

Analysis of the 11P Marketing Mix Strategy in the Healthy Food Catering Business

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ABSTRACT

Many Micro, Small and Medium Enterprises (MSMEs) have sprung up in Indonesia, but their growth is inconsistent and tends not to last long in the long term, and ultimately fails in the market. This research was conducted on the Easy Fit Kitchen healthy food catering business, which is one of the healthy food catering businesses that is being favored by the community in Bogor. The technique used in this research is a qualitative descriptive method with a business study that is being carried out. Researchers analyze the marketing mix of the Easy Fit Kitchen business using 11P analysis including Product, Price, Promotion, Place, People, Partnership, Process, Packaging, Programming, Possibility, and Position. The results show that all 11P aspects have been applied in business and the possibility aspect is useful for analyzing future possibilities that will be faced by the healthy food catering business. It is found that based on the marketing mix strategy that is carried out, the business must keep up with the times, product and service innovation, the promotions must be wider in scope, the cooperation can reach aspects that have not been touched, and in the future the business is expected to open branches in other places.

Keyword: Marketing Mix; Marketing Strategy; Business Development; Healthy Food Catering

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1. Introduction

Micro, Small and Medium Enterprises or shortened to MSMEs have sprung up in Indonesia, the Ministry and Cooperatives and SMEs of the Republic of Indonesia report that in terms of units, MSMEs have a share of around 99.99% (62.9 million units) of the total business actors in Indonesia. (2017), while large businesses are only 0.01% or about 5400 units. Micro Enterprises absorb around 107.2 million workers (89.2%), Small Enterprises 5.7 million (4.74%), and Medium Enterprises 3.73 million (3.11%), while Large Enterprises absorb around 3,58 million inhabitants. This means that combined, MSMEs absorb around 97% of the national workforce, while large businesses only absorb about 3% of the total workforce.

In Indonesia, the law governing MSMEs is Law no. 20/2008, MSMEs are explained as: “small companies owned and managed by a person or owned by a small group of people with a certain amount of wealth and income”. A business that can be categorized as a Micro Business if it has assets of a maximum of Rp. 50 million and a maximum turnover of Rp. 300 million per year or around Rp. 1 million per day (assuming active operations for 300 days/year); while the upper limit of turnover for Small Businesses is around Rp. 8.3 million per day, and the upper limit of turnover for Medium Enterprises is around Rp. 167 million per day. For the business being run, it can be analyzed into which category.

The development of MSMEs is especially developing during the COVID-19 pandemic. The situation has encouraged people to make transaction in purchases using digital technology. This number exceeded the government's target of 10 million at the end of 2020. According to data recorded in 2018, MSMEs contributed 57.8% to Gross Domestic Product (GDP)

with a value of Rp.8,573.9 trillion, then in 2019 they contributed 60% of GDP and 14% of total national exports. The fact of this data is a positive capital for MSMEs in Indonesia which have entered the digital era which makes the services provided vary according to the times.

Healthy, happy, successful and long life is everyone's dream, to get it, proper nutrition is one of the basic needs that must be met. Namely food consisting of nutritional and non-nutritive foods that will affect the quality of food (Pinatih, 2020). UGM Nutritionist, Dr. Toto Sudargo., SKM., M.Kes., stated that healthy food is very important in improving the immune system, the high nutritional value of the food we consume can protect the body from viruses and allergies and the condition of a person's stamina is strongly influenced by dietary factors. which is consumed. When a person's stamina is not good, his immune system decreases so he is more susceptible to disease. Other ways that can be balanced with healthy food are exercise, maintaining personal hygiene, and drinking enough. The body needs at least 2150 calories per day, and if divided by 3 meals a day should be able to consume 700 calories per meal, and balanced by eating on time.

