

Analysis of the 7P Marketing Mix and Strategic Recommendations Using an Omnichannel Approach: A Descriptive Study of Cooler City, Telukjambe Timur, Karawang

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ABSTRACT

This study examines the integration of the 7P marketing mix with a multichannel approach at Cooler City Telukjambe Timur Karawang, focusing on its impact on customer experience and business competitiveness. This study addresses the gap in understanding how this strategy is implemented in the Indonesian food and beverage industry, especially in a competitive market. Using a descriptive qualitative method, data was collected through management interviews, direct observation, and digital platform analysis. The study findings revealed that implementing the 7P strategy increased customer engagement through diverse product offerings, flexible pricing, strategic locations, and active social media promotions. However, some areas that need improvement include optimizing digital promotions through influencer collaboration and developing a direct ordering platform. The study concluded that although the 7P and cross-channel strategies have been implemented effectively, continuous digital marketing and staff training innovation is essential to maintain competitiveness and support sustainable growth in the ice cream and beverage sector. Recommendations emphasize enhancing digital promotion strategies and improving customer service processes to ensure a consistent customer experience across all channels.

Keywords: Marketing Mix, 7P, Omnichannel, Cooler City, Karawang

Introduction

Information technology and digitalization have significantly changed businesses, particularly consumer interaction. In the modern era, consumers are no longer limited to just one purchasing channel. Typically, they expect a seamless and consistent experience across various online or offline touchpoints. This phenomenon is known as omnichannel, a strategy enabling integration between sales and marketing channels so consumers can shop, interact, and receive services anywhere and anytime without barriers. According to [1], an omnichannel marketing strategy is a series of actions taken by producers within the marketing channels aimed at creating conditions that consider the interests of both parties to build mutually beneficial long-term relationships.

Indonesia is currently experiencing accelerated adoption of omnichannel, where many retail companies and those in other sectors are integrating their online and offline operations to meet the increasingly dynamic market demands. For example, omnichannel retail allows consumers to experience an omnichannel environment in physical stores, such as exploring product information that can only be found through digital channels, along with the added benefits of touching, feeling, and seeing how products work, sharing information with friends, or receiving social media feedback from peers. After consumers leave the store, they can remain connected to new product information and sales events through the cross-channel platform [2]. The need for a consistent experience across various channels and changing consumer preferences prioritizing convenience makes omnichannel a crucial strategy in the modern business landscape. Multichannel encourages sellers to continually innovate and blur the lines between the virtual and physical worlds by integrating various sales and service channels, such as physical stores, websites, television, mobile devices, and other technology platforms, to enhance operational sales performance [3].

Therefore, business actors need an integrated marketing strategy with a marketing mix to influence purchasing decisions. This will lead to an increase in sales volume and help in facing intense competition with similar products [4]. Thus, in this context, implementing the 7P model (Product, Price, Place, Promotion, People, Process, and Physical Evidence) becomes essential in supporting the success of the multichannel strategy. The marketing mix is a set of marketing tools companies use to achieve their marketing objectives in the target market [5]. The marketing mix consists of controllable elements, each used by a company to influence its target market. These elements are essential tactical components in the marketing strategy [6]. Each element of the 7P must be carefully considered and optimized to support one another in creating a cohesive and consistent customer experience. For instance, the products offered should align with consumer preferences across both channels, pricing must be transparent and competitive on all platforms, promotions should be designed to be accessible both online and offline, and customer service processes should be standardized regardless of the channel used. This indicates that the marketing mix plays a crucial role in determining the success of a marketing strategy, ultimately contributing to increased customer satisfaction [7].

Cooler City, an ice cream and tea business, is an example of an enterprise leveraging an omnichannel strategy in its marketing mix. Under the umbrella of PT Hakata Asia Indonesia and part of Boduo International, Cooler City Telukjambe Timur Karawang offers a unique culinary experience by blending local flavors with international quality. The business has rapidly grown since its debut in Indonesia in 2022 and has opened opportunities for partners to join through franchising. Cooler City Telukjambe Timur Karawang is committed to delivering high-quality products and providing an enjoyable consumer experience through various marketing channels as part of a competitive culinary industry. Cooler City Telukjambe Timur Karawang implements the seven elements of marketing strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) to enhance competitiveness and attract more customers. However, a company must study everything about its competitors to design an effective marketing strategy. The company must continuously compare its marketing strategies, products, pricing, distribution channels, and promotions with its closest competitors [8]. Therefore, further optimization is needed to face the increasingly tight market competition, especially in integrating the cross-channel strategy to reach consumers and expand market segments effectively. Compared with major competitors such as Mixue, which has developed a more mature omnichannel ecosystem through e-commerce platforms and strategic partnerships with delivery services such as GrabFood and ShopeeFood, Cooler City has yet to fully optimize its omnichannel strategy, particularly in integrating digital and offline touchpoints to enhance consumer engagement and operational efficiency. Mixue has successfully integrated digital promotions with offline experiences through e-commerce-based distribution and a competitive pricing strategy, positioning Mixue as a leading brand in omnichannel implementation within the industry. Meanwhile, other competitors, such as Gulu Zhuan, still have limitations in broad omnichannel adoption.

