

ANALYSIS OF THE 7P MARKETING MIX STRATEGY TO ATTRACT CONSUMER INTEREST (CASE STUDY: PIZZA HUT DARMO SURABAYA)

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Abstract. This research aims to analyze the implementation of the 7P marketing mix strategy (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in attracting consumer interest at Pizza Hut Darmo Surabaya. The method used is descriptive qualitative with data collection techniques through observation, questionnaires, interviews, and documentation studies. The research findings indicate that the 7P marketing mix strategy plays a significant role in enhancing consumer attraction. The primary influencing factor is the consistent and innovative product quality (Product) along with friendly and professional service (People). The limitations of this research are focused on the 7P marketing mix strategy implemented by Pizza Hut Darmo Surabaya, without comparing it to other branches or competing restaurants. This research provides insights into the marketing elements that are most influential in attracting consumer interest, thus serving as a basis for strategic decision-making.

Keywords: Marketing Mix 7P, Consumer Demand, Marketing Strategy, Pizza Hut Darmo

PENDAHULUAN

Pizza Hut Darmo Surabaya, as one of the brand's strategic branches located in the heart of Surabaya, holds strong market potential due to its prime location, which is surrounded by business centers, residential areas, and educational institutions. However, in recent years, the branch has faced growing pressure from an increasing number of competitors, ranging from local eateries to other international fast food chains, all of which are offering various innovative approaches in terms of products, services, and promotional tactics. This intensifying competition raises a critical need for Pizza Hut Darmo to evaluate the effectiveness of its marketing strategies particularly its use of the 7P marketing mix in order to determine how well these strategies resonate with target consumers and influence their purchase decisions. Understanding how each element of the marketing mix contributes to consumer interest is essential for ensuring continued business growth and sustainability in a saturated market.

Each element of the 7P marketing mix plays a vital role in shaping the value proposition offered to customers. The product element refers to the quality, variety, and innovation of the menu items, which must be tailored to match evolving consumer preferences and local tastes. Price, as a key factor in consumer decision-making, must remain competitive and reflect perceived value while considering market conditions and purchasing power (Kasmir, 2012). The place, or location, of the restaurant determines ease of access for customers and can significantly influence traffic and sales performance. Effective promotion strategies, such as advertising, digital campaigns, and special offers, are essential for increasing brand awareness, attracting new customers, and encouraging repeat visits. The people element encompasses the performance and professionalism of the staff, whose ability to deliver excellent service directly affects customer satisfaction and loyalty (Haninda, R.N., 2020). The process element refers to the efficiency and consistency of the restaurant's operational systems, from ordering to food delivery, which can enhance or hinder the overall customer experience. Finally, physical evidence, such as restaurant cleanliness, interior design, and overall ambiance, plays a critical role in forming consumers' perceptions of the brand's service quality and trustworthiness.

In light of the above context, this study is conducted with the aim of analyzing the implementation of the 7P marketing mix strategy at Pizza Hut Darmo Surabaya, with a particular focus on how each element influences consumer interest and behavior. By examining the effectiveness of each component within the 7P framework, this research seeks to identify strengths and weaknesses in the current marketing approach, and to uncover actionable insights that can be used by management to refine their strategies. Ultimately, the findings of this study are expected to provide valuable recommendations that will support Pizza Hut Darmo in

enhancing its market competitiveness, improving customer engagement, and achieving sustainable business growth amidst the evolving landscape of the F&B industry

Research Problem

Based on the background above, the formulation of the problem in this research is as follows:

1. How is the implementation of the 7P marketing mix strategy at Pizza Hut Darmo Surabaya?
2. To what extent does the 7P marketing mix strategy influence consumer interest at Pizza Hut Darmo Surabaya?
3. What factors within the 7P marketing mix strategy play the most significant role in enhancing the attractiveness of Pizza Hut Darmo Surabaya for consumers?