The trend of healthy food starts from a healthy lifestyle that is practiced, a healthy lifestyle is being carried out by many *influencers* because there is also a connection with the state of the world's health in recent times. It is imperative for *influencers* to build strong relationships with their followers to convey their message effectively promoting healthy food (Folkvord *et al.*, 2020). There are four requirements for a food to be said to be healthy food, it must be adequate, balanced nutritional composition, controlled calories, and free or at least in the level of safety of health hazard components (Pinatih, 2020). However, the image of healthy food is food

that tastes bland, unattractive and the menu is the same, for that it is necessary to have a business that sells healthy food that answers all doubts from the image that is currently developing in society.

Healthy food trend does not make people immediately follow. Processing food for some people in urban areas is a time-consuming activity, business in productive work time is an obstacle, this is an opportunity for healthy food businesses, especially those engaged in catering to penetrate the market. Easy Fit Kitchen is one of them, which is a healthy food catering culinary business domiciled in Bogor, and only has 1 business unit which is the MSME group that has just started a business or which is currently trending called "Start-Up Business". This catering business must be able to maintain its existence as an MSME, by analyzing marketing strategies using market analysis as an option, the marketing mix is an option that will be analyzed for the continuity of this catering business.

The context of the marketing mix which is understood as a supply-side paradigm that is centered on the company or business, offers the 4Ps as the main marketing tool of a business and in 1970 there were doubts about this approach (Jackson & Ahuja, 2016). There are several other approaches used by other businesses, especially in hotel and restaurant businesses, in making a comprehensive impact on their service consumers, the most common of which are the 4P and 7P marketing mix models and have even entered the 9P (D. Fradin, 2021)..

The concept used by Easy Fit Kitchen in trying to analyze the business to make a comprehensive impact on consumers is to use the 11P approach, proposed by David Fradin (2021). which includes Product, Price, Promotion, Place, People, Partnership, Process, Packaging, Programming, Possibility, and Position. For additional 2 P's from the 9P's which are now common, namely Possibility and Position, which are to analyze the future possibilities of the business being carried out regarding

forecasts future market, innovation and positioning the business in the market to compete in providing services to consumers. A more detailed and in-depth analysis are required to maximize the expected results.

2. Literature Review

2.1. Healthy Food

Healthy food is food that contains a balanced nutritional content, and is far from ingredients that cause a person's body to be susceptible to disease, which from a nutritional point of view there are three main principles which say that food, including healthy food, must be adequate, balanced in composition and calorie intake that must be controlled (Pinatih, 2020). The reasons a person chooses healthy food for their nutritional intake include an interest in a healthy lifestyle through the information obtained, having a healthy body, and the development of health issues (Folkvord et al., 2020). However, along with the development of the latest health issues, (Mayasari *et al.*, 2020) found in their research that the pandemic affects food and lifestyle patterns, increasing searches on Google about healthy diets and lifestyles during the current COVID-19 pandemic. This proves that there is an opportunity for the healthy food business to develop and is analyzed regarding the marketing mix carried out.

2.2. Elements of Marketing Mix used in Restaurant or Catering Business

Commonly used marketing mixes start from 4P, 7P and 9P. The 4P marketing mix described by McCarthy has been widely accepted in recent decades and has been criticized, and evaluated the 4P classification (Waterschoot & Bulte, 1992). Henceforth, this research uses an advanced evaluation process and the crystallization of the marketing mix which has become the 11P, which was proposed by D. Fradin (2020) which includes Product, Price, Promotion, Place, People, Partnership, Process, Packaging, Programming,

Possibility, and Positions. In the literature search process, researchers found in a study conducted by Ningrum (2020) that there are food businesses that are lacking in terms of promotion, because they do not use promotional media that are developing, this becomes learning material for the analyzed business to be more sensitive in using existing promotional media. For promotions carried out, according to findings made by Roose & Mulier (2020) advertisements or promotions, especially in the healthy food business, are more sensitive in multi-sensory promotions, with touch, smell and visuals of the product.

