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## Marketing Strategy Based on Culinary Products in the Campus Environment

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**Abstract:** This study sought to analyze marketing mix strategies on culinary products in the campus environment. The research method of surveys employed the participatory action research approach. The study was carried out on the campus environment of Universitas Muhammadiyah Purwokerto (UMP), Universitas Jenderal Soedirman (UNSOED), Institut Agama Islam Negeri (IAIN) Purwokerto, and Universitas Wijaya Kusuma (UNWIKU). Primary and secondary data were collected. The respondents were chosen through purposive sampling. Data was analyzed through a quantitative approach using descriptive statistical techniques and a qualitative approach with Interactive Model Analysis. The Quantitative Strategic Planning Matrix was conducted to analyze marketing mix strategies. The results showed that motivation affects the price, product, distribution, and promotion factors in the marketing strategy of culinary products. The attitude of traders towards marketing strategies affects product and distribution factors. While the level of education affects the price and product factors, promotion is influenced by the target audience's income. The marketing strategy for culinary products lies in the aggressive quadrant I. The priority is to develop culinary marketing to attracting new customers and consumers.

**Keywords:** marketing strategy, marketing mix, culinary products, campus.

### 校园环境下基于烹饪产品的营销策略

**摘要:** 本研究旨在分析校园环境中烹饪产品的营销组合策略。调查的研究方法采用参与式行动研究方法。该研究是在穆罕默迪亚·普禾加多大学(联合会), 苏迪曼将军大学(变种), 国家伊斯兰宗教研究所(IAIN)普禾加多和维纳斯·库苏马大学(文库)的校园环境中进行的。收集了主要和次要数据。通过有针对性的抽样选择受访者。通过使用描述性统计技术的定量方法和使用“交互模型分析”的定性方法对数据进行了分析。进行了量化战略规划矩阵, 以分析营销组合策略。结果表明, 动机影响烹饪产品营销策略中的价格, 产品, 分销和促销因素。贸易商对营销策略的态度会影响产品和分销因素。受教育程度会影响价格和产品因素, 而晋升则受目标受众的收入影响。烹饪产品的营销策略位于激进象限 I。优先事项是发展烹饪营销以吸引新的客户和消费者。

**关键词:** 营销策略, 营销组合, 烹饪产品, 校园。

## 1. Introduction

In the current global era, culinary business faces increasingly competitive conditions. Culinary business

actors are required to be more creative and innovative to ensure their culinary products have added value compared to those made by competitors. Through

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creative economic activities, culinary traders can provide services to meet the needs of a diverse community for both services and goods. Besides fostering a sense of ownership among the local community [1], creative and innovative businesses support sustainable economic growth that requires human resources with the necessary competencies [2].

The culinary business is very dynamic and will continue to experience development, which will be followed by increasing market competition. For a business to survive and thrive, continuous innovation is needed from business actors so that the business attracts consumers from the targeted market and creates customer satisfaction and loyalty [29]. Implementing sustainable innovation requires principles that simultaneously create economic, social, and environmental value, which can be challenging [3]. The street food vendors' strategy was so bleak that strict measures were required to improve it [4]. We need an effective and efficient marketing strategy so that marketing objectives can be achieved. Businesses must start developing different strategies to attract loyal customers by focusing more on customer and brand satisfaction. The approach to strategy based on consumer insight is essential.

Marketing strategies undertaken by business people are very diverse, one of which is the marketing mix strategy. Traders in the campus environment adhere to a more straightforward system but remain interested in the marketing mix concept. It is necessary to research the marketing system to find out how marketing mix strategies affect traders' income. The novelty of this research is that it can create a SWOT analysis of the right marketing strategy and prioritize strategies that have not been analyzed in previous studies.

## 2. Research Method

The primary method used in this research is the descriptive analysis method. Descriptive research aims to create a picture of the relationship between phenomena, make predictions, and offer the implications of a problem to be solved [5]. The research location was determined purposively within the UMP, UNSOED, IAIN, and UNWIKU campus environments in Purwokerto. The four campuses were selected because their many culinary

traders are varied. The sample in this study was 60 culinary business actors in the campus environment. Data was collected through observation and interviews.

Data analysis is performed by:

1. Analyzing the factors that influence marketing mix strategies on culinary products of multiple regression models with the following conditions: normally distributed data, data in the form of interval scales, and instruments in the validity and reliability tests [6].

$$(Y1 = A + b1X1 + b2X2 + b3X3 + \dots + b6X6 + e)$$

Y1 = Marketing strategy (score)

A = Intercept

b1 ... b6 = Regression coefficient

X1 = The attitude of traders towards marketing strategies (scale)

X2 = Motivation (scale)

X3 = Level of education (years)

X4 = Age (years)

X5 = Income (Rp)

E = Error

Testing the analysis model using Ordinary Least Square (OLS) was done through two stages: (1) testing standard assumptions, and (2) testing the suitability of the model [7].

2. The marketing mix strategies on culinary products in the campus environment were analyzed using the Interactive Model of Analysis [8] as well as an internal and external analysis of factors.