This research also has three research objectives, which are:

1. Analyzing the implementation of the 7P marketing mix strategy at Pizza Hut Darmo Surabaya.
2. Assessing the impact of the 7P marketing mix strategy on consumer interest at Pizza Hut Darmo Surabaya.
3. Identifying the factors within the 7P marketing mix strategy that are most effective in attracting consumer interest at Pizza Hut Darmo Surabaya.

Benefits of Research:

1. Practical Benefits

Provides recommendations for the management of Pizza Hut Darmo Surabaya on how to optimize their 7P marketing mix strategy to enhance consumer attraction and loyalty. • Helps food business players understand effective marketing strategies to face market competition. • Gives marketers an insight into which elements of the marketing mix are most influential in attracting consumer interest.

2. Theoretical Benefits

Adds knowledge and reference for academics in the field of marketing, especially regarding the application of the 7P marketing mix strategy in the fast food industry. • Serves as a basis for further research related to marketing strategies aimed at attracting consumer interest.

THEORETICAL STUDIES

A. 7P Marketing Mix Concept

The marketing mix is a combination of marketing variables used by companies to achieve their marketing objectives in the target market, (Kotler & Keller, 2016). Initially, the marketing mix concept consisted of 4Ps, namely Product, Price, Place, and Promotion. However, in the service industry, this concept evolved into 7Ps with the addition of People, Process, and Physical Evidence (Booms & Bitner, 2001). Below is an explanation of each element in the 7P marketing mix:

1. Product

Product is an item or service offered to consumers to meet their needs and desires, (Kotler & Armstrong, 2018). In the context of Pizza Hut, the product includes a variety of pizza menu options, beverages, as well as additional services such as delivery and dine-in.

2. Price

Price is the amount of money that consumers have to pay to get a product or service, (Stanton, 2009). Competitive pricing strategies can influence consumer purchasing decisions and a company's competitiveness.

3. Place

Place refers to the location and distribution channel used to reach consumers (Lamb & McDaniel, 2013). Pizza Hut Darmo Surabaya is located in a strategic location that is easily accessible to its target market.

4. Promotion

Promotion encompasses various marketing activities aimed at increasing consumer awareness and interest in products or services (Belch & Belch, 2015). Pizza Hut utilizes promotions through social media, discounts, and customer loyalty programs.

5. People

People refer to all individuals involved in the service process, including employees and customers, (Zeithaml et al., 2018). The quality of service provided by employees can influence customer experience and their satisfaction.

6. Process

The process encompasses all procedures and mechanisms used in the provision of services (Lovelock et al., 2016). Efficient processes, such as online ordering and fast queue systems, can enhance customer satisfaction.

7. Physical Evidence

Physical evidence is the physical environment of the company where consumers and service providers interact according to (Lupiyoadi, 2016). The interior design of the restaurant, cleanliness, and product packaging are examples of physical evidence in the fastfood industry.

B. Consumer Interest

Consumer interest is an individual's tendency to purchase or use a product or service in the future (Schiffman & Kanuk, 2010). Consumer interest can be influenced by various factors, including product quality, price, promotion, and customer experience in using the product. According to (Kotler and Keller, 2016), there are four main indicators that determine consumer purchase interest:

1. Interest: To what extent are consumers interested in the products or services offered.
2. Desire: To what extent does the product meet the needs and desires of consumers.
3. Conviction: The level of consumer confidence in the quality of the product or service.
4. Action: The final decision of consumers to purchase or use the product.

C. The Relationship between the 7P Marketing Mix and Consumer Interest

Several previous studies have shown that the application of the 7P marketing mix can significantly influence consumer purchase interest. According to research conducted by Rizan, Warokka, and Listyawati, the appropriate marketing strategy on the 7P elements can enhance customer appeal and satisfaction. In the context of Pizza Hut Darmo Surabaya, the effective implementation of the 7P marketing mix strategy is expected to increase consumer interest, strengthen customer loyalty, and provide a competitive advantage amid the competition in the Food and Beverage (F&B) industry.