Therefore, this research aims to identify the extent to which the omnichannel strategy is applied at Cooler City Telukjambe Timur Karawang within the seven elements of the marketing mix. By understanding the role of each element in the marketing mix and how the integration between channels can be optimized, it is hoped that the results of this research can provide broader insights and practical marketing strategies that can serve as proposals for Cooler City Telukjambe Timur Karawang to enhance and optimize their marketing strategy and customer experience through the integrated retail approach strategy. Moreover, this study offers a novel perspective by extending the 7P marketing mix framework, specifically within the omnichannel context in Indonesia's F&B industry. Unlike previous studies that primarily focus on general retail or service sectors, this research provides an in-depth analysis of how omnichannel strategies interact with each element of the 7P framework, offering a more nuanced understanding of its implementation in a competitive, high-growth market.

Research Methods

The object of the research is Cooler City, a business in the ice cream and beverage sector located in Telukjambe Timur, Karawang. Cooler City Telukjambe Timur Karawang is part of PT Hakata Asia Indonesia and has a global franchise network through Boduo International. This business offers a variety of ice cream and tea products combined with a unique culinary experience. Cooler City Telukjambe Timur Karawang is a culinary destination that prioritizes product quality and creates beautiful customer memories. This research focuses on implementing the marketing mix framework at Cooler City Telukjambe Timur Karawang and optimizing the multichannel strategy that has been applied to enhance customer satisfaction and competitiveness. The study will examine how each element of the marketing

mix is integrated through various marketing channels, both online and offline, to create a cohesive and compelling customer experience.

Data and Data Collection Techniques

The data in this research is qualitative, consisting of both primary and secondary data. To strengthen the generalizability and depth of the analysis, the primary data is obtained through multiple sources, including face-to-face interviews with the store manager of Cooler City Telukjambe Timur Karawang, three store staff, and three customers, to ensure a more comprehensive understanding of the research objectives. The selection of informants in this research employs purposive sampling techniques. Purposive sampling is a method of selecting informants deliberately by the researcher, considering various specific criteria [9]. These criteria include Knowledge about the research object (store manager and staff), Direct experience as customers interacting with the business, and Structural roles in the research site (managerial or operational staff). In addition to interviews, primary data is supported by a customer satisfaction survey with a short questionnaire distributed to 30 Cooler City Telukjambe Timur Karawang visitors. The survey focuses on measuring satisfaction with the marketing mix and omnichannel strategy applied by the store. This data provides additional quantitative insights to complement the qualitative analysis. Observations of activities in the store—such as customer interactions, transaction processes, and on-site promotional strategies—were also conducted to gather direct evidence of operational practices. Secondary data is obtained from supporting documents, such as sales reports (monthly data), historical business records, and digital platforms used by Cooler City Telukjambe Timur Karawang, including its social media and e-commerce platforms. This data offers further insights into how the omnichannel strategy is applied and evaluated within the 7P model.

Data Processing Techniques

Data processing in this research integrates both qualitative and quantitative approaches. The qualitative data, obtained through interviews, observations, and documentation, was organized and analyzed descriptively to understand the implementation of the 7P model and omnichannel strategies[10]. The quantitative data, derived from customer satisfaction surveys and monthly sales records, was analyzed to identify patterns and trends that support the qualitative findings. Combining these two approaches ensures a more comprehensive understanding of the strategies implemented at Cooler City.

