchen (a place of production). The product being sold is the same product so that the value of the product will remain the same so that it has a significant influence on purchasing decisions. Yulianti (2011) explains that the traditional taste of a product is able to drive purchasing decisions, this is because consumers want a taste that is different from other products. Isa et al (2018) explained that traditional products have an appeal to make consumers make purchases. Basically a meatball product that is sold well at outlet and tenants are the same both in shape and taste. A business strategy that can be carried out in order to increase company sales is to develop products, one of which is by making packaged products that can be cooked at other times. This is intended to make it easier for customers who want to consume the product at another time or have a stock of meatball products from a meatball restaurant.

Price to the Purchase Decision

At the outlet the relationship is known price the purchase decision has a positive value (0.025) and insignificant (0.12). This finding is due to the fact that prices at outlets are considered to have competed with similar meatball products in Bogor City, the condition requires management to maintain the conditions that have occurred (neither lowering nor increasing prices). Hartono et al (2011) explain that low prices are not able to have a significant effect on purchasing decisions. For tenants, it is known that the relationship between price and purchase decisions has a positive value (0.098) and significant (0.03). This finding is different from the conditions that occur at outlets, this is because the price set in tenants is still below that of other tenants. This condition indicates that management can set the best possible price in order to improve purchasing decisions. Prayogo

and Liliani (2016) explain that the price of a product can influence the purchasing decisions of consumers who enjoy meatballs. Marketing strategies that can be carried out by management, especially for tenants, must focus on several important aspects, namely 1) the price set must match the benefits, this is because when the perceived benefits are reduced, consumers will tend to look for other products. 2) the price set must compete, this is because consumers generally have a shadow and elasticity for the product to be purchased. this is because when the perceived benefits are reduced, consumers will tend to look for other products. 2) the price set must compete, this is because consumers generally have a shadow and elasticity for the product to be purchased. this is because when the perceived benefits are reduced, consumers will tend to look for other products. 2) the price set must compete, this is because consumers generally have a shadow and elasticity for the product to be purchased.

Place to the Purchase Decision

At the outlet the relationship is known place the purchase decision has a positive value (0.376) and significant (0.01). These findings indicate that the outlets located at Jalan Sancang, Bogor City are suitable, besides that these outlets are considered easy to reach and easy to visit other locations. This indicates that in the future management can make a reference for opening new outlets. For tenants, it is known that the relationship between place and purchasing decisions has a positive value (0.044) and is significant (0.01). These findings indicate that tenants who are in tourist locations can influence purchasing decisions, where consumers feel that tenants are easy to reach and easy to see because they are located in the food court. This gives an idea that tenants can be a recommendation to increase the number of Bakso Pakde Jangkung Restaurant branches. Tamariska and Ekomadyo (2017) explain that place is an important part that can influence purchasing decisions, this is related to the attributes of the location and the appearance that is in that location. Syah (2018) explains that the place of sale greatly affects business sustainability, which is reflected in the increase in purchasing decisions. Strategies for places must be focused on maintaining the ambience and vibes of each place that is part of the sales (business) process. Technically, this can be done by maintaining the environment where you are selling (aesthetics and cleanliness). In addition, in this case it is known that consumers like a good place, it is necessary to improve and improve the design of the place of sale in order to be more able to encourage purchasing activities from consumers.

Promotion of Purchasing Decisions

At the outlet, it is known that the relationship between promotion and purchasing decisions has a positive value (0.059) and not significant (0.35). This condition is caused by restaurant consumers Bakso Pakde Jangkung, which is at the outlet, has not seen the promotion as the main reason for buying meatballs, some people know about the promotion, but the rest are visitors who already know Bakso Pakde Jangkung. On tenant It is known that the relationship between promotion and purchasing decisions has a positive value (0.078) and is not significant (0.34). This is because they (consumers) already know the Bakso Pakde Jangkung Restaurant, so that the purchasing decision is more influenced by the product. Aghighi (2015) explains that any promotion that is done as well as it will have no effect if the product is not suitable and has appeal. Wang et al (2019) explained that promotions must be carried out in an appropriate manner so that they are able to have an impact on consistent purchases.

People to the Purchase Decision

At the outlet the relationship is known people the purchase decision has a positive value (0.216) and significant (0.03). In business, it is known that the role of human resources is very large. Consumers assess that human resources that support business activities have a significant impact on consumer purchasing decisions, this is because employees are considered capable of serving requests appropriately and appropriately and consumers perceive that there is high motivation at work which is reflected in their enthusiasm for work. Conditions that occur require management to maintain the performance of employees by continuing to pay attention so that they can work well. Pemani et al (2017) explains that servants are able to influence purchasing decisions, this is because in the service business it has a major influence on business success.