3. To analyze the prioritization of marketing mix strategies on culinary products in the campus environment, observations were made by determining the value that showed the alternative attraction. The total value of alternative attractions to be considered for each strategy was then calculated and analyzed with the Quantitative Strategic Planning Matrix to determine the priority of the strategy chosen. The higher the value obtained, the more attractive the strategy.

## 3. Results and Discussion

### 3.1. Factors Influencing Marketing Mix Strategies

The results of the analysis of the factors that influence marketing mix strategies on culinary products are represented in Table 1.

Table 1 Results of regression analysis of factors affecting marketing strategies in culinary products in the campus environment

Variable	Regression Coefficient of Marketing Strategy			
	Price	Product	Distribution	Promotion
Constanta	0.105	0.507	0.62	0.235
Trader attitude towards strategy	0.337	0.189*	0.71**	0.00024
Marketing (scale)				
Motivation (scale)	0.217**	0.068*	0.43*	0.37*
Level of education (years)	0.153*	0.233**	0.039	0.013
Age (years)	0.016	0.024	0.0073	0.012

Income (Rp)	0.000000078	0.00000042	0.0000056	0.00000037*
R <sup>2</sup> Adjusted	0.58	0.66	0.49	0.46
F count	12.33***	19.71***	8.16***	7.02***

Note:

\*\*\* Significant at the level of 99 %

\*\* Significant at the level of 95 %

\* Significant at the level of 90 %

The results of the analysis listed in Table 1 show how motivational variables affect price, product, distribution, and promotion. Traders' attitude toward marketing strategies affects product and distribution factors whereas their level of education affects prices and products, and promotion is influenced by their income. To be competent in the culinary business, merchants must possess intellectual abilities and be able to control emotion related to their attitude towards consumers [9]. In addition to intellectual abilities, a highly motivated trader can create better products. When used correctly, motivation can channel cognitive resources and facilitate the distribution of creativity [10]. Products that are created with great creativity also require promotion to attract customers. Empirically, promotion becomes an effective marketing technique to attract customers and increase sales [11]. Aggressive promotion is a significant step in marketing small- and medium-sized businesses [12]. In addition to promotions, employee friendliness is also one of the factors that can attract the interest and purchasing power of consumers [13].

### 3.2. Analysis of Marketing Mix Strategies on Culinary Products in the Campus Environment

This analysis is done by the Interactive Model of Analysis [8], combined with internal and external analysis of factors.

Table 2 Identification of internal factors strengths and weaknesses

Internal Factors	Strengths	Weaknesses
Human Resources Management	- Experienced trader	
Marketing	- Culinary products qualify	- Planning Not Written
Product	- Prices are relatively cheap - Good quality (taste preferred by buyers)	- Marketing depends on student activities - All unsold products - Little product variant
Finance	- owner's equity - Main Income	- Limited capital

Table 2 is used to compile and determine the strengths and weaknesses of a culinary business. The aspects reviewed in identifying internal factors include human resources, management, marketing, products, and finance.

The research results [9] indicate that the development of creative human resources can lead to proper management. Moreover, according to [14], it was revealed that the failure of a business is mostly due to traders not having a realized budget, and because they do not understand the strategic plan. Collaboration of knowledge management, combined with non-technical human resource capabilities, can develop marketing through competent planning operations, leading to professional business management [15].

Table 3 Identification of external factors of opportunities and threats

External Factors	Opportunity	Threat
Consumer	- Favoured by consumers - The number of consumers increases	
New Arrivals	- Add new culinary variations	- New traders appear
Replacement Product		- New products appear from competitors
Technology		- Equipment is still simple - Cannot anticipate the weather yet
The Place	- Strategic place	- Limited space

Table 3 is used to compile and determine the opportunities and threats to a business. The aspects reviewed in identifying external factors include technology, government, suppliers, distributors, consumers, newcomers, the threat of substitute goods, and industrial competition. Consumers are one of the main drivers of sustainable marketing strategies. To attract them, it is necessary to improve the environmental quality (cleanliness) of food products [16]. Attracting customers can also be done by adding new culinary variations. Developing culinary products can increase sales results [17]. In addition, the role of government, entrepreneurs, and surrounding communities are needed to fully support the existence of small- and medium-sized businesses, so that they can continue to be creative and innovative [18]. The existence of technological innovation is also influential in increasing business more independently in the digital age [19]. Often, innovation is one of the core competencies to support the business. Determining the right strategy in marketing [20] culinary products in the

campus environment should be done by compiling a matrix space of internal factors (strengths and weaknesses) and external factors (opportunities and threats).

