



Marketing Strategy in Increasing Consumer Buying Interest at Garuda Restaurant (Case Study at Garuda Restaurant Branch)

Surya Kumar ¹, Yuni Syahputri ^{2*}, Jafar Syahbuddin Ritonga ³, Hesti Sabrina⁴

¹⁻⁴ University of Medan Area, Indonesia

Address: Jl. H. Agus Salim Siregar, Kenangan Baru, Kec. Medan Tembung, Kabupaten Deli Serdang, Sumatera Utara 20223

Author correspondence: yunisyahputri@uma.ac.id

Abstract. This research aims to determine marketing strategies through SWOT analysis with a focus on segmentation, market position, targeting and marketing mix, which aims to increase consumer buying interest at Restaurant Garuda. The research results show that Restaurant Garuda implements various marketing mix strategies that influence the SWOT analysis, placing it in quadrant I (SO quadrant). This indicates a successful implementation of the odds and profits strategy, although with a slight difference of 2.4:2.95. Garuda Restaurant emphasizes the aspects of price, product, location and physical form of the building as the main factors that stimulate consumers' buying interest to try and remain loyal to their products. To maintain and increase consumer buying interest, it is recommended that Restaurant Garuda adopt product development strategies, improve brand image and maintain price stability. By implementing these strategies, it is hoped that Restaurant Garuda can maintain and increase their market share and customer satisfaction.

Keywords: SWOT analysis, marketing strategy, marketing mix, consumer buying interest and segmenting, targeting, positioning.

1. BACKGROUND

The fast food processing industry is indeed promising in Indonesia, this is supported by the fact that the food and beverage sector in Indonesia continues to grow rapidly and is considered one of the stable economic sectors. In addition, restaurants and eateries also have their own strengths in facing business challenges, such as the ability to quickly adapt to market trends and demands. In the food industry, SWOT analysis is used as a tool to understand the internal and external factors that affect the business, so that it can effectively increase competitive advantage in an increasingly competitive market.

In Indonesia, the geographical conditions are very supportive for the development of agriculture, especially for crops such as rice, vegetables, fruits, and spices which are the main raw materials for the fast food industry. This provides a great opportunity for restaurants and eateries serving traditional cuisine to use fresh and quality local ingredients, so that they can attract more customers. In addition, the use of local ingredients can also provide added value for restaurants and eateries, such as promoting cultural diversity and supporting local economic development.

Marketing strategy plays a very important role in business planning, especially in improving marketing coordination and effectiveness. With a mature marketing strategy, a business can achieve its goals more easily and in a focused manner. In addition, a good marketing strategy can also improve the quality of products and services offered, thereby increasing consumer interest in the product. This can have a positive impact on business growth and strengthen the brand image in the eyes of customers.

According to Irnanda & Husnurrofiq (2020) , marketing is not only about marketing products or services, but also includes the process of designing, communicating, delivering, and providing useful value to customers and society. Therefore, marketing strategies must pay attention to customer needs and desires and can create added value that differentiates products or services from competitors. People will be more interested in buying products that they consider to have value, so it is important for business actors to offer products that are considered valuable. Marketing plays an important role in designing the right strategy, with the aim of increasing consumer purchasing interest through a deep understanding of their needs, so that the strategies implemented can be right on target and result in meeting consumer needs. This can create repeat purchases and increase customer loyalty. Therefore, it is important to understand consumer interests, needs, and trends, which requires an understanding of consumer behavior so that marketing strategies can be effective.

Kotler & Keller (2013) explains that consumer behavior is the study of how individuals, groups, and organizations make decisions, acquire, and use goods, services, ideas, or experiences to satisfy their needs and desires. This behavior is closely related to purchasing interest, which can be interpreted as a positive consumer reaction to an object that reflects a desire to make a purchase. A deep understanding of consumer behavior provides a significant contribution to business actors in efforts to increase the purchasing power of the population.

In designing a marketing strategy, it is important for business actors to provide high-quality finished goods supported by competitive prices, so that they can optimally meet consumer needs and preferences. Product quality and appropriate prices are determinant factors in shaping consumer perceptions of the value of a product. In addition, superior service quality also plays an important role in increasing consumer satisfaction levels while strengthening customer loyalty on an ongoing basis.

Promotion and implementation of the right strategy have a significant role in increasing consumer buying interest, both from the newest consumer segments and existing consumers. Choosing a strategic location is a crucial element to ensure product accessibility

to the target market segment. To support business development and achieving future directions, business actors need to formulate systematic and analysis-based marketing tactics.

