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Integrated Marketing Strategy Based On 7P And 7C To Strengthen The Competitiveness Of Franchise Micro-Warteg

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Abstract

This article examines integrated marketing strategy at Warteg Kharisma Bahari Lkr Dramaga as a case study of a micro franchise food stall near the IPB Dramaga area. The study is motivated by the need for small food businesses to move beyond good food and affordable prices by managing communication, service, process, physical evidence, and customer feedback consistently. The article applies an applied case study approach using customer short interview data, employee interview data, store observation, and an assessment of offline and online touchpoints. The analysis combines descriptive quantitative reading and thematic qualitative interpretation using the 7P framework paired with 7C. The findings show that the main value of the food stall lies in taste, menu variety, affordable prices, fast service, QRIS payment, and convincing food display. The main improvement areas are price transparency, promotional signage, Google Maps review governance, coordination during peak hours, and stronger physical evidence. This article proposes a realistic integrated marketing micro toolkit for micro franchisees.

Keywords: Integrated Marketing Strategy, 7P, 7C, Micro Franchise Warteg, Customer Value

INTRODUCTION

Indonesia's food and beverage service industry has experienced substantial growth and diversification, encompassing modern restaurants, fast-food chains, cafés, franchise outlets, and traditional neighborhood food stalls. Data from Badan Pusat Statistik (2024, 2025) indicate that the number of food and beverage service businesses increased from approximately 4.85 million in 2023 to 5.28 million in 2024. This development reflects an increasingly diverse culinary market in which businesses compete not only through product offerings and affordability but also through service quality, accessibility, and customer experience. Consequently, both established culinary brands and microenterprises need to develop marketing strategies that

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communicate their value propositions effectively while maintaining consistent service delivery.

Within this evolving culinary landscape, Warung Tegal (warteg) represents a longstanding form of affordable Indonesian dining that has undergone significant business transformation. Traditionally associated with simple food stalls offering home-cooked meals at accessible prices, some warteg businesses have gradually adopted more structured operating models, improved store appearances, standardized service practices, and franchise-based expansion. Chrishardiyan et al. (2022) demonstrate how rebranding and business model development have contributed to the transformation of conventional warteg operations into more organized and contemporary culinary businesses. These changes indicate that warteg competitiveness increasingly involves maintaining traditional strengths while adapting to modern customer expectations regarding service consistency, convenience, and brand presentation.

Against this background, Warteg Kharisma Bahari Lkr Dramaga provides a relevant case for examining marketing practices within a micro-franchise food business. Located near the IPB Dramaga campus, the outlet serves various customer groups, including students, workers, drivers, local residents, and passing customers. Food purchasing decisions in this environment are influenced by practical considerations such as taste, affordability, menu variety, accessibility, and service reliability. Although warteg operates through a relatively simple foodservice format, its position within a competitive culinary market highlights the importance of aligning product value, marketing communication, operational processes, and customer experience to support business competitiveness.

As competition in the culinary sector intensifies, food quality and affordability alone may not be sufficient to sustain the competitiveness of micro-food businesses. Other important factors include price transparency, payment convenience, employee service, queue management, storefront cleanliness, promotional communication, and digital reputation. An integrated marketing strategy enables microenterprises to align marketing messages, customer experiences, and operational improvements within a consistent and manageable framework. This approach is increasingly relevant as digital marketing capabilities and integrated marketing communication practices become important considerations in strengthening the marketing performance of small businesses (Sharma et al., 2024; Zahara et al., 2023).

Micro-franchise food outlets differ from independent food stalls because their business operations involve established business models, operating standards, and relationships between franchisees and franchisors or investors. These arrangements create a need to maintain consistent service standards while remaining responsive to

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local customer preferences. Therefore, an integrated marketing strategy should be considered an essential component of daily business management rather than being limited to promotional activities.