Table 4 Matrix space analysis marketing strategy on culinary products in the campus environment

Position Factor Internal Strategy	Rating	External Factor Strategy Position	Rating
<b>Strength</b>		<b>Opportunity</b>	
Experienced traders	3.658	Favored by consumers	3.500
Culinary products meet hygiene requirements	3.237	The number of consumers continues to grow	3.158
Price is relatively cheap	3.368	Add new culinary variants	3.763
Excellent quality and good taste	3.342	Strategic Space	3.625
Owners' Equity	3.500		
As the primary source of income	3.211		
Total	20.316	Total	14.036
Average	3.386	Average	3.509
<b>Weakness</b>		<b>Threats</b>	
Written planning	-3.211	New traders appear	-3.447
Marketing depends on student activities	-3.711	New products appear from competitors	-3.237
All products are not sold	-3.474	Equipment is still simple	-3.553
Product variants are lacking	-3.105	Cannot yet anticipate the weather	-3.526
Limited capital	-3.289	Limited space	-3.053
Total	-16.790	Total	-20.132
Average	-3.358	Average	-3.355

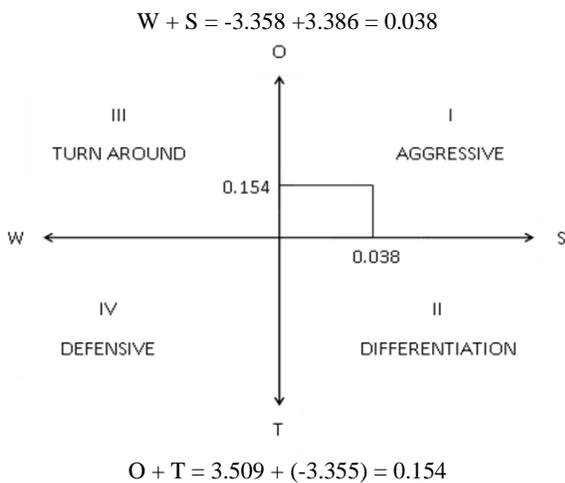


Fig. 1 SWOT analysis

After establishing the position of the marketing strategy in quadrant one, the most appropriate strategy is

an aggressive one, which can result in a very favorable situation for the development of culinary businesses in the campus environment. An aggressive strategy means that a culinary trader in the campus environment continually seeks the opportunity to obtain the optimal income resulting from a culinary sales strategy. In trade, quality costs significantly affect net income, so traders need to continue to improve the quality of food to earn higher profits [21]. An aggressive strategy also means that the entrepreneur of a culinary business must maintain the initiative in all areas without waiting for orders from others. In this case, the strategy that culinary traders must apply is to master the marketing area and attract new customers. Traders must be able to study various sales problems and find strategies to deal with a dynamic market environment [22].

This strategy aims to attract new customers in the campus environment where the customer does not know the exact culinary products for sale. Thus, by attracting new customers to choose culinary products, the strategy can directly increase sales. To achieve these objectives, traders must be able to apply this strategy by increasing the taste quality of the culinary products and by introducing affordable prices. The food business requires merchants to pay attention to the quality of critical foods to create customer satisfaction and increase return visits to restaurants [23]. According to [24], restaurant waiters must also improve the quality of their service, specifically by responding to increased customer satisfaction. Price and convenience affect consumer purchases [25]. As stated by [26], price, the quality of the food, and complete environmental unity have a significant effect on customer satisfaction.

### 3.3. Analysis to Establish the Priority of Marketing Mix Strategy on Culinary Products in the Campus Environment

The result of analysis that determines the value of attractiveness is a number that shows the value of alternative attractiveness, if different strategies were to be used. Then, the total value of alternative attractiveness that are suggested by each strategy chosen is calculated. Finally, the strategies are analyzed with the Quantitative Strategic Planning Matrix to determine the priority of the strategy to be chosen: the higher the value, the more attractive the strategy.

Table 5 STAS culinary business development in the campus environment

No	Alternative Strategy	STAS (Total Amount of Attraction)
1.	Take advantage of market opportunities by increasing sales intensity and product quality	5.753

2.	Attract new customers and consumers	6.203
3.	Increase capital by accessing financial institutions	6.146
4.	Start offering culinary products to the broader environment	6.002
5.	Improve managerial skills and sales techniques	5.879
6.	Use more advanced technology	5.492

With the highest attractiveness value of 6.203 (Table 5), the alternative strategy is chosen to attract new customers and consumers. The results of the SWOT analysis obtained in quadrant I mean that an aggressive strategy needs to be developed to attract new customers or consumers. Restaurant operators can attract new customers and retain existing customers by improving the atmosphere, food, and quality of their service [27]. These enhancements can be achieved with culinary product innovation, both in form and taste, so that the appetite of prospective consumers to enjoy the culinary offerings increases. The implementation of a product diversification strategy can attract buyers [28]. The strategy of determining the selling price is also critical because most consumers are students, so culinary products will be more attractive to these buyers when priced affordably.

#### 4. Conclusion

Motivation affects the price, product, distribution, and promotional factors in the marketing strategy of culinary products. The attitude of traders to marketing strategies influences product and distribution factors. While the level of customer sophistication affects the price and nature of the product, promotion is influenced by the size of the income. The aggressive marketing strategy for culinary products is suggested by quadrant I of the SWOT analysis. In the development of this strategy, priority must be given to the attraction of new customers and consumers. This study has a limited number of samples and can only be applied to primary research data. The implications of the research results can be applied to determine the right marketing mix strategy and the development of marketing strategies for other commodities.

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