Data Analysis Techniques

The data analysis employs a descriptive qualitative approach complemented by quantitative insights to enhance the depth and accuracy of the findings. The qualitative analysis involves organizing and narrating the interviews, observations, and documentation results to describe how the marketing mix elements (product, price, place, promotion, people, process, and physical evidence) are optimized through an omnichannel approach. To strengthen the analysis, quantitative data—such as sales history and customer satisfaction survey results—are integrated to triangulate the findings. This mixed-method approach ensures alignment between implemented strategies and marketing theories while highlighting improvement areas. The analysis results are summarized to provide actionable recommendations for optimizing the marketing strategy at Cooler City Telukjambe Timur Karawang.

Results and Discussion

Cooler City Telukjambe Timur Karawang has adopted an effective marketing strategy by integrating the model (product, price, place, promotion, people, process, and physical evidence) through an omnichannel approach. This study analyzes interviews, observation data, and questionnaire surveys to evaluate the seven elements of marketing's role in enhancing customer satisfaction and competitiveness. The following are the results and discussion regarding implementing the marketing strategy at Cooler City Telukjambe Timur Karawang, which can provide deeper insights.

Product



Figure 1. Sample products from Cooler City Telukjambe Timur Karawang

Figure 1 provides an overview of some of the leading products the Cooler City franchise owns, namely ice cream. According to [11], a product is anything that can be offered to the market to attract attention, be purchased, owned, used, or consumed, aiming to satisfy the wants or needs of its users. Cooler City Telukjambe Timur Karawang offers a variety of products, including ice cream, beverages (coffee, chocolate, matcha, smoothies), and waffles. Initially, the primary focus of this business was on ice cream; however, over time, it has expanded to include various drink and food options to attract a broader market segment. These products are tailored to different age groups, such as coffee drinks targeted at adult consumers. The application of an omnichannel strategy supports promoting these products, even though there are limitations in selling certain products, such as cone ice cream that can quickly melt.

Price

Item	Price (Rp)
Ice Cream	8k
Smoothies	12k
Coffee	19k
Desserts	12k
Chocolate	16k
Matcha	17k

Figure 2. Product Menu Price List

Figure 2 displays the consistent pricing within the franchise. According to [11], price is one of the marketing mix variables influencing consumers' purchasing decisions. Therefore, Cooler City Telukjambe Timur Karawang employs a flexible pricing strategy with two types of online and offline promotions. The price of online platforms increases due to additional costs from services like Grab and Gojek. Significant discounts are also implemented to attract more customers, and prices remain competitive despite profit reductions from online platforms.

Place

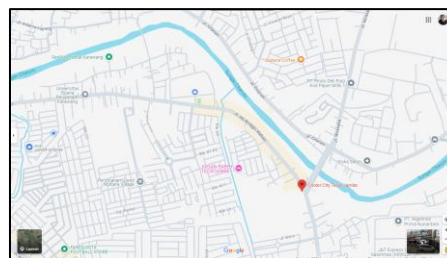


Figure 3. Location of Cooler City Telukjambe Timur Karawang

Figure 3 above shows one of the marketing strategies in the Cooler City franchise's online and offline aspects, namely the placement of places that can be searched through online media. It relates to how the services are delivered to consumers and where the most optimal locations are situated [12]. Cooler City Telukjambe Timur Karawang is located in Telukjambe Timur, Karawang, West Java. Its strategic location is near a university and busy traffic routes, facilitating customer access and enhancing the store's visibility. Additionally, it is situated at an intersection that serves as a pickup point for PT employees and is a primary access route to the two universities in Karawang. Managing raw materials is

centralized in Tangerang, ensuring efficient distribution to other branches. The store's placement on Google Maps, along with partnerships with online delivery services such as Gojek, Grab Food, and Shopee Food, aids customers in easily finding and ordering products.

Promotion



Figure 4. *Use of Graphic Media as a Form of Promotion*

Figure 4 above shows that the research site has implemented one of the 7P marketing aspects: Promotion. This shows that promotional media will undoubtedly attract buyers' interest, both offline and online. According to [13], the promotion aims to convince customers to make purchasing decisions regarding products or services to increase the company's sales. Cooler City Telukjambe Timur Karawang utilizes social media, especially Instagram and TikTok, to promote their products. Although these efforts have been made, the results are still not optimal (as seen in Figure 8 below because sales often decline). This is also reinforced by the interview results, which stated that promotions, especially through online media, are still inconsistent, so in this case, promotions can still be improved. To enhance attractiveness, Cooler City Telukjambe Timur Karawang must often implement bundling promotion strategies, such as providing discounts or offering free shipping with a minimum purchase amount, especially for online purchases, and do it with consistency. However, they have yet to implement more focused marketing strategies, such as involving content creators or Brand Ambassadors (BAs), which could significantly increase engagement with the audience. Meanwhile, they also have a member feature that allows customers to save a WhatsApp number and receive special offers. However, this approach has not been entirely consistent due to concerns about customer experience that might feel disrupted. In addition, Cooler City Telukjambe Timur Karawang is also looking for ways to increase its social media followers to build a strong brand image and attract a broader customer base.