As for the physical appearance of the restaurant, the packaging is an important element, and is followed by the products offered by food entrepreneurs (Yulianti & Stevan, 2018). Added by Inam & Başarangil (2017) physical elements alone are not enough, the uniqueness of the products offered, let alone bringing a differentiating identity from other products, such as ethnicity, nation, and the mainstay products offered are important. In addition to physical, there are also price and promotion elements that must be considered in developing a business through marketing mix analysis and improving its quality (Wahyuniardi *et al.*, 2018). However, there are interesting things obtained through research conducted by (Kukanja, 2017) which says that people are the most important thing among other marketing mix elements, this is a big question for researchers too regarding this statement.

2.3. Influence in The Marketing Mix Analysis

The analysis of the marketing mix that has been done by many studies on many businesses must have an impact or influence on the business. The effects obtained are varied, ranging from the influence on customer satisfaction, customer loyalty, loyalty, and also customer perception, because the importance of all elements of the marketing mix is significant according to customers (Haghighi *et al.*, 2013). Starting

from the results of research conducted by Ihsan *et al.* (2020) which found that price, product and quality of the brand offered to affect customer satisfaction, but location and marketing have less significant effect. Meanwhile Lilian (2016) found that there was a significant influence between the marketing mix and brand equity of a brand, and research conducted by Sang-hee & Bok (2015) found that there was a significant effect between the product of a brand on brand loyalty. Furthermore, Djoko Sulistiyo & Augustian F (2018) said in his current research that consumers can influence other consumers through Electronic Word of Mouth or EwoM. The interesting thing is that the marketing mix only affects 60% of consumer buying interest. Aymar & Joseph (2019) discovered there is an influence between price, product quality, physical environment on customer satisfaction and brand loyalty. This confirms that the analysis of the marketing mix in a business is important because it has a lot of influence on the running of the business.

3. Methods

This research was conducted using a descriptive qualitative case study method with interviews and observations. The research was conducted in Bogor, by interviewing and understanding the healthy food business carried out by the owner of Easy Fit Kitchen.

The purpose of conducting interviews is to find out more with one-on-one interviews and in-depth observations of the information that will be extracted by understanding the business understudy.

The next step is analyzing the theory used, and adopting it into the analysis of the research object under study, starting from the product, price, place, packaging, and others.

Conduct field surveys by analyzing aspects that must be analyzed from competitors, such as prices, menus and also service. The tool used is to make a checklist

of what parts must be analyzed regarding the data related to the theory used.

4. Results and Discussion

This mix strategy analysis uses the theory proposed by Oksana (2018), using the 11P analysis, which includes Product, Price, Promotion, Place, People, Partnership, Process, Packaging, Programming, Possibility, and Position, which analyzed the healthy food catering business with a study at Easy Fit Kitchen which sells healthy food specifically for diet and for the elderly.

4.1. P1 Product

The products sold by Easy Fit Kitchen are healthy foods that are sold *la carte* or in packages, where the products sold focus on diet menus for the elderly. The majority of products for the diet menu rely on processed chicken, salmon, dory, tuna and beef as options. As for a healthy diet include:

- a. Healthy Honey Grilled Chicken, is processed chicken breast grilled using honey sauce, combined with brown rice, stir-fried carrots, broccoli with tofu, balado eggs and chili sauce, the rice on this menu can also be replaced with baked potatoes.
- b. Japanese-style chicken, is a diced chicken dish with teriyaki sauce, combined with brown rice, scrambled eggs cooked without oil, seaweed and also stir-fried carrots and broccoli.
- c. Hainan Chicken, is a Hainanese-style chicken dish, which is combined with white rice, boiled ginger and garlic boiled eggs.
- d. BBQ Chicken Breast. It is processed chicken cooked with BBQ spices, combined with potatoes or rice, using a blend of stir-fried tofu and broccoli as well as carrots, and boiled eggs.
- e. Healthy Happy Chicken Geprek, is processed geprek chicken using oatmeal, combined with brown rice, geprek chili sauce, Balado boiled egg, stir-fried broccoli, tofu and carrots.