An effective marketing strategy must include identifying target markets and developing relevant value propositions, based on the results of a comprehensive market opportunity analysis. Theoretical approaches such as *Segmenting, Targeting, Positioning* (STP), the application of the marketing mix concept, and SWOT analysis can be used as a framework in designing a marketing strategy that is data-based and in accordance with market dynamics.

An example of a business that has successfully implemented an effective marketing strategy is Rumah Makan Garuda, which focuses on the food and beverage sector in Medan. This restaurant offers a variety of food, beverage, and side dish menus at affordable prices and with a traditional concept. Since its establishment in 1976, Rumah Makan Garuda has survived despite very tight competition in the culinary market. This success is driven by innovation in the menu and the fusion of two culinary cultures, namely Minang and Malay, which create a unique taste that attracts customers to return. In a preliminary interview with the manager, it was stated that the selection of the location at Jl. Gajah Mada No. 8, Petisah Tengah, Medan, was based on a good market, little competition, and a strategic location. This location is easily accessible and modern, providing an advantage in competing with other culinary places.

By continuously analyzing the strengths, weaknesses, opportunities, and threats of the business, the company can formulate the right strategy to survive and take advantage of existing opportunities, including in business expansion to strategic locations. Combining Minang and Malay culinary cultures and choosing a strategic location are key factors that help Rumah Makan Garuda increase its appeal to customers and survive in a competitive market.

2. THEORETICAL STUDY

Marketing strategy

Marketing strategy is a systematic approach designed by a company to achieve marketing goals in a planned and directed manner. This strategy includes the process of market analysis, identification of appropriate target markets, and development of an effective marketing mix based on consumer needs and preferences identified through market research. Gugup (2011) in (Gunawan & S, 2022) states that marketing strategy is a

structured framework that aims to identify and analyze target markets comprehensively, while designing and maintaining an optimal marketing mix to meet and satisfy consumer needs and preferences sustainably (Kereh et al., 2018) .

In addition, marketing strategy is a fundamental component that must be implemented by the company in a planned, consistent manner, and adjusted to market dynamics. This strategy aims to achieve relevant market segmentation sustainably in the long term, while meeting the company's operational targets in the short term in order to face the existing level of competition (Sitorus & Utami, 2017) . By implementing an effective marketing strategy, companies can build strong relationships with consumers, increase sales, and strengthen their position in the market, even in a tight competitive situation.

Consumer Purchase Interest

Interest or attraction is a psychological phenomenon that plays a significant role in influencing individual behavior, which drives actions that are in line with their preferences or desires. In the context of consumer behavior, purchase interest can be viewed as one component that describes an individual's tendency or interest in making a purchase of a product, which is related to the consumer decision-making process. According to Kinnear and Taylor (1996) in (Safrina et al., 2023) , Purchase interest is one component in consumer behavior that reflects the respondent's tendency to take initial action before the purchase decision-making process takes place.

Purchase interest is closely related to the consumer's intention and desire to make a purchase, which is often indicated at the information search and product evaluation stages. The consumer behavior that emerges can be measured based on the intensity of the consumer's desire and intention to engage in behavioral patterns related to purchasing decisions. In an effort to fulfill their needs and desires, consumers tend to be motivated to seek further information about the products or services that interest them, which ultimately leads to purchases as an effort to fulfill those needs (Putri, 2022) . This process shows that purchase interest functions as an important link between interest in a product and the actual purchase action.

3. RESEARCH METHODS

This study uses a descriptive design with a qualitative approach. This approach was chosen to explore the ongoing phenomenon in depth and comprehensively. As a philosophical basis, this qualitative research refers to the post-positivism paradigm, as

explained by Sugiyono (2019) , which utilizes researchers as the main instrument in data collection, with *purposive* and *snowball* sampling .

The population in this study includes all parties directly or indirectly related to the activities of Rumah Makan Garuda, such as management, employees, and consumers. The research sample was selected using a *purposive sampling technique* , namely by appointing informants based on criteria relevant to the research objectives. The key informant is the manager of Rumah Makan Garuda, who is considered to understand marketing strategies and has broad insights related to operations. The main informants are two employees who are directly involved in social interactions at the research location. In addition, consumers were selected as additional informants to provide views from the customer's perspective.

The data collection technique in this study was carried out through method triangulation, which includes observation, in-depth interviews, documentation studies, and *focus group discussions*. (Bungin, 2015) . Observation was conducted to observe the situation directly at the research location, while in-depth interviews were used to dig up specific information from informants. Documentation studies involved collecting secondary data such as documents and operational records. *Focus group discussions* were conducted to obtain diverse views on the marketing strategies implemented.

The data analysis tool used in this study is SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*). This analysis helps researchers identify internal factors, such as the company's strengths and weaknesses, as well as external factors, such as opportunities and threats (Astuti & Ratnawati, 2020) .

