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## Marketing Mix Analysis in Bang Al Fried Chicken Sales

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### ABSTRACT

**Objectives:** This study aims to analyze the marketing strategies implemented by Fried Chicken Bang Al, a street food producer of ready-to-eat fried chicken. Specifically, it examines the application of the marketing mix (product, price, place, and promotion) in influencing sales performance.

**Methodology:** The research employs a qualitative descriptive approach, utilizing Philip Kotler's marketing mix theory. Data credibility is ensured through triangulation, and the analysis follows an interactive process involving data collection, data reduction, data presentation, and conclusion drawing.

**Findings:** The study reveals that Fried Chicken Bang Al has not fully optimized its marketing mix strategy. Weaknesses are identified in advertising, promotion, and location. While the location is relatively strategic, it lacks dine-in facilities. However, pricing is a strong point, as the affordability of Fried Chicken Bang Al makes it competitive in the market.

**Conclusion:** The marketing mix plays a positive role in maintaining sales stability. To enhance consumer interest and increase sales, Fried Chicken Bang Al should further develop its marketing strategy, particularly in terms of location and promotional activities.

**Keywords:** Product; Price; Place; Promotion; Sales.

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### INTRODUCTION

Modernization has significantly influenced consumer behavior, leading to rapid changes in lifestyles and purchasing decisions. According to Kotler and Keller (2009), consumers today prioritize efficiency and convenience, which has led to the rise of the fast-food industry. This shift in consumer demand presents both opportunities and challenges for businesses operating in the sector.

The growing urbanization and fast-paced lifestyles have significantly contributed to the increasing demand for quick-service restaurants and street food businesses. Consumers, especially those in urban areas, are more inclined towards fast food due to its accessibility, affordability, and time-saving benefits Kotler dan Armstrong (2007). The fast-food industry has become an integral part of modern society, fulfilling the needs of working professionals, students, and busy individuals who require convenient meal solutions. As a result, food businesses must continuously adapt to evolving consumer preferences, technological

advancements, and competitive market dynamics to sustain and expand their operations (Febrian & Ramli, 2024).

The food industry, particularly street food businesses, has seen immense growth due to the increasing preference for quick-service meals (Sumarni & Soeprihanto, 2005). Street food vendors have evolved from traditional food carts to more structured business models, incorporating modern marketing techniques and improving product quality to meet consumer demands. This evolution has allowed small businesses to compete effectively with established fast-food chains (Tjiptono, 2008).

Fried Chicken Bang Al is a street food business in Bandung that aims to cater to this demand by offering high-quality yet affordable meals. Positioned within a highly competitive market, Fried Chicken Bang Al must differentiate itself through its unique product offerings, customer service, and marketing strategies. Given the vast number of similar businesses, maintaining a competitive edge requires continuous innovation, promotional efforts, and an understanding of consumer purchasing behavior.

As Kotler & Armstrong (2008) suggest, a well-structured marketing mix—comprising product, price, place, and promotion—plays a crucial role in determining the success of a business. The ability to implement these elements effectively can influence customer satisfaction, brand loyalty, and overall business sustainability. Businesses that fail to integrate a robust marketing mix may struggle to retain customers and achieve long-term profitability.

This research aims to analyze the marketing mix strategies employed by Fried Chicken Bang Al and examine their impact on sales performance. By identifying strengths and weaknesses in its marketing approach, this study seeks to provide strategic recommendations for enhancing its competitive advantage and overall business growth. The findings of this research will be valuable not only for Fried Chicken Bang Al but also for other small-scale businesses looking to optimize their marketing strategies in the fast-food sector.

Moreover, this study will contribute to the broader understanding of how small food enterprises can thrive in competitive markets through effective marketing strategies. By exploring the interplay between consumer behavior, promotional techniques, and business operations, this research aims to provide actionable insights that can be applied to similar businesses seeking growth and sustainability in the evolving fast-food industry.

## **LITERATURE REVIEW**

Marketing mix is a combination of 4 variables or activities that are the core of a company's marketing system, namely: product, price structure, promotional activities, and distribution system". Marketing mix is one of the main components in marketing that will affect the achievement of the goals of an organization or company (Dharmmesta, B Swastha, 2007).