People



Figure 5. *Employees of Cooler City Telukjambe Timur Karawang*

Figure 5 above shows how employees provide the best service to their customers. Remembering the role of human resources is crucial in the implementation of the marketing mix, as it involves direct human involvement, making it an essential element in the execution of marketing strategies [14]. The staff team at Cooler City Telukjambe Timur Karawang consists of six people working two shifts. The staff has also received training to ensure friendly and professional customer service, both online and offline. This step is taken before employees begin working at Cooler City, as customer satisfaction is the top priority. The aim is to maintain good relationships with consumers through quick and accurate service, such as responding to orders. Also, maintaining flavor consistency ensures customers keep returning and placing repeat orders [15]. In addition, weekly evaluations are conducted to improve service quality.

Process

The process is a series of activities carried out until the service requested by the customer is received with satisfaction [16]. Certain companies usually have unique or special ways of serving

customers [17]. The customer service process at Cooler City Telukjambe Timur Karawang, both in-store and online, is well-managed. For offline orders, products are prepared when customers arrive, ensuring the freshness of the ice cream and beverages. Additionally, the payment process utilizes digital methods like QRIS for online and offline transactions. Cooler City Telukjambe Timur Karawang also plans to gather customer feedback through suggestion boxes or online surveys to improve service processes in the future.

Physical Evidence



Figure 6. *Physical Evidence of Facilities and Service Provision for Cooler City Telukjambe Timur Karawang*

Physical evidence includes elements such as the service provider's building or facilities, employees' appearance, and other aspects like cleanliness and uniformity of clothing [18]. Based on observations and the evidence in Figure 6 above, Cooler City Telukjambe Timur Karawang has branding that uses bright blue as a distinctive visual identity. The store is also decorated with stickers on the glass and walls, providing an attractive visual experience for customers. The seating on the store's second floor offers a space to relax, one of its unique features compared to competitors.

The 7P marketing mix strategy at Cooler City Telukjambe Timur Karawang has been well integrated through an omnichannel approach, although there is still room for improvement. Some elements, such as products and location, have been optimized, but aspects like promotion and customer interaction through social media still require further development. Considering the important role of omnichannel in delivering a seamless customer experience across various marketing channels, Cooler City Telukjambe Timur Karawang needs to be more active in managing social media content, utilizing digital advertising features, and collaborating with influencers to expand its market reach. The research findings [19] indicate that optimal online marketing investment is not always greater than offline investment despite the significant impact of online advertising. The study reveals that the effects of an integrated omnichannel marketing strategy are crucial factors influencing the expected profits from both channels. While implementing the omnichannel strategy has supported increased sales and customer experience, challenges remain in optimizing online presence and maintaining consistent service quality. Future recommendations include enhancing digital promotion strategies, more frequent customer satisfaction evaluations, and utilizing more advanced technology for managing Customer Relationship Management (CRM) and inventory.

Recommendations for Proposed Optimization of the 7P Marketing Mix Through Omnichannel Strategy

Cooler City Telukjambe Timur Karawang needs to implement recommendations for optimizing the 7P marketing mix through an omnichannel approach to enhance competitiveness and customer satisfaction. These recommendations are designed to create synergy between various marketing channels, both digital and physical, to provide a more integrated and satisfying experience for customers. Below is a description of the recommendations for optimizing the 7P marketing mix at Cooler City Telukjambe Timur Karawang through an Omnichannel Strategy.

Product

To enhance the competitive advantage of Cooler City Telukjambe Timur Karawang, it is recommended to add exclusive product variants that are only available through online platforms, such as bundling packages or special promotions on delivery apps. Additionally, expanding the product line to include food items (such as waffles or additional desserts) can attract more customer segments, especially by utilizing omnichannel strategies to promote new products simultaneously across all channels. Furthermore, Cooler City Telukjambe Timur Karawang could also conduct benchmarking by comparing their products and processes with competitors or leading companies in other industries [8]. The aim is to

identify best practices and seek ways to enhance quality and performance. This benchmarking is an effective method to improve the competitiveness of Cooler City Telukjambe Timur Karawang.