The research model used focuses on the relationship between internal and external strategic factors. In this model, strengths (S) and weaknesses (W) represent the company's internal conditions, while opportunities (O) and threats (T) describe external dynamics. This research provides relevant strategic insights to improve marketing effectiveness and company competitiveness.

4. RESULTS AND DISCUSSION

Research result

The results of interviews with various parties at Rumah Makan Garuda provide a comprehensive picture of the marketing strategies implemented to increase consumer purchasing interest. The restaurant manager, Kasta Ginting, explained that this restaurant targets all groups, from children to adults, with a focus on lower-middle class customers who have a habit of enjoying Minang cuisine at lunchtime. This restaurant seeks to build

an image as a place that offers quality products with friendly service and affordable prices. Its signature menu includes typical Indonesian dishes such as rendang, Padang satay, and fish curry, which are the main attractions for customers.

Interviews with restaurant employees revealed how the operational process is carried out, from managing premium quality raw materials to serving dishes to consumers. Employees emphasized the importance of maintaining product quality and taste consistency as top priorities. On the other hand, interviews with consumers provided insight into their experiences while enjoying the service at this restaurant. Most consumers appreciated the taste of the food and affordable prices, but some also provided input on increasing menu variety and promotional strategies.

In addition to interviews, focus group discussions *were* conducted to gain a deeper understanding of consumer perceptions and needs. The FGD utilized a SWOT analysis that showed that Garuda Restaurant is located in quadrant I (SO), meaning the restaurant has the ability to take advantage of opportunities through its strengths. However, weaknesses such as less than optimal promotional strategies and limited product variations need to be addressed for improvement. Overall, the data from these interviews and discussions provide a strong foundation for restaurant managers to formulate more effective marketing strategies in the future.

a. Internal Environmental Analysis

1) *Strength / Strength*

Garuda Restaurant has several strengths that make it a favorite choice for consumers. Affordable menu prices, starting from IDR 20,000 to IDR 35,000, combined with typical Minang and Malay flavors, are the main attractions that make customers interested and loyal. In addition, the strategic location of the restaurant, located near a busy main road, schools, offices, and hotels, provides easy access for consumers, thus increasing visits. The quality of the raw materials used is also a significant advantage. This restaurant uses fresh premium ingredients, resulting in delicious and friendly food, as recognized by its loyal consumers. The attractive and comfortable design of the restaurant adds positive value, especially for adult customers who are looking for a suitable place to relax or gather.

2) *Weakness*

In addition to its strengths, this restaurant also has several weaknesses that need to be fixed. One of them is the large number of competitors selling similar dishes, such as Minang and Malay specialties, which are currently in demand in the culinary market.

The lack of innovation in products and concepts makes this restaurant face challenges in highlighting its uniqueness compared to competitors. The promotional strategy used is also considered inappropriate, because it is only carried out at certain times and focuses more on social media. The lack of physical promotion, such as installing banners or direct notifications by waiters, makes many consumers unaware of the promo. In addition, the service at the restaurant is often considered less than optimal, especially when it is crowded with visitors. Long waiting times for orders are one of the main complaints, which is recognized by the restaurant manager as an impact of the high number of customers. Another weakness is the lack of product variety, especially in the choice of drinks, which are needed by consumers when enjoying a meal. Improvements in these aspects are expected to increase competitiveness and customer satisfaction.

b. External Environmental Analysis

1) *Opportunity*

Restaurants with Minang and Malay cuisine concepts in Medan City are still relatively few, even though this area has quite rapid population growth. This significant population growth has also influenced economic development and created business opportunities, especially in the culinary sector. Unfortunately, restaurants that carry traditional cuisine with typical Minang and Malay concepts are still rarely found in this city. This is a great opportunity for Garuda Restaurant, which can take advantage of the lack of traditional culinary choices in this area to attract consumer interest. In addition, the location of the restaurant in the suburbs of Medan is the right market potential. Similar traditional restaurants tend to be expensive and located in very strategic locations, but with high costs. Garuda Restaurant can occupy a more affordable location but still present a unique traditional atmosphere, thus providing a different experience for consumers. Around this location, there are many culinary businesses that use the street vendor system. Thus, Garuda Restaurant can offer a more comfortable and traditional dining experience, so that consumers not only buy food to take home, but also enjoy the relaxed atmosphere in the restaurant.