Marketing mix is a mixture of controllable marketing variables used by a company to achieve the desired sales level in the target market (Kotler, Philip, Marketing Management, 2007). So from the several definitions above, it can be concluded that the marketing mix is activities that can be carried out by business actors to influence demand for their products and the collection of activities that are combined will determine the level of business success (Sunarya & Nurhayati, 2024). So it is clear that business success is determined by the ability of a business to combine marketing activities such as products, prices, places, and promotions. In marketing there is a strategy called Marketing mix.

Marketing mix has an important role in the success of marketing, both product marketing and service marketing. The goal of this strategy is to increase sales figures that can generate profits by meeting and satisfying consumers. Furthermore marketing mix is a fundamental concept in marketing that consists of four elements: product, price, place, and promotion (Kotler, 2008). These elements must be effectively combined to maximize customer satisfaction and business success.

### **Product**

Defined as any tangible or intangible offering that fulfills customer needs and preferences (Dharmmesta, 2007). A well-developed product should meet customer expectations in terms of quality, design, and packaging. In the fast-food industry, factors such as taste, consistency, and uniqueness play a significant role in attracting customers.

### **Price**

The monetary value assigned to a product or service. Pricing strategies must align with consumer affordability and perceived value (Kotler & Keller, 2009). Competitive pricing helps businesses maintain customer loyalty and achieve a stable market position.

### **Place**

Distribution strategies focus on delivering the product to consumers through optimal locations and channels (Sumarni & Soeprihanto, 2005). Location plays a crucial role in fast-food businesses, as high-traffic areas contribute to increased sales volume.

### **Promotion**

Communication strategies aimed at informing, persuading, and reminding consumers about the product (Kotler & Armstrong, 2008). Effective promotional strategies include advertising, digital marketing, discounts, and word-of-mouth marketing.

## **METHOD**

Research method is a way taken in relation to the research conducted and has systematic steps. According to Sugiyono (2014:6), research method can be interpreted as a scientific way to obtain valid data with the aim of being able to find, develop, and prove, a certain knowledge so that it can be used to understand, solve, and anticipate problems. Research method is very important to solve research problems and can include research procedures and techniques.

This study uses a descriptive qualitative method to analyze the marketing mix strategies of Fried Chicken Bang Al Bandung City. The research relies on direct observations, structured interviews with the business owner, and analysis of business documents. The research utilized triangulation techniques to enhance credibility, involving:

1. Data Collection : Gathering primary data through interviews and observations, supported by secondary data from related literature.
2. Data Reduction : Filtering and organizing data relevant to the research objectives.
3. Data Presentation : Structuring the analyzed data into meaningful categories.

4. Conclusion Drawing : Interpreting findings to develop recommendations for business improvement.

## **RESULTS AND DISCUSSION**

### ***Results***

Fried chicken bang Al is engaged in the culinary field in the form of a jongko located on Jalan raya Cibaduyut Bojong Loa Kidul Bandung. It was established in June 2016 with the aim of fulfilling basic human needs for hunger through delicious fast food at affordable prices.

Previously, Mr. Dani as the business owner did not expect to open a business in the culinary field like this, because he previously worked in a textile company and did not have a chef background or any profession related to the culinary world, but the idea to build a culinary business jongko came after being laid off from his workplace.

Observations were conducted at Jongko Fried Chicken Bang Al Jalan Raya Cibaduyut Bojong Loa Kidul Bandung for 3 months starting from October to December. The objects of observation were marketing activities carried out by Fried Chicken Bang Al, such as product information, price list information, location and promotional activities. Interviews were conducted with the owner of Fried Chicken Bang Al, Mr. Dani. Interviews with the business owner were conducted at the location of Fried Chicken Bang Al. From this background, Mr. Dani provided answers to several questions asked.

### **Product Strategy**

Fried Chicken Bang Al differentiates itself by offering a unique menu selection, including chicken geprek with red and green chili sambal, catering to the local taste preference (Mas'adi et., al, 2024). The use of fresh and high-quality ingredients contributes to its distinct flavor, enhancing customer satisfaction and repeat purchases. However, one limitation is the limited variety of menu options, which may restrict potential customer interest. Expanding the menu by introducing complementary products such as beverages or additional side dishes could enhance the overall customer experience.