- f. Grilled Honey Mustard Beef, is processed beef roasted without oil with honey and mustard sauce, combined with potatoes or rice, Japanese-style omelet, and corn and chickpeas stew.
- g. Balinese Beef Matah, is processed beef sprinkled with chili sauce inside, combined with brown rice, and boiled corn and beans.
- h. Dory Colo-colo, is grilled dory fish meat with a sprinkling of eastern Indonesian colo-colo chili sauce, combined with brown or white rice, with roasted tempeh, and stir-fried broccoli and carrots.
- i. Yellow Tuna Yummy, processed yellow cooked tuna without coconut milk. Combined with white or brown rice, and complemented with balado eggs and stir-fried carrots and broccoli and tofu.

Those are some of all the menus offered by Easy Fit Kitchen which are categorized as healthy food menus for dieting, while other categories are healthy processed food menus for the elderly, some of which are:

- a. Dory Fish Soup, is a processed dory fish soup combined with carrots and potatoes, and white rice.
- b. Potato stuffed with Tuna, is a processed potato combined with tuna cooked in an oven-baked, equipped with onions and broccoli.
- c. Chicken soup, a soup of chicken meat processed the chest and claw, claw cooked until slightly softened, and also vegetables potatoes and carrots
- d. Steamed Tofu Oatmeal, is processed oatmeal steamed with tofu combined with straw mushrooms served with oyster sauce.
- e. Soup Corn Sausage, is processed corn soup mixed with pieces of sausage with a creamy soup gravy.
- f. Broccoli with Oyster Sauce, is a vegetable preparation of broccoli stir-fried with oyster sauce which is complemented by button mushrooms and stir-fried meat.

The menus that are specifically for the elderly are the majority of the menus that use relatively ingredients that soft are easy to consume, and the taste is not dominantly spicy, sweet or sour, which can still be easily accepted by the elderly who have many limitations in consuming food.

4.1.1. Create your own

This is one of the other menu options offered by Easy Fit Kitchen, which *creates your own* freeing consumers to choose the food they want to order, in which they can mix their main protein choices, such as processed chicken, beef, and fish mixed with carbohydrate choices such as white rice, brown rice, or potatoes, so consumers are not stuck by the menu that has been offered, and can mix their own food of choice.

The products offered are focused on adopting food menu trends that are developing, and are adopted into the composition of healthy food menu categories for diet and food menus for the elderly, which according to Oksana (2018) can satisfy individual consumers and groups, which have almost no variation. limited.

4.2. P2 Price

The prices offered by Easy Fit Kitchen are relative to the upper-middle class, using quality ingredients, attractive packaging and guarantees of food hygiene make Easy Fit Kitchen confident in setting prices that can be reached by middle to upper class consumers.

The availability of a price list on the menu both in the menu at online sales and the menu at the counter makes it easier for consumers to know the menu price, which is the menu for the food provided for breakfast which is the cheapest, and for processed salmon the most expensive. However, in starting this business, Easy Fit Kitchen provides a relatively cheaper price than competitors, but does not reduce the quality of the food and services provided to consumers. For instance, menus whose majority of the content is the same processed

roasted chicken breast combined with carbohydrates and vegetables and complementary proteins the average price offered is Rp. 45,000, but Easy Fit Kitchen offers a lower price with relatively the same content, which is Rp. 35,000. As for the other menus, some also use the same pricing strategy, starting with a lower price to be able to compete in the same business without compromising the service provided.

It is undeniable, indeed business competition is not only about price, but also the services provided, but in terms of starting a new business it seems necessary to use various strategies in order to compete with similar businesses, one of which is in the product prices.

4.3. P3 Promotion

Marketing is carried out following the development of existing technology, currently the promotion media for Easy Fit Kitchen is still limited to promotion through social media, not using the website in its promotional media. Directly, this business uses the power of word of mouth promotion that makes Easy Fit Kitchen increasingly known. All consumers who come are obligated to be given the best service, to give a positive image indirectly to others. who are potential customers. Installing banners that are attractive and can be seen by people is the second way of direct promotion, this method is done in the hope of giving a sense of wanting to visit or even want to buy because of the visual interest of the place where this business is founded.