Price

Price optimization can be achieved by focusing more on dynamic pricing algorithms, where prices can be adjusted based on real-time demand and special offers depending on time or location. Additionally, implementing a loyalty-based membership strategy that offers larger discounts to frequent customers can enhance retention and customer satisfaction. Cooler City Telukjambe Karawang can also offer products in bundled packages at lower prices, encouraging customers to purchase more[20].

Place

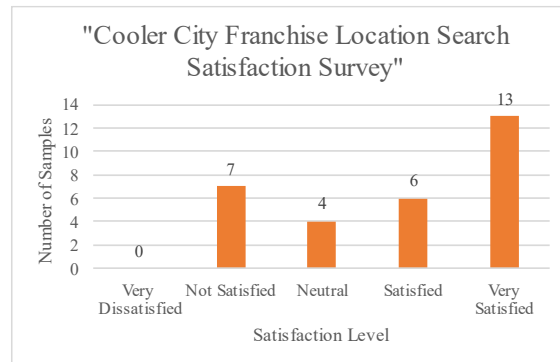


Figure 7. Cooler City Location Search Satisfaction Survey

According to the research findings [21], the place aspect is very important as it determines how easily customers can find and access products. This is reinforced by the survey results in Figure 7, which show that most respondents (43.3% or 13 out of 30) are very satisfied with the search for franchise locations. Meanwhile, the level of dissatisfaction is relatively low, with only 7 out of 30 respondents (23.3%) stating that they are dissatisfied, and none are very dissatisfied. Therefore, to support the omnichannel strategy, Cooler City Franchise should develop an official app or website that provides a more integrated ordering experience. This platform can be optimized with features for direct ordering, delivery schedules, and loyalty programs. Expanding their presence on more e-commerce and food delivery platforms (such as GoFood, Grab Food, and Shopee Food) will help reach a more extensive customer base. Furthermore, Cooler City Telukjambe Timur Karawang needs to optimize its business profile on Google Maps to ensure integration and easy access to validated information and increase customer interaction through Google Maps.

Promotion

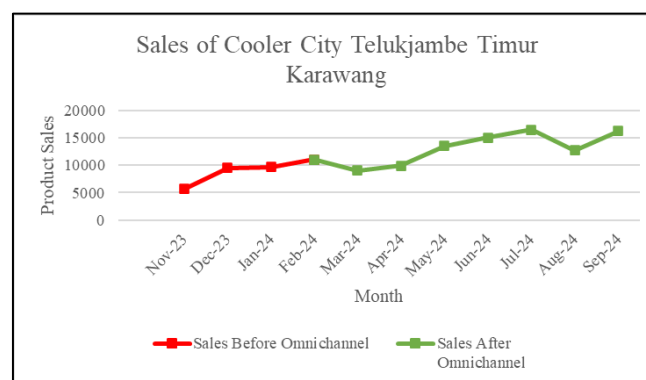


Figure 8. Sales of Cooler City Telukjambe Timur Karawang

Figure 8 above shows that the promotional aspect in all types of marketing can increase product sales. This means that it shows a positive impact of a new science for Franchise management on the importance of implementing all-field marketing strategies and the 7P marketing aspect. However, even so, sales sometimes still decline several times, so the promotional aspect of the marketing mix at Cooler City needs to be continuously optimized. Cooler City Telukjambe Timur Karawang should implement a more comprehensive digital marketing strategy to optimize omnichannel promotion. Utilizing content

creators, influencers, or Brand Ambassadors (BAs) can enhance brand visibility on social media platforms. Additionally, leveraging digital ads such as Instagram, Facebook, and Google Ads will expand audience reach. Online influencer marketing is becoming increasingly important for Cooler City as it has become central to brand management [22] strategy can enhance the visibility and trust in Cooler City's products. By collaborating with influencers on social media, Cooler City Telukjambe Timur Karawang can reach more consumers and increase brand trust. Additionally, integrating an omnichannel strategy will ensure a consistent customer experience, strengthen brand image, and drive sales growth. An integrated promotional campaign between online and offline channels, such as exclusive discounts for customers who place orders through digital channels, can reinforce omnichannel branding. Therefore, Cooler City Telukjambe Timur Karawang needs to focus on and expand its marketing promotions through digital marketing techniques, which can be implemented via social media platforms or online, considering that today's society heavily relies on social media usage [23].