### **Pricing Strategy**

The pricing strategy employed by Fried Chicken Bang Al follows a competitive pricing model, offering meals ranging from IDR 6,000 to IDR 10,000. This price range aligns with the spending habits of the target consumers, particularly factory workers and students who prioritize affordability. Competitive pricing has contributed to stable sales volume, but there is potential for profit optimization through bundle offers and premium menu options that appeal to different customer segments.

### **Place (Location) Strategy**

Philip Kotler's (2008) opinion on distribution is "Various activities carried out by companies to make their products easily obtained and available to target consumers". What is meant is the media used to distribute products from consumer to consumer, namely location. Fried Chicken Bang Al is strategically located in a high-traffic area near textile factories and retail stores, ensuring a steady flow of potential customers. However, one significant drawback is the lack of dine-in facilities, which limits customer convenience. Many consumers prefer to have a place to sit and eat, particularly those who are taking a break from work. Investing in basic seating

arrangements and improving the ambiance could attract more dine-in customers and increase sales.

### **Promotion Strategy**

The promotional efforts of Fried Chicken Bang Al are primarily reliant on word-of-mouth, banners, and occasional discounts. The business briefly attempted online sales through GoFood but discontinued due to financial constraints. In the current digital landscape, expanding online presence through social media marketing, influencer partnerships, and online food delivery services could significantly boost brand awareness and sales performance. Utilizing digital promotions, such as targeted advertisements and loyalty programs, would help attract a broader audience and increase customer retention.

### **Consumer Feedback and Market Positioning**

Customer feedback indicates a high level of satisfaction with the product quality and affordability. However, areas for improvement include service speed, order accuracy, and menu diversification. Conducting regular customer satisfaction surveys and implementing feedback-driven improvements can help Fried Chicken Bang Al strengthen its market positioning. Additionally, benchmarking against competitors and identifying gaps in service and product offerings can provide insights for future business development.

The findings indicate that while the pricing and product strategies are strengths, the business could improve its location facilities and promotional activities to attract more customers and increase sales. By addressing these areas, Fried Chicken Bang Al can enhance its competitive advantage and achieve long-term sustainability in the fast-food industry.

### **CONCLUSION**

The marketing mix plays a vital role in the sales stability of Fried Chicken Bang Al. While product and pricing strategies contribute positively to business performance, improvements in promotional efforts and location facilities are necessary to enhance customer attraction and retention. Expanding digital marketing and reconsidering online sales platforms may further boost revenue.

1. Bang Al's fried chicken products prioritize the taste and quality of their products by using quality ingredients such as fresh chicken purchased from traditional markets every day to maintain the quality and taste of the product.
2. The price of Bang Al's fried chicken products is affordable, starting from IDR 6,000 to IDR 10,000 with rice or one package so that middle to lower class consumers can buy at an affordable price which makes sales every month always stable.
3. The location of fried chicken bang Al is very strategic, namely on Jalan Cibaduyut Lama No. 59, Cibaduyut, Kec. Bojongloa Kidul, Bandung City. However, this fried chicken bang Al business has not provided a place to eat for consumers so that buyers can only do the take away system or take home and make sales less than optimal.
4. Bang Al's fried chicken promotion is used through direct marketing, namely using word of mouth or verbal marketing, written on the sales cart, and consumer social media, so that several of these promotional methods are able to create stable sales.

## Suggestions

Suggestions that the author would like to give to fried chicken bang Al:

1. Existing products should maintain their taste and quality, it is hoped that there will be additional new products in the fried chicken bang Al menu such as beverage products and other processed chicken products.
2. The price is quite affordable and can compete with other fried chicken competitors, so it is hoped that the existing price will be maintained.
3. Fried chicken bang Al should provide a dining area to increase sales because the location is already strategic.
4. For the promotion of fried chicken bang Al, it is maintained and improved more intensively by carrying out various promotions such as adding discounts at certain times, collaborating with culinary pages through online media such as Facebook, Instagram, and other online media to reach a wider market.

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