The next promotion is using a digital promotion, currently it is still limited to the use of social media as a medium. Facebook is still used in promotional media, because according to infographic data presented by Matt Ahlgren in March 2021 via websitehostingrating.com, 65% of Facebook users are adults aged between 50 and 64 years, this is a target for marketing special food menus for the elderly. At least, adults in this age range can consider choosing elderly food menus for themselves or older people, so the target market for the

elderly is indeed more focused on the Facebook platform, rather than on Instagram or Twitter.

Next is to use social media Instagram and Twitter, according to data released by *Napoleon Cat* Instagram and Twitter social media users are still dominated by the millennial generation. Moreover, Instagram users in Indonesia reached 69,270,000 users as of May 2020, this fact can be used as an opportunity for the target market for healthy food for diet menus, since nowadays millennials are developing interest in living a healthy life and exercising. Healthy food is expected to be present in the healthy lifestyle trend of these millennials, by using attractive and colorful illustrations for each promotional content carried out, as well as a more relaxed and friendly approach to consumers who mostly use Instagram and Twitter.

4.4. P4 Place Of Sales

The point of sale for Easy Fit Kitchen products is analyzed using consideration of the target market group, competitors and also the strategic counter position. The target consumers are the upper-middle class, where the only place to stand for Easy Fit Kitchen counters is to reach Bogor and its surrounding. Bogor is a satellite city for DKI Jakarta, where workers who work in Jakarta reside. The majority of the workers are office workers, both private and public, this can be used as an opportunity, because these workers usually have enough money to buy food which is relatively more expensive for their nutritional needs but does not have time to prepare food for themselves.

Bogor area and its surroundings, such as Bogor City and Depok City are the marketing areas for Easy Fit Kitchen, wherein the three areas there is no catering that specifically sells healthy food or special food for the elderly, both offline and online. The lack of competitors makes this Easy Fit Kitchen sales place expected to be able to precisely reach markets that are still not reached by competitors. The position of the Easy Fit Kitchen counter, although it can be

accessed or searched using google maps technology, is located right next to the Jakarta-Bogor national road, so many consumers can see the banner used for promotion directly at the counter.

This can be another consideration for other healthy food businesses in looking for a place to start a business, where there are still relatively few healthy food sellers compared to other food businesses. In other words, there are still many markets that have not been reached, but first we can analyze the market to be addressed first, starting from consumer characteristics, location accessibility by consumers, and also competitors.

4.5. P5 People-Staff

The process of selling products from upstream to downstream, the Easy Fit Kitchen relies on the contribution of Human Resources. The staff employed according to what must be done and needed by the business. They have staffs who are responsible for cooking, promotion, and sales or waiters who also work as cashiers.

Before this business operation took place, the promotion had been carried out by one staff member who worked to create the promotional content provided. The hope is that prospective consumers can get to know first, there is a new culinary business that offers a healthy food product, until they are interested in the product and decide to buy.

There are two staff assigned to cook, where the staff in the cooking section of this product are also assigned to prepare the ingredients that must be purchased, and then cook the products ordered by consumers. The cooking staff is equipped with the ability to choose quality ingredients at the destination, know details in the ingredients and are also equipped with hygiene and sanitation standards in food processing.

There is also one waiter who is the cashier at Easy Fit Kitchen, whose job is to prepare the counter, take orders and serve in payments. Currently, the use of e-commerce is the mainstay in sales, waiters have the

ability to receive orders from e-commerce partners of Easy Fit Kitchen.

4.6. P6 Partnership

The partnership established by Easy Fit Kitchen concerns the use of E-commerce in its sales, currently ordering food online has become a lifestyle for some people, not least the marketing target of Easy Fit Kitchen which is dominated by millennials who often use food ordering services online

Establishing a partnership with GoFood and GrabFood is the main sales strategy, because by using this online food ordering service as marketing media, a wider range of consumers can be reached, and also participate in the development of modern digital food ordering technology. With this partnership, businesses that do not have their own food delivery service can be facilitated because food delivery services are carried out by drivers from the applications, and there are already many of them. In the future, the use of Shopee Food, which is being talked about a lot, will be used, but for now, the location for the Easy Fit Kitchen counter is still not covered by this service.

