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Comparison Of Marketing Mix Strategy (4p) In The Culinary Business Of Lodho Yolla Restaurant, Lodho Lissy Restaurant, And Lodho Bu Yayuk Restaurant In Tulungagung Regency

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Abstract

Despite the high economic potential of the culinary sector in Tulungagung Regency, many traditional food businesses struggle to sustain their competitiveness due to inconsistent marketing practices. This study aims to analyze and compare the implementation of the marketing mix strategy (4P), including product, price, place, and promotion, to enhance competitiveness in the chicken lodho culinary business. This study employs a qualitative approach with a multi-site study design at Lodho Yolla Restaurant, Ayam Lodho Lissy, and Ayam Lodho Bu Yayuk. Data were analyzed using interactive model analysis, consisting of data reduction, data display, and conclusion drawing. The results indicate that the success of these three restaurants lies in the integration of unique 4P strategies: authentic product quality, value-based pricing, integrated distribution channels, and electronic word-of-mouth (e-WoM) promotion. These findings confirm that marketing strategies must be adaptive to the characteristics of each market segment. This research implies the necessity for culinary entrepreneurs to synchronize their marketing mix elements as a foundation for building sustainable competitive advantage and contributing to local economic development.

Keywords: Marketing Mix Strategy (4P), Culinary Business, Competitiveness, Lodho Restaurant, Tulungagung

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INTRODUCTION

Humans, in conducting their lives, constantly require the fulfillment of basic needs which include clothing, food, and shelter as essential elements to maintain survival. Among these three needs, food plays a very vital role because it is directly related to health, productivity, and the quality of human resources (Suryana, 2016; Suryaningsih, 2023).

The development of food businesses, both at the household and industrial scales, has the potential to increase economic added value and expand employment opportunities at the local level (Ariani & Ashari, 2017). In the context of regional development in Tulungagung Regency, culinary Micro, Small, and Medium Enterprises (MSMEs) have proven to be the backbone of the local economy. The success of a culinary business is fundamentally influenced by the effectiveness of marketing strategies applied consistently and adaptively (Tambunan, 2019; Cahyoadi, 2025).

One of the most relevant conceptual approaches to measuring and executing marketing strategies is the 4P marketing mix, which includes Product, Price, Place, and Promotion elements (Kotler & Armstrong, 2018; Suryaningsih & Cahyoadi, 2024). Tulungagung Regency is known for its rich local culinary specialty, Ayam Lodho, which is a free-range chicken dish cooked in spicy coconut milk soup with a distinctive grilled aroma. The growth of lodho restaurant businesses in Tulungagung has created a highly competitive environment.

Based on pre-research observations, there are variations in customer growth dynamics across three leading lodho restaurants in Tulungagung over the last three years (2023–2025), as presented in Table 1, Table 2, and Table 3.

Table 1. Number of Customers at Lodho Yolla Restaurant Over the Last 3 Years

No	Year	Number of Customers (People)
1	2023	25,674
2	2024	25,459
3	2025	25,953

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Table 2. Number of Customers at Ayam Lodho Lissy Over the Last 3 Years

No	Year	Number of Customers (People)
1	2023	18,257
2	2024	18,648
3	2025	19,233

Table 3. Number of Customers at Ayam Lodho Bu Yayuk Over the Last 3 Years

No	Year	Number of Customers (People)
1	2023	35,878
2	2024	36,455
3	2025	36,774

The data above shows different patterns: Lodho Yolla displays consistent customer stability around ~25,900; Lodho Lissy demonstrates progressive growth from 18,257 to 19,233; while Lodho Bu Yayuk dominates the largest market share with numbers exceeding 36,000 customers. This comparative research aims to analyze and compare the implementation of the marketing mix (4P) across the three restaurants to formulate an effective strategy pattern for enhancing the competitiveness of local culinary businesses in Tulungagung Regency.

METHOD

This study adopts a qualitative approach using a multi-site study design (Creswell, 2018). The research was conducted at three restaurant locations in Tulungagung Regency: Lodho Yolla Restaurant (Bandung District), Ayam Lodho Lissy, and Ayam Lodho Bu Yayuk. Informant selection was carried out using a purposive sampling technique, involving business owners, operational/service staff, and consumers from each restaurant (Asrulla et al., 2023).

Data collection techniques were executed through three primary instruments: participatory observation, structured interviews, and documentation studies (Zanariyah,

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2024; Rahmawati et al., 2024; Sa'adi, 2025). Data were analyzed using the interactive model by Miles, Huberman, and Saldaña (2014), which consists of three stages: data reduction, data display, and conclusion drawing/verification. Data validity was tested through credibility testing, including extended observation, increased persistence, and triangulation of sources, techniques, and time (Sugiyono, 2023).

RESULTS AND DISCUSSION

Based on the field research findings at the three lodho restaurant sites in Tulungagung Regency, a comparison of the 4P marketing mix strategy implementations was found to complement one another in building business competitiveness:

1) Product Strategy

All three restaurants maintain the authentic taste of Tulungagung's signature lodho spices prepared with firewood grilling. Lodho Yolla emphasizes portion consistency and the tenderness of selected free-range chicken meat. Lodho Lissy innovates with varying soup spiciness levels and personal-to-family portion packages. Meanwhile, Lodho Bu Yayuk relies on a legendary inherited recipe produced on a large scale while maintaining hygiene standards and dish freshness (Suryaningsih & Cahyoadi, 2024).

2) Price Strategy

Pricing across the three establishments utilizes a combination of cost-plus pricing and value-based pricing. Lodho Yolla and Lodho Lissy set highly competitive and affordable prices for family and local worker segments. Lodho Bu Yayuk sets slightly premium prices that are commensurate with the facilities, dining comfort, and portion sizes served, thereby creating high perceived value in the eyes of customers.

3) Place Strategy

The location aspect of all three restaurants is situated along main roads easily accessible by private vehicles and public transportation. Lodho Yolla benefits from adequate parking facilities in the Neyama Bandung route area. Lodho Lissy leverages an integrated digital ordering channel (omnichannel) via online delivery applications. Lodho Bu Yayuk provides a very spacious, comfortable, and family-friendly dining area designed around traditional gazebo concepts (saung).

4) Promotion Strategy

The promotional practices combine conventional and digital channels. Lodho Yolla and Lodho Bu Yayuk rely heavily on Word of Mouth (WoM) marketing driven by regular customer reputation. Meanwhile, Lodho Lissy actively utilizes social media

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platforms like Instagram and TikTok alongside visual content-driven promotions to attract younger generations and tourists (Cahyoadi, 2025).

CONCLUSION

This research concludes that the key to success and business competitiveness among lodho restaurants in Tulungagung Regency lies in integrating a harmonious 4P marketing mix that adapts to the target market. Lodho Yolla Restaurant successfully retains loyalty through consistent product quality and stable pricing. Ayam Lodho Lissy achieves progressive growth through menu variation innovations, location flexibility, and aggressive digital promotion. Meanwhile, Ayam Lodho Bu Yayuk maintains market leadership through business scale, traditional brand image strength, and location comfort facilities.

RECOMMENDATIONS

Based on the research findings, traditional culinary entrepreneurs are recommended to:

1. Optimize digital ordering integration (omnichannel) to reach a broader market segment;
2. Maintain authentic recipe standards and product cleanliness; and
3. Consistently utilize social media to build emotional connections with customers.

For local governments and academics, the results of this study can serve as a reference in developing culinary MSMEs based on local advantages.

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