Previous Research:

1. Rizan, Warokka, & Listyawati (2014): Studied the effect of the marketing mix on customer satisfaction and consumer loyalty in the food and beverage industry.
2. Setiawan & Suryani (2018): Analyzed the impact of marketing mix strategies on consumer buying interest in fast food restaurants.
3. Sari & Yulianto (2020): Assessed the effectiveness of digital promotion in increasing consumer interest in franchise restaurants.

METHODOLOGY

This research employs a descriptive qualitative method with a data triangulation approach. The research location is Pizza Hut Surabaya, located at Jl. Raya Darmo No. 79 A, Keputran, Kec. Tegalsari, Surabaya, with a focus on the application of the 7P marketing mix analysis in enhancing consumer attraction.

A. Data Collection Techniques

1. Observation

The observation was conducted by directly observing the marketing activities at Pizza Hut Darmo Surabaya, including how the 7P elements are applied in daily business operations.

2. Questionnaire

Primary data was collected through the distribution of questionnaires to Pizza Hut Darmo Surabaya customers. This questionnaire contains questions related to consumer perception of the 7P marketing mix strategy and its impact on their buying interest.

3. Interview

An interview was conducted with the management of Pizza Hut Darmo Surabaya to obtain more in-depth information regarding the marketing strategies implemented.

4. Documentation Studies

The documentation study is carried out by gathering secondary data from various sources in the form of academic journals and literature relevant to the 7P marketing mix and consumer interest.

B. Data Analysis Techniques

Data analysis is conducted using a qualitative descriptive approach. The process includes:

1. Data Reduction: Selecting and filtering relevant data in accordance with the research focus.
2. Data Presentation: Organizing data in a systematic narrative form, including tables or diagrams to support the analysis.
3. Conclusion: Identifying patterns, relationships, and implications from the analyzed data to address the research objectives.

C. Data Validity Techniques

To ensure the validity and reliability of the data, the following triangulation techniques are used:

1. Source Triangulation: Comparing data obtained from observations, interviews, and documentation.
2. Triangulation Methods: Using various data collection methods to ensure consistency of information.
3. Colleague Discussion: Involving research colleagues to evaluate and provide feedback on data analysis.
4. Member Check: Ensuring the accuracy of data and interpretations by requesting confirmation from interview respondents.

RESULTS AND DISCUSSION

A. Implementation of the 7P Marketing Mix Strategy

1. Product

Pizza Hut Darmo Surabaya offers a variety of innovative and quality menu options, such as pizzas with various topping variations, pasta, and desserts. Consumers express their opinions about the menus they like, such as Meat Lovers, Super Supreme, and Tuna Melt, which have strong appeal due to offering rich flavor combinations that match the tastes of the majority of Indonesian consumers. Meat Lovers is favored for its abundant toppings like minced meat, chicken and beef sausages, and smoked beef, providing a savory taste and satisfying texture. Super Supreme is also a favorite as it offers a variety of toppings like mushrooms, bell peppers, and smoked meat that create a complex yet harmonious flavor balance. Meanwhile, Tuna Melt has become a popular choice for consumers avoiding red meat but still wanting to enjoy the savory sensation from the combination of tuna, sweet corn, and mozzarella cheese. Consumer responses indicate that the diversity of products offered is one of the main factors attracting consumer interest. Consumers feel satisfied with the consistent quality of taste and the fresh ingredients used.

2. Price

The prices offered by Pizza Hut Darmo are considered quite competitive with other fastfood restaurants in Surabaya. Some respondents feel that the prices at Pizza Hut are quite affordable, especially with the presence of promotions and budget packages. Here are three prices of Pizza Hut products that explain the enthusiasm of customers by feeling the value in terms of price and quality: Meat Lovers (Regular Original Crust) Rp 96,000–101,000; Super Supreme (Regular Original Crust) Rp 96,000–101,000; Tuna Melt (Regular Original Crust) Rp 96,000–101,000. With menu items such as Meat Lovers, Super Supreme, and Tuna Melt priced between Rp 96,000 to 101,000 per serving, consumers perceive that the balance between quality, taste, and dining experience offered has met their expectations of