Customer engagement is also increasingly influenced by digital touchpoints. Google Maps profiles, customer reviews, photographs, ratings, and operating hours can provide important information before customers decide to visit a food outlet. Online reviews serve as quality signals for potential restaurant customers, particularly when direct experience with the establishment is unavailable (Aureliano-Silva et al., 2021). For micro-franchise warteg outlets, positive reviews, professional responses, and accurate digital information can strengthen business reputation and reduce customer uncertainty.

This study examines Warteg Kharisma Bahari Lkr Dramaga through an integrated marketing strategy framework combining the 7Ps and 7Cs to identify opportunities for strengthening the competitiveness of micro-franchise food businesses. Specifically, the research investigates how existing marketing practices can be analyzed through the 7Ps and 7Cs, which customer values emerge from field findings, and what practical improvement strategies can be developed based on the outlet's operational capabilities. By integrating business-oriented marketing elements with customer-centered perspectives, the study aims to formulate realistic and actionable recommendations for improving marketing communication, service consistency, and customer experience within a micro-franchise context.

LITERATURE REVIEW

Integrated Marketing Strategy in Micro Enterprises

An integrated marketing strategy requires alignment between messages, channels, experiences, and desired outcomes. For micro-businesses, this strategy doesn't need to translate into large, multi-media campaigns. A more relevant strategy is to select a few, most impactful touchpoints and implement them consistently. Studies of integrated marketing communications in small businesses show that communication integration helps small businesses link market orientation to business performance, especially as markets become more uncertain and digital channels become more dominant (Sharma et al., 2024).

For warteg, the primary touchpoint isn't just social media. More closely linked to customer decisions are food displays, price lists, signage, conversations with employees, QRIS, Google Maps, and customer reviews. Therefore, an integrated marketing strategy for micro-businesses needs to connect communication and service. The message promising fast, affordable, clean, and delicious food must be

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reflected in prompt service, clear pricing, clean physical evidence, and managed reviews.

Marketing Mix Services 7P and 7C Perspective

Warteg (a food stall) sells food, but the customer experience in the daily culinary context is also a service experience. Customers evaluate taste, price, speed of service, cleanliness, transaction convenience, and information certainty. The 7Ps framework helps interpret product, price, place, promotion, people, process, and physical evidence as a unified service experience. Service marketing places people, process, and physical evidence as crucial elements because customers assess service quality through interactions, flow, and tangible evidence (Wirtz & Lovelock, 2021).

To avoid limiting ourselves to the manager's perspective, this article uses the 7Ps and 7Cs operational mapping to analyze the customer experience. Product is defined as customer value, price as cost to the customer, place as convenience, promotion as communication, people as consideration, process as coordination, and physical evidence as confirmation. This pairing directs the analysis to more customer-centric questions. Products are viewed not simply as a list of foods, but as the perceived value of a daily meal. Price is not just a number, but rather the total sacrifice customers make to obtain food clearly, quickly, and conveniently.

Franchisee, Entrepreneurial Marketing, and Service Digitalization

Franchisees in micro-franchise businesses act as both system implementers and entrepreneurs who make daily decisions. An entrepreneurial marketing perspective is relevant because small business owners often operate with limited resources, yet still need to be customer-focused, creative in identifying opportunities, and responsive to feedback. Entrepreneurial marketing supported by digital marketing capabilities has been shown to improve SME marketing performance, enabling businesses to build more adaptive customer interactions and satisfaction (Zahara et al., 2023).

Service digitization doesn't always mean creating a complex social media strategy. For micro-food businesses, digitalization can be achieved through digital location profiles, online reviews, and cashless payment systems. QRIS is part of the process because it simplifies transactions, and it also serves as physical evidence, as the presence of QRIS signage indicates the outlet is following modern transaction needs. Studies of QRIS adoption among MSMEs demonstrate the role of convenience, benefits, and trust in driving business acceptance of digital payment systems (Nurqamarani et al., 2024).

