

ABSTRACT

In recent years there has been an increase in the number of businesses in Indonesia which requires business people to be able to develop and compete. So it is necessary to design a marketing strategy that suits consumer desires. MSMEs operating in the food sector occupy first position in Indonesia as they play a central role in driving economic growth. One of them is the Sakinah Restaurant which is located in Tegal district. In recent years, in running its catering business, Sakinah Tegal Restaurant has experienced a decline in consumer buying interest. To better understand the problems that occur, a comparison and identification of problems is carried out using marketing mix theory. Given these problems, it is necessary to be able to design a marketing strategy that is right on target and in accordance with the analysis of factors that can increase customer demand to buy. Questionnaire data from 154 respondents were processed using simple linear regression analysis and the help of the SPSS application. Using the dependent variable, namely purchase interest, and the independent variable using promotion factors, product quality, service quality, brand awareness and communication. In this research, factors were found that could increase buying interest, because factors were found that had a positive and significant influence on buying interest, these factors were promotion, brand awareness, and communication. Therefore, factors that can increase buying interest can be used as a basis for designing marketing strategies carried out in this research. The marketing strategy results obtained in this research are carrying out promotional activities using the social media platforms Whatsapp and Instagram, collecting positive reviews from customers, giving gifts or gifts to customers who are proven to be able to recommend catering businesses and can convey product and service information clearly.

Keywords: Marketing Strategy, Catering, Promotion, Product Quality, Service Quality, Brand Awareness, Communication, Purchase Intention, Regretion analysis, SPSS.