

Marketing and Service Promotion Strategy for Customer Satisfaction at Mie Gacoan Restaurant Cirebon

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ABSTRACT

Indonesian people who really like food that tastes spicy make this gacoan noodle restaurant always crowded with customers. Not only the taste of the food is very popular, this restaurant also sets very affordable prices. This study aims to determine the effect of marketing promotion strategies and to determine the effect of service on customer satisfaction. to determine the extent to which promotion and service to customer satisfaction. This research method is qualitative research, namely research that aims to understand the phenomenon of what is experienced by the research subject. For example, behavior, perception, motivation, action, and others. The results of this study indicate that the popularity of spicy gacoan noodles has attracted many people to this business plan, which can generate up to 50% profit. Many factors make Mie Gacoan. marketing strategies and service menus that suit the tongue of Indonesians who like spicy food but at a price of Rp. 10.000, - you can enjoy your meal at this restaurant.

Keywords: Marketing, Promotion Strategy, Service, Customer satisfaction

INTRODUCTION

Mie Gacoan is the number one spicy noodle restaurant in Indonesia under the auspices of PT Pesta Pora Abadi which was founded in 2016 owned by a young entrepreneur Harris Kristanto. With so many outlets spread throughout Indonesia, there are 29 outlets and have more than 3,000 employees.

Table 1 List of Mie Gacoan Restaurant Branches

No	City	Branch
1	Malang	Kendalsari, Jl. Jakarta, Ciliwung, Stasiun, Sukun, and Singosari
2	Surabaya	Ambengan, Wiyung, Manyar, Merr, Margorejo, Mayjen, Kenjeran, and Ahmad Yani
3	Yogyakarta	Colombo, Kota Baru, Godean, Taman Siswa, Babarsari, Magelang, Gejayan, and Wirobrajan

4	Semarang	Peterongan, Tembalang, Ngaliyan, Majapahit, Pamularsi, Banyumanik, and Veteran
5	Solo	Mawar, Solo Baru, Manahan, Jebres, and Kartasura
6	Bandung	Bandung, Dipati Ukur, Paskal, Dago, and Gatsu
7	Cirebon	Cirebon
8	Bali	Gatsu, Lenon, Pakerisan, Teuku Umar, Batubulan, and Dalung
9	Bogor	Bogor
10	Depok	Depok
11	Jakarta	Tebet

Source : www.miegacoan.com (2022)

The needs of Indonesian people who in fact like food that tastes spicy make this one restaurant a prima donna and it is always crowded with customers. Not only does the food taste very good, this restaurant offers very affordable prices, making this restaurant full, not only regular customers, but also full of online motorcycle taxi orders. With a modern interior, it makes added value for this restaurant, many of the visitors share their experiences on social media, which is a promotion that is very influential in purchasing this product.

With such a large influence of this restaurant on the needs and satisfaction of the community, the researcher wishes to study further related to the promotion and service strategy on customer satisfaction to become one of the references for the future regarding the factors that influence customer satisfaction.

From the description above, the formulation of the problem in this study is: "How is the marketing promotion strategy and service impact on customer satisfaction of gacoan noodles?". The purpose of this study was to determine the effect of marketing promotion strategies and to determine the impact of service on customer satisfaction.

LITERATURE REVIEW

This study examines matters relating to marketing and service promotion strategies on customer satisfaction at the Mie Gacoan Cirebon restaurant. Mie Gacoan Cirebon restaurant management must pay more attention to prices because discounted prices will make consumers want to come more, they will even invite friends or relatives to buy more products being sold and optimize services such as cashiers to services providing or finding comfortable seats.(Prasasti & Maisara, 2022). Quality of service quality has a significant effect on consumer loyalty in restaurants (Haryanto, 2013).

Price and service quality influence simultaneously on purchasing decisions. Price does not affect it significantly because many consumers do not pay attention to product prices when making purchases, even so Mie Gacoan's management still needs to consider providing price promos to attract consumer buying interest(Nuraini & Novitaningtyas, 2022)

From some of the existing literature, it turns out that it has not been able to provide a comprehensive discussion of marketing and service promotion strategies for customer satisfaction at the Cirebon gacoan noodle restaurant. Therefore, this journal exists to gather discussion from various sources to present a comprehensive understanding.

RESEARCH METHODS

This research method is qualitative research which is research that aims to understand the phenomenon of what is experienced by the research subject. For example behavior, perception, motivation, action and others. In terms of qualitative research, it has two main objectives, the first is to explain and reveal (descriptive and analytical) and the second is to describe and explain (explain and explain). This method can provide rich information about the reality being studied, which may be difficult to understand in words but very easy to apply. For the method of collecting data in this method, you can conduct interviews(Field, 2016).

RESULTS AND DISCUSSION

Mie Gacoan have become a popular food lately. Even though it is currently viral, Mie Gacoan is a restaurant that is always crowded with young people. The Mie Gacoan line is something that most people know about. Not only people who want to eat at Mie Gacoan restaurants, but also

food delivery drivers who are also rampant. As we can see, even the presence of Mie Gacoan makes many people want to try this spicy noodle. The popularity of the spicy gacoan noodles has made many people interested in this business plan, which can generate up to 50% profit. Many factors make the Mie Gacoan viral and popular, including:

1. Prices

Low prices support a andya diverse menu. From a business point of view, gacoan noodles not only reap a lot of profits, thus attracting many consumers from all walks of life. You could say the price is low so that even young people can enjoy it, for example on a menu that is offered starting from IDR 10,000 you can enjoy noodles in restaurants.

2. Branding

Mie Gacoan makes a logo according to market demand. Their target market is students so the price must be adjusted to their pockets. With the number 1 spicy noodle brand in Indonesia, consumers are increasingly reminded of gacoan, especially for those who like spicy food.

3. Good location

An important position is also one of the gacoan noodle business strategies. You can find these hotels near campuses, student housing, offices, and other branches that are easy to reach or along the road. Not only that, this hotel also offers a comfortable environment. Apart from the convenient location, they also provide facilities for guests to use such as wifi hotspot and music. This business plan has proven to make Mie Gacoan one of the most viral in Indonesia.

The service at Mie Gacoan is very good because even though waiting in line each of the staff divides the task, there is a special one in the kitchen cleaning the table quickly until there is a waiter looking for a seat for the customer, the serving of food is not too long and systematic in serving and writing a good menu does not happen whose name is wrong order.

Not only from the marketing strategy and menu service that suits the tongue of Indonesians who like spicy food, but at a price of Rp. 10,000., already can enjoy the food in this restaurant.

CONCLUSION

Based on research results, the popularity of spicy gacoan noodles has made many people interested in this business plan, which can generate up to 50% profit. Many factors make Mie Gacoan viral and popular, including: price, name list/branding, good location. The service at Mie Gacoan is very good and systematic in presenting and writing a good menu, there is no wrong order. In the marketing strategy and menu service that suits the tongue of Indonesians who like spicy food but

at a price of Rp. 10,000., already can enjoy the food in this restaurant. Suggestions for future researchers to broaden their horizons in theory and place analysis.

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