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Digital Reputation and Customer Experience

Digital reputation is crucial because culinary customers often rely on external signals before trying a restaurant. Ratings, photos, the number of reviews, and management responsiveness help customers assess risk. For small businesses, digital reputation doesn't have to be built through a complex content strategy. Basic management practices like ensuring a correct address, accurate operating hours, clear food photos, and courteous responses to reviews are already relevant forms of marketing communication.

The customer experience is shaped by the combination of product, interaction, atmosphere, process, and physical evidence. In the context of a food stall, this experience is evident in simple things like queues, how employees explain prices, the cleanliness of the display case, the availability of QRIS, and the certainty of side dishes available. If this experience is consistent with the message communicated, customers are more likely to build trust and are more willing to make repeat purchases.

The 7Ps and 7Cs framework helps avoid an overly sales-oriented discussion. By viewing product as customer value and price as cost to the customer, this article places the customer at the center of the assessment. This is crucial because strategies for micro-businesses must adapt to operational capabilities while still producing visible and tangible changes for customers.

METHOD

This article uses an applied case study approach to Warteg Kharisma Bahari Lkr Dramaga. This approach was chosen because the purpose of the article is not to generalize statistics, but rather to understand the actual conditions of a particular outlet and develop actionable strategic recommendations. The case study design allows for an understanding of marketing, service, and customer experience phenomena in a natural context. The case study approach allows for in-depth explanations of contextual issues within a single research object (Creswell & Creswell, 2023).

Data were collected through brief interviews with 13 customers and one outlet employee, store touchpoint observations, and a review of the outlet's digital profile. All 13 customer respondents participated in interviews. The employee interview was conducted to validate operational information regarding popular menu items, peak hours, service challenges, Friday promotions, QRIS usage, and online review management.

The analysis was conducted in two ways. First, descriptive quantitative analysis was used to interpret customer response patterns, such as transaction range, price perception, promotional knowledge, QRIS usage, repurchase intention, and

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willingness to recommend. Second, thematic qualitative analysis was used to interpret open-ended customer and employee responses based on the 7Ps and 7Cs. Thematic analysis allows for flexible and systematic identification of meaningful patterns in applied qualitative data (Braun & Clarke, 2021).

The validity of the findings was strengthened through simple triangulation between customer data, employee data, and store touchpoint observations. Method limitations include the limited number of respondents, the single store, and the lack of full implementation testing over a four- to eight-week period. Therefore, the article's findings should be read as a basis for initial strategy design and recommendations.

RESULTS AND DISCUSSION

Object and Respondent Description

Warteg Kharisma Bahari Lkr Dramaga is located on Jl. Lkr. Dramaga, Dramaga, Bogor Regency, West Java. Located near the IPB Dramaga area, the outlet serves a mixed clientele, including students, local residents, workers, truck drivers, and casual passersby. The outlet is run by one manager and three employees who take turns cooking, serving customers, manning the cash register, and managing daily operations.

From a business perspective, this outlet is part of the franchise warteg model. Franchisees operate an established business system, and profits are managed through a profit-sharing scheme according to franchise terms. This structure means that marketing decisions involve not only promotions but also governance between managers, employees, the franchisor or investor, and customers. It is at this level that an integrated marketing strategy becomes relevant.

Customer data shows that respondents judge food not only on taste. They also provide feedback on price, accessibility, menu variety, cleanliness, dining room comfort, and the appearance of menu items on the display. These findings demonstrate that customers view warteg as a complete service experience. Therefore, marketing strategies need to manage all touchpoints, not just the menu items.

Table 1. Summary of Research Data

Aspect	Data Summary
Number of customers	13 respondents
Customer interviews	13 interview participants
Operational informant	1 outlet employee
Transaction range	Rp. 12,000 to Rp. 23,000
Average transaction	around Rp. 17,400
Peak hour	11.00 to 14.00 and 17.00 to 19.00

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Focus of analysis	7P and 7C as a bridge between business strategy and customer perspective

Descriptive Quantitative Findings

Descriptive findings indicate that customers have direct experience with the outlet. All respondents were customers who had previously purchased or interacted with the outlet. Transaction values ranged from Rp12,000 to Rp23,000, with an average of around Rp17,400. This range supports Warteg Kharisma Bahari's position as a relatively affordable daily dining option.