On tenant it is known that the relationship between people and purchasing decisions has a positive value (0.416) and insignificant (0.42). The conditions that occur are different at the outlet. This indicates that there are problems with tenants, management in this case can increase the morale of employees so that they can serve better. The improvements made are not intended to increase purchasing decisions but rather to improve customer service. Lautiainen (2015) explains that service in the food and beverage business is very important, therefore it is necessary to develop adequate human resources. Management realizes that consumer purchasing decisions occur as a result of employees' contributions, therefore an employee management strategy is needed. Technical steps that can be taken are 1) service training with the output of improving communication and service. 2) Doing gatherings in order to improve and maintain team cohesiveness. and 3) maintaining a pleasant work environment.

Process for Purchasing Decisions

At the outlet the relationship is known *process* with the purchase decision has a positive value (0.163) and significant (0.04) and the tenants are known to have a relationship between process and purchase decisions has a positive value (0.251) and significant (0.02). This condition indicates that consumers perceive the processing of meatballs carried out by the Pakde Jangkung Meatball Restaurant through a good process and according to health and will always apply standards for the manufacture of food and beverages. The similarity that occurs indicates that the meatball production activities carried out independently by applying standards are able to encourage consumer purchasing decisions, the condition explains that consumers are aware of good products resulting from a good process. Suciati and Maulidiyanti (2019) explain that the process can have an impact on increasing purchasing decisions, This is because the consumer's view regarding the process is a collection of important activities in business. Andriyanto et al (2019) explains that the appropriate process that is known by consumers is able to influence purchasing decisions. In this case it is known that the process plays a role in improving purchasing decisions. Therefore, management in this case needs to prove the process with several things, namely 1) Proving laboratory tests related to the nutritional content of the meatball products produced. 2) Carry out Halal certification, so that the process is 100 percent guaranteed. and 3) Making videos of the production of products that have been put on sale through various popular electronic media today. Andriyanto et al (2019) explains that the appropriate process that is known by consumers is able to influence purchasing decisions. In this case it is known that the process plays a role in improving purchasing decisions. Therefore, management in this case needs to prove the process with several things, namely 1) Proving laboratory tests related to the nutritional content of the meatball products produced. 2) Carry out Halal certification, so that the process is 100 percent guaranteed.

and 3) Making videos of the production of products that have been put on sale through various popular electronic media today.

Physical evidence to the Purchase Decision

At the outlet the relationship is known *physical evidence* with the purchase decision having a positive value (0.356) and not significant (0.23) and tenants, it is known that the relationship between physical evidence and purchase decisions has a positive value (0.036) and not significant (0.54). These findings indicate that both the outlets and tenants do not need to be increased because consumers consider the Bakso Pakde Jangkung Restaurant to have differentiation, uniqueness and different concepts so that these variables are not prioritized in improving purchasing decisions. Nugroho and Irena (2017) explain that physical evidence cannot have a significant effect due to different consumer views. Sara et al (2017) considers that the effect of physical evidence can be increased by creating new values and uniqueness of the product, so that consumers will be attracted again.

Additional Analysis

Product

Bakso Pakde Jangkung is considered authentic in terms of traditional taste. Bakso Pakde Jangkung products have also been known since 1960, meaning that they have been known for 3 generations. This can be used by management as part of growing the business through increasing the number of purchases. Management must be able to maintain product quality, by using quality raw materials, maintaining production activities, and maintaining the taste of processed products. This is a form of maintaining the image of the product that has been built by consumers. Nowadays consumers know that product aesthetics are an important part that needs to be developed, this is related to the appearance of food and beverages. This provides incentives for management to learn better presentation. This activity is expected to increase consumer purchasing decisions. This implication can be applied to outlets and tenants. In the future, product management must focus on product development activities without changing its characteristics and image. The best recommendation is to develop packaged processed products that can be distributed in supermarkets and other modern shopping centers. The hope is that by doing this it can encourage better turnover and profits.

Price

Price is a variable that has a significant influence on purchasing decisions in tenants. The price set at the tenant has a higher value than the outlet, where this is due to the existence of rules from the development of the location concerned. On the other hand, the prices set in tenants are still competitive and attractive to customers. This has an impact on management to maintain the price set by maintaining the quality provided. This condition clearly shows that price is an important part that needs to be managed properly. The hope is that by managing consumers, they will be interested and make purchases at the Bakso Pakde Jangkung tenant rather than other culinary products.