Currently, Easy Fit Kitchen's business partnership is still limited to a partnership with food delivery services, basically this business has arisen from its own capital, and until now it has not collaborated with other parties in capital.

4.7. P7 Process-Method Of Providing Service

In providing the products through processes from upstream to downstream, from marketing to product consumption, even until the product has been consumed, Easy Fit Kitchen still requires testimonials from customers for evaluation. The processes are as follows:

- a. Marketing: started by introducing the brand name of Easy Fit Kitchen and then the products in it, before this business started, an introduction was made to the public through social media
- b. Purchasing of raw materials: it is carried out by the staff of the cooking

department by taking into account the standards of raw materials that have been determined, which must guarantee the best quality of a material.

- c. Preparing raw materials: the raw materials that are already available are washed thoroughly, and some of them are chopped or sliced.
- d. Storing raw materials: in an airtight container available, the raw materials is are classified in the refrigerator or freezer to prevent rotting.
- e. Cooking menus: from ready-to-cook ingredients, food menus can be cooked with existing ingredients, ensure that the cooking utensils and kitchen area are clean, products are cooked according to the existing menu's SOPs with predetermined doses, especially the weighing process which must be considered because it involves nutritional values contained in the food and has been explained on the menu sold.
- f. The packaging process: the packaging for non-gravy products uses a rectangular lunch box with four compartments inside, food placement is based on portions, for animal protein which has more protein gets a bigger bulkhead than the place to put vegetables which requires relatively less space, after that the process Easy Fit Kitchen brand labeling which is affixed manually to the lunch box.

The process of providing services for Easy Fit Kitchen customers ends with receiving complaints, criticisms and suggestions from consumers, which are usually in the form of testimonials, which is important for business evaluations that have weaknesses or mistakes made As best as possible, the staff serves with excellent service for anyone who needs service from Easy Fit Kitchen staff.

4.8. P8 Packaging

The packaging is grouped into three containers, namely lunch boxes and paper

bowls that are equipped with food-grade or food-friendly plastic that is used for soupy foods. The three packagings are involved in calculating the selling price of food, all packaging goes through a selection process to look for quality, because healthy food is not only about the nutritional content in the food, but also the packaging.

For a lunch box that has several bulkhead columns that are used to separate several types of dishes, the food menu that uses this container is a set menu that is equipped with protein, carbohydrates, processed vegetables and complementary proteins, which is illustrated as in the Healthy Honey Grilled Chicken menu which contains grilled chicken, brown rice or baked potatoes, stir-fried broccoli, and balado eggs for complementary protein, there are four sections in the lunch box.

Food with soup needs a container that does not leak easily, using a paper bowl that is equipped with heat-resistant and food-grade plastic. Paper bowls are also used for food menus with the concept of a rice bowl, which only has two fillings, namely protein and vegetables, such as the Balinese beef matah menu which is only equipped with corn and chickpeas stew.

4.9. P9 Programming

In the marketing mix version (Oksana, 2018) P9 is programming, which is used in the third case to carry out programs to serve certain customers, which at Easy Fit Kitchen designs programs in the form of packages for the three purposes: for customers who want to focus on developing healthy living, diet, and muscle-building program. For these three programs, consumers can order every day. The menus are promoted every week, to explain the menu every day. The healthy food program is the most basic and general program, where the components in the menu consist of the usual healthy food menu, without reducing portions or protein in it.