The majority of respondents assessed that the price was appropriate for the portion size and side dishes received. However, some responses indicated that they still needed to ask staff for pricing information. This means that affordable prices don't automatically translate into low cost to customers if customers still face uncertainty about pricing information when selecting side dishes.

Taste and menu variety are key strengths. Respondents cited delicious food, a wide and comprehensive menu, proximity, affordable prices, and the convenience of eating in. Service was considered fast or fairly fast, especially when the outlet was not too busy. QRIS was perceived as facilitating transactions. Repurchase intentions and willingness to recommend also emerged positively, indicating early customer engagement that can be strengthened through online review management.

From a descriptive quantitative perspective, the reported transaction values and customer perceptions suggest that the outlet offers an affordable daily dining option within the context of this case study. However, the data also suggests that the easiest area for improvement isn't price reduction, but rather price communication. Clarity in pricing information can maintain a positive perception of affordability, as it allows customers to feel less hesitant when choosing side dishes.

Table 2. Main Findings Based on 7P and 7C Mapping

7P and 7C Pair	Key Findings
Product and customer value	The delicious taste, home-cooked menu, variety of side dishes, and portions are considered suitable for daily eating needs.
Price and cost to customer	The prices are affordable, but the price list is not visible enough so customers still need to ask.
Place and convenience	The location is close and easy to reach, but physical access in front of the warteg still gets notes from customers.

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Promotion and communication	The Rp12,000 Friday promo attracts customers on Fridays, but promo communication still needs to be made more consistent.
People and consideration	Service is fast and friendly, but peak hours require clearer division of roles.
Process and coordination	Simple ordering and payment flow. QRIS facilitates transaction processing. Gas constraints need to be anticipated.
Physical evidence and confirmation	The storefront and signage are quite convincing, but menu labels, price lists, cleanliness of details, and comfort rules need to be strengthened.

Product as Customer Value

The product is the warteg's main strength because customers buy daily meals, not just individual side dishes. Customer data shows that taste, home-cooked food, side dish choices, and portion sizes are the reasons for visiting. Some menu items that emerged from customer data include vegetable soup, stir-fried tempeh, eggs, sausages, potatoes, meatballs, squid, kale, intestines, omelettes, and thin salted fish. Employee data supports this, as frequently purchased menu items include omelettes, intestines, potato mustofa, and thin salted fish.

Customer value at this outlet is built through food that feels familiar, is easily purchased, and can be consumed repeatedly. This value is important because warteg customers often seek quick and convenient dining options. Therefore, product innovation doesn't always need to involve complex new menus. More realistic innovations include maintaining the availability of favorite menu items, labeling the names of the dishes on the display, and ensuring menu variations don't run out quickly at certain times.

Price as Cost to Customer

The recorded purchase prices are within the affordable range. Customers generally accept that the price is commensurate with the portion size and side dishes. However, the cost to the customer isn't just the money paid. Customers also incur time, effort, and uncertainty when prices aren't clearly displayed. Customer interviews indicate that customers sometimes need to ask employees for price information. Employees also report that customers often learn the price at the end of the transaction.

These findings highlight the importance of a simple price list. While the price list doesn't need to be highly detailed, it should provide a price range or category of side dishes so customers can estimate the cost before choosing. For micro-food stalls, price transparency is part of their marketing strategy because it helps build a sense of security

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and reduces service friction. Low prices are more valuable when accompanied by cost certainty.