People

In Human Resource Management, training and development are essential to achieve performance that aligns with job classifications. Training encompasses all efforts to enhance performance in specific jobs that are the responsibility of employees or other tasks related to their duties [24]. Therefore, the proposals that can be applied to Cooler City Telukjambe Timur Karawang include enhancing staff training on digital platforms and managing online customer interactions, which is crucial for maintaining service quality. Routine training on customer relationship management (CRM) and how to respond proactively to reviews and online inquiries can also help improve customer satisfaction. Maintaining consistent social media content and adding dedicated staff to manage promotions and online engagement can also be a strategic step[25].

Process

The process in the marketing mix, according to [26], is a series of activities that encompass all steps, from when the consumer places an order until the service or product is received according to their expectations. Cooler City Telukjambe Timur Karawang could consider accelerating this process through automation, such as a notification system to inform customers about the status of their orders, deliveries, and payments. Additionally, an automated feedback system (via email or app notifications) after purchase will help collect customer data and provide opportunities to improve services more quickly.

Physical Evidence

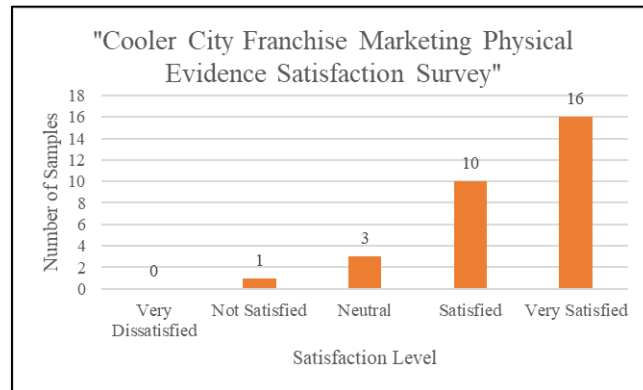


Figure 9. Marketing Physical Evidence Satisfaction Survey

The physical evidence possessed by service providers serves as added value offered to consumers, customers, and potential customers [27]. Cooler City Telukjambe Timur Karawang can strengthen its brand identity online by maintaining a stronger visual consistency, such as using the same color themes and designs in physical and digital stores. The visual experience in the physical store can be enhanced by adding elements like digital screens displaying promotions or product information in real-time. On the online side, the appearance of the virtual store on delivery platforms and social media should be professional and appealing, with the addition of interactive visual features to enhance the customer experience. To further support this analysis, a customer satisfaction survey was conducted regarding the physical evidence aspect of Cooler City's marketing strategy. As seen in Figure 9, 26 out of 30 respondents (86.6%) reported being either "Satisfied" (10 respondents) or "Very Satisfied" (16 respondents), while only one respondent (3.3%) was "Not Satisfied." This indicates that the store's physical environment effectively supports its brand identity. Given this feedback, Cooler City can further

enhance customer experience by integrating more engaging visual elements in its physical stores, such as interactive digital screens displaying promotions and product information in real-time. Additionally, consistency in branding across both physical and digital platforms should remain a priority to maintain a professional and appealing store image.

Conclusion

The conclusion of this study indicates that Cooler City Telukjambe Timur Karawang has successfully implemented the 7P marketing mix strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) with an omnichannel approach, enhancing customer experience and strengthening business competitiveness in a competitive market. Cooler City offers a diverse range of products with flexible pricing, leveraging its strategic location and social media promotions to attract various consumer segments. The omnichannel approach ensures consistency in customer experience across different online and offline channels. However, there is still room for improvement, particularly in maximizing the potential of the multichannel strategy. More optimal digital promotions are needed, including stronger engagement with customers through social media and collaborations with content creators and influencers to increase reach and interaction. Additionally, prices must be dynamically adjusted to remain competitive, and direct ordering platforms should be developed to facilitate customer access. Enhanced staff training to manage digital interactions and automated service processes is crucial to ensure a consistent and satisfying customer experience across all channels.

Beyond Cooler City, these findings provide valuable insights for other businesses and industries seeking to adopt an omnichannel strategy. Retail businesses, food and beverage chains, and e-commerce platforms can leverage the integration of the 7P model to create a seamless customer journey across multiple touchpoints. The study emphasizes the importance of digital presence, customer engagement, and operational alignment to enhance brand loyalty and business sustainability. Companies implementing a structured omnichannel approach can increase market reach, improve conversion rates, and adapt to evolving consumer preferences. Future research can explore the long-term impact of omnichannel marketing on different business scales and industries, further validating the effectiveness of this approach in various market contexts.

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