Differences in pricing that occur at outlets and tenants provide important information that can form the basis for the formation of a sales strategy. Management must clarify the pricing strategy that will be carried out (cost leadership or diversification). When taking a cost leadership strategy, management must be able to cut unnecessary and rigorous costs to be efficient in each of its activities. Meanwhile, the diversification strategy is more directed towards giving different values and leads to certain markets.

Place

Place or place is an important variable that plays a role in purchasing decisions at outlets and tenants. This condition can occur where the outlet has characteristics compared to other meatball restaurants. As well as on tenants who are at tourist locations. Management in this case can make the appearance more attractive and increase visibility by adding interesting lighting or information at outlets or tenants. This is intended to keep consumers interested in continuing to make purchases at the Bakso Pakde Jangkung Restaurant.

The management of business premises is more directed towards maintaining general values such as cleanliness, comfort and room temperature so that consumers keep returning and making on-site purchases. In addition, advanced management can make adjustments to interior design, the hope is that it can improve and maintain the ambience of the place of business.

People

The people variable has a significant effect on purchasing decisions at outlets. Conditions occur due to the ability of employees to serve customers proportionally, professionally, and quickly. Employees at outlets are proven to have high motivation, so this has an impact on services that match customer expectations. Management is required to continue to maintain services by providing stimulus in the form of incentives and informal spaces to convey aspirations so that employees will be more motivated to serve customers.

People management is related to employees, the focus of employee management is directed at increasing the ability to serve consumers faster and better. The stages that can be done by management are 1) Observing other restaurants with a higher service level, then imitating them so that these advantages can be implemented in the Bakso Pakde Jangkung Restaurant. 2) Sharing so that problems that occur in the field can be resolved together. The hope is that by doing this it can encourage better and sustainable services.

Process

Process is a variable that plays a role in purchasing decisions at outlets and tenants. Consumers realize that every food must be processed through a good process and apply a certain standard. Management is required to continue to maintain and maintain the culinary processing process that has occurred. Management also needs to publish production activities carried out in order to increase confidence that Pakde Jangkung Bakso Restaurant implements a safe and good process. The hope is that this can have an impact on increasing sales due to increased confidence from a good process.

Currently, the process is based on the part that is currently considered by consumers. In this case, the Management of the Pakde Jangkung Bakso Restaurant only needs to show through photos or videos of the process of making Bakso. In addition, it can be done by adding more licenses (certification) including hala and BPOM.

New normal management

Management in the midst of a pandemic, especially in the new normal era, must be focused on implementing the current protocol and still being implemented consistently. Management realizes that sales activities must continue but remain safe for all. Management can do the following: 1) Always remind information through various platforms (online and offline) related to the protocol. 2) Make room arrangements. and 3) Better packaging of products for meals at home (delivery order). All of the sections above are an approach that can be used for outlets and tenants, so that there are no differences in their management.

CONCLUSION

Consumers of the Bakso Pakde Jangkung restaurant and tenants have differences, this is known from the differences in social demographics both on gender, age, status, education, income, number of visits each month, favorite food, favorite drink, reason to visit and time of visit. At the outlet, it is known that women aged 30-40 years with the status of being married are the largest proportion, while tenants who are the majority are women aged > 40 years with the status of being married. The majority of consumers with outlets and tenants have undergraduate education, with income of <IDR 5,000,000 for outlets and IDR 7,500,000 - IDR 10,000,000 for tenants. Consumers visit the outlet more than 4 times a month and tenants 3 times a month where the favorite food is meatballs and the favorite drink is tea. Consumer outlets visit because they are close to temporary houses for tenants because they are close to tours.

Factors that influence consumer purchasing decisions on the output are product, place, people and process. Meanwhile, for tenants, factors that have a significant influence are product, price, place and process. All factors that are considered to have influence are prioritized in order to improve consumer purchasing decisions.

Management can prioritize the use of factors that have a significant influence on purchasing decisions. On the other hand, for factors that do not have a significant effect, it can be done but not applied. In this research, it is necessary to continue to test the satisfaction and loyalty of consumers at Bakso Pakde Jangkung Restaurant. This is intended to analyze business conditions more deeply and comprehensively. The hope is to be able to make a more appropriate business strategy.

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