Place as Convenience

The outlet's location is quite strategic, being near Dramaga and close to the daily flow of customers. Several customers cited its proximity, 24-hour operation, and convenient dine-in facilities. Convenience is also enhanced by the availability of Google Maps, allowing customers to digitally locate the location. However, ease of access isn't solely determined by an easily found address. Complaints about the potholes in front of the warteg demonstrate that physical access still influences customer perception.

In the context of micro-businesses, place should be understood as a combination of offline location and online information. Accurate digital location information, operating hours, store photos, and directions to the store are all part of customer convenience. Therefore, Google Maps management is not merely an add-on, but rather part of an integrated marketing strategy.

Promotion as Communication

The Friday Rp12,000 package promotion was a significant finding because it had been running since the beginning and, according to employees, was often crowded with students. This promotion resonated with the price-sensitive nature of customers around campus. However, some customers learned about the promotion from seeing it in person, while some initial respondents were still unaware of it. This means the promotion wasn't fully effective as consistent communication.

Promotion needs to be transformed into communication. Promotional information should not only appear when customers are already in the store, but also be visible through simple signage and easily managed digital channels. Promotional language doesn't need to be complex. The main message simply emphasizes key values, such as Friday savings packages, clear pricing, side dishes and vegetables, and QRIS availability. This strategy can keep promotions within the capacity of a small team.

People as Consideration

People are a crucial element because employees are the face of the service. Customer data shows that service is rated fast, friendly, and quite good. However, customers also note that service can be slower when the warteg is busy. Employees reported that peak hours are 11:00 AM to 2:00 PM and 5:00 PM to 7:00 PM. During these hours, service quality is highly dependent on role coordination.

Consideration means customers feel cared for through greetings, price explanations, promotional details, and responsiveness to their needs. The most realistic

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improvement is a concise service script. For example, an employee informs customers of Friday promotions, shows them the QRIS, and politely explains prices. This kind of simple SOP helps ensure consistent service without burdening operations.

Process as Coordination

The process at this outlet is relatively simple. Customers arrive, view the menu on the display, select their side dishes, and then pay. QRIS is considered helpful and simplifies transactions. Its presence speeds up payments and gives the warteg a modern feel. This aligns with the needs of customers increasingly accustomed to cashless payments and fast transactions.

Process challenges arise during peak hours and operational issues such as gas delays. Employees reported that gas has been late in arriving, disrupting the cooking process. This finding suggests that coordination is not only about customer queues but also the availability of materials and production equipment. Checking gas stocks before peak hours, assigning cashier and server roles, and prominently placing QRIS (Quick Response Code Indonesian Standard) can be part of a process micro-toolkit.

Physical Evidence as Confirmation

Physical evidence serves as confirmation of quality. The storefront, warteg signage, cleanliness, QRIS, and food display indicate whether customers have chosen the right restaurant. The majority of respondents considered the storefront clean, attractive, and quite convincing. However, customer feedback also indicated the need for improvement in food labels, prices per side dish, the cleanliness of the display windows, and comfort regulations such as a ban on smoking in the dining area.

Physical evidence is crucial because warteg customers make decisions quickly. When the menu is clearly visible, the display case is clean, the QRIS is easily found, and promotions are legible, customers receive confirmation that the outlet is well-managed. For micro-businesses, improving physical evidence doesn't have to be expensive. Menu labels, price lists, promotional signage, cleanliness checklists, and review response templates are sufficient initial tools for building trust.

Strategic Diagnosis and Design Micro Toolkit

The analysis shows that Warteg Kharisma Bahari Lkr Dramaga already has a strong foundation of popular products, affordable prices, fast service, QRIS, and an attractive display case. However, these strengths have not been fully utilized as an integrated marketing system. Areas that need strengthening include price transparency, promotional communication, Google Maps review management, peak-hour service SOPs, operational inventory coordination, and more informative physical evidence.