2) *Threat / Threat*

On the other hand, Garuda Restaurant also faces several threats that need to be considered. One of them is the brand of competitor products that are already more well-known. Many other restaurants have been established for a long time and have strong brands, such as Kesayangan, Simpang Tiga Padang Restaurant, and others. These

competitor products have dominated the market first, so consumers tend to trust and are more familiar with these brands, making similar dishes no longer attract their attention. In addition, competitor product promotions are also more targeted. Many competitor restaurants use bulletin boards to convey attractive promotions on certain days, as well as provide direct information to consumers through friendly and informative service. This makes their promotions more effective and more widely known. Finally, the quality of service at competitor restaurants is often better. Speed and accuracy of service are very important in the culinary business, and competitors have shown service that is not only friendly, but also fast, which can increase customer satisfaction. This excellent service quality is a key factor in building customer loyalty.

Discussion

Previous research entitled "Marketing Strategy Analysis to Increase Consumer Purchase Interest at Mahkota Ayu Banjarmasin Store" (Irnanda & Husnurofiq, 2020) used the method used in this study is a qualitative descriptive approach, with data collection techniques including observation and interviews. In data analysis, researchers compared findings in the field with relevant theories about marketing strategies. This study does not use specific indicators or theories, but rather focuses more on research methods or results to see the extent of the implementation of existing marketing strategies, especially in terms of segmenting, targeting, and positioning. Based on these findings, researchers concluded that the Mahkota Ayu Store had implemented segmenting, targeting, and positioning strategies. In this study, this strategy is an important indicator used to analyze how far the marketing strategy has been implemented, and researchers assess the implementation of the strategy using SWOT analysis.

In contrast to the aforementioned studies, this study uses segmentation, targeting, and positioning indicators as a basis for measuring and analyzing the implementation of marketing strategies using SWOT analysis. With this approach, it is expected to be more in-depth in exploring the results of the implementation of existing strategies.

In other studies, such as that conducted by Ropiah et al., (2018) entitled "Analysis of De Box Cafe's Marketing Communication Strategy in Attracting Consumer Interest," also using qualitative descriptive methods, but researchers emphasize more on explaining the phenomena of the objects studied to gain a deep understanding of the marketing mix applied by De Box Cafe. In contrast, in this study, the method used is more directed at a more structured approach through focus group discussions, interviews, observations, and documentation with marketing mix indicators formed into detailed questions. The results

of the SWOT analysis in this study indicate that Garuda Restaurant is located in quadrant I (SO), which means that the strategy implemented focuses on utilizing strengths and opportunities to increase consumer buying interest.

Other studies, such as those conducted by Alviana et al. (2024) , Sukmawati & Negara (2022) , and (Muhdir et al., 2023) , also used qualitative descriptive methods with interviews, observations, and documentation to explore the implementation of the marketing mix. All of these studies produced findings that showed the implementation of the marketing mix in the strategies implemented. However, in this study, the analysis was carried out using more structured marketing mix indicators, as well as an emphasis on SWOT analysis to determine the position and its impact on increasing consumer purchasing interest.

The research "Marketing Strategy of Bambuden Boulevard Manado: SWOT Analysis" (Luntungan & Tawas, 2019) , "Application of SWOT Analysis to Marketing Strategy of Kamsia Boba Beverage Business" (Syaiful et al., 2020) and "SWOT Analysis as the Basis of Marketing Strategy of AIRUM Products" (Syahid & Suwarni, 2018) all used qualitative descriptive methods followed by interviews, documentation, and observation. These three studies also used SWOT analysis to assess the implementation of marketing strategies and produced findings that showed that their position was in quadrant I (SO), which indicated that their opportunities and strengths were utilized optimally.

The research on Garuda Restaurant attempts to explore further the relationship between the implementation of marketing strategies and increased consumer purchasing interest. Using qualitative descriptive methods through focus group discussions, interviews, observations, and documentation, as well as SWOT analysis, this study found that Garuda Restaurant is also located in quadrant I (SO), which indicates that the implementation of strategies that utilize existing opportunities and strengths has contributed to increased consumer purchasing interest.

5. CONCLUSION AND SUGGESTIONS

The results of this study indicate that the marketing strategy implemented by Garuda Restaurant is highly dependent on the marketing mix , which is the key to determining an effective business strategy. The SWOT analysis conducted shows that Garuda Restaurant is located in quadrant I (SO quadrant), which reflects the implementation of a strategy that utilizes opportunities and strengths to increase consumer purchasing interest. Although there is a thin comparison of values between the opportunity and strength factors (2.4:2.95),

Garuda Restaurant has succeeded in creating an attraction for consumers through aspects of price, product, location, and physical design of the building that arouse consumer interest in starting and becoming loyal to the products offered. To maintain and increase consumer purchasing interest, Garuda Restaurant needs to implement various additional strategies, such as product development, brand image enhancement, and price stability, in order to maintain competitiveness and continue to attract market attention.

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