The diet menu program offered is the same as the healthy menu, but the nutritional content in it, especially the calories offered is lower. Likewise, with special menus in muscle building, the most basic difference is the need for high protein, in this menu the protein provided is higher than diet menus and healthy menus. Programs are offered through promotions and sold on a pre-order basis, so that every week the number of customers who order the catering menu for each program is known. Examples of differences in each program are detailed as follows:

Tabel 1. Program Menu Option

	Lunch	Dinner
Healthy	BBQ Grilled Chicken Breast 415 calories, 40g protein, 33g carbohydrates and 19g fat	Honey Mustard Beef 427 calories, 34g protein, 27g carbohydrates, and 18g fat
Diet	347 calories, 37g protein, 17g carbohydrates, and 16g fat	359 calories, 32g protein, 12g carbohydrates, dan 18g fat
Muscle-Building	515calories, 65g protein, 33g carbohydrates, and 19g fat	618 calories, 59g protein, 27g, carbohydrates and 27g fat

Source: Processed Data 2021

From the table above, it can be seen that there are two examples of menu choices, where consumers can choose for themselves which menu program is currently needed for their body, which can be adjusted and

consulted in advance for maximum results. The menu in each program that will be given always changes every week, and is displayed on their promotional media.

4.10. P10 Possibility

The food catering business, should carry out forecast market regarding consumer perspectives in the market, probabilities, product alternatives and innovation capabilities on the product and service.

Consumers' knowledge on healthy food in the future will improve along with knowledge of preventing infectious diseases that require humans to live healthier which also includes healthy food choices in it, the development of information about the importance of choosing foods that are good for the body can affect consumer's interest to buy, as well as the growing trends, make consumers influenced to choose foods that are healthier for the body.

Tackling the decline in consumer interest in choosing food as intake must be done through continuous socialization through existing media, consistency must be maintained and creating innovation of menus on a regular basis to prevent monotony of the menu offered. The digital era provides various alternative services, these must be followed and developed so as not to get left behind by competitors who also continue to improvise and innovate.

4.11. P11 Position

The catering business run by Easy Fit Kitchen positions itself in the market so far as the only healthy food caterer that sells daily food both online and offline, and also offers catering services for the elderly with a wide variety of menus offered. Specifically, Easy Fit Kitchen prioritizes quality but does not offer a higher price compared to similar competitors.

5. Conclusions

Based on the analysis of the healthy food catering business of Easy Fit Kitchen, all components of 11P can be answered through the results of observations and processing the results.

a. For products, Easy Fit Kitchen has examples of several products taken from a total of 30 menus offered, the

analysis of the selected menus that become Easy Fit Kitchen products is a healthy food menu and for the elderly.

- b. The price offered is one of the business strategies in entering the healthy food catering business competition, namely setting competitive prices without reducing the quality of the product.
- c. The marketing carried out is only limited to direct marketing through the counter and through social media is now the main promotional media.
- d. The establishment of Easy Fit Kitchen analyzes the possibility of competitors, strategic location and also the characteristics of consumers,
- e. The catering has four employees. Two of them handle the kitchen, and the other two are respectively responsible for service and promotion.
- f. Easy Fit Kitchen has limited cooperation so far with online food service providers GoFood and Grabfood, over time, Easy Fit Kitchen must follow existing trends in collaborating in supporting fields, for example the use of Shopee Food, but for now the Easy Fit Kitchen counter is still not covered by this service.
- g. The process of food production in this business include a food process from upstream to downstream, the consumers are expected to be familiar with the Easy Fit Kitchen and decided to purchase later.
- h. As for the process analyzed covers product preparation to distribution. The product are neatly packaged using lunch boxes and paper bowls for soupy foods.
- i. The product program offered by Easy Fit Kitchen provides variety in choosing the menu according to customers' needs, for healthy food, diet or for muscle building.
- j. Hopefully, the trend of healthy food in the future is expected to continue to grow and be chosen by the public. The campaign carried out effectively and continuously to influence society, and

innovation should be performed to follow the trends

- k. Easy Fit Kitchen introduce this business as the only one healthy food catering business in Bogor Regency and its surroundings such as Depok City and Bogor City that provide satisfactory service at competitive prices.

This research is limited only to the catering business and is expected to be a guideline for future quantitative research. This research was conducted in a catering business and can be repeated using quantitative methods with a large sample to confirm the results obtained.

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