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The recommended micro toolkit consists of seven actions. First, labeling food names on the display case. Second, a simple price list or price ranges per side dish category. Third, easily visible Friday promo signage. Fourth, a short service script explaining prices, promotions, QRIS, and inviting reviews. Fifth, a polite and concise Google Maps review response template. Sixth, a checklist for storefront and dining area cleanliness. Seventh, checking gas stocks before peak hours. This package is realistic because it can be implemented by a small team without requiring a large budget.

Table 3. Proposed Stages of Micro Toolkit Implementation and Monitoring

Proposal stages	Monitoring actions and indicators
Early stage	Complete menu labels and price lists, and display Friday promo and QRIS information. Indicators include price legibility, promo information visibility, and payment ease.
Service arrangement	Prepare greeting guidelines, price explanations, queue flow during peak hours, and check storefront cleanliness. Indicators include customer complaints, orderly queues, and consistent cleanliness checks.
Digital reinforcement	Check the accuracy of Google Maps information and assign a person responsible for review responses. Indicators include the recency of operating hours, the number of reviews responded to, and the content of customer feedback.
Periodic evaluation	Conduct simple monitoring over four to eight weeks once the plan is implemented. Indicators can include pricing clarity, review responses, promotional awareness, service experience, and repurchase intent.

Managerial Implications

The key implication for franchisees is the importance of viewing marketing strategy as customer experience management. Strategy extends beyond promotional activities to everyday events in the store. Visible price lists, clean display cases, service that explains promotions, and easy-to-find QRIS are all part of the strategy because they all influence customer decisions.

The implication for franchisors and investors is the need for flexible and replicable minimum standards. These standards should not eliminate local flexibility but should provide guidance to ensure each outlet maintains consistent quality. Recommended standards include menu labels, price lists, promotional signage, review response formats, menu photo templates, and a storefront cleanliness checklist.

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The implication for the development of culinary MSMEs is the importance of a simple yet measurable marketing approach. Small businesses often have limited time, energy, and budget. Therefore, recommended strategies should focus on actions that are most relevant to the customer experience. Overly complex strategies risk being neglected. Strategies that are simple, clear, and repeatable are more likely to produce real change.

CONCLUSION and RECOMMENDATIONS

This article demonstrates that small warteg still require an integrated marketing strategy. Delicious food and affordable prices are essential foundations, but not sufficient to build consistent competitiveness. Warteg Kharisma Bahari Lkr Dramaga's competitiveness is shaped by the interplay between product, price, location, promotion, employee service, transaction processes, physical evidence, and customer feedback.

The 7Ps and 7Cs analysis shows that the outlet's customer value is already strong in taste, menu variety, and home-cooked side dishes. Cost to customer needs to be reduced through pricing clarity. Convenience needs to be maintained through offline location access and digital information. Communication needs to be strengthened through promotional signage and simple messaging. Consideration needs to be realized through friendly and informative service. Coordination needs to be strengthened through peak-hour SOPs and operational readiness. Confirmation needs to be improved through menu labels, price lists, display case cleanliness, QRIS signage, and online review responses.

A practical recommendation for franchisees is to start with the smallest improvements that are visible to customers. Simple price lists, food labels, Friday promo signage, easily visible QRIS, short service scripts, Google Maps response templates, and cleanliness checklists can be initial tools. A recommendation for franchisors or investors is to establish a review governance mechanism so that customer reviews are not only read but also recorded and responded to regularly.

This article has limitations due to the use of a single store, thirteen customer respondents, and one employee informant. The micro toolkit implementation has also not been fully tested over a four- to eight-week period. Further research could test this improvement package through pre- and post-implementation designs by comparing the number of new reviews, review quality, promotional responses, service speed, QRIS usage, and changes in customer perception.

This article's contribution lies in condensing an integrated marketing strategy for micro-franchise businesses into operational language. The 7Ps and 7Cs framework helps businesses recognize that customers aren't just buying food; they're also buying certainty, convenience, attentive service, process coordination, and confirmation of

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quality through physical evidence. Thus, micro-franchise warteg can build competitiveness through consistent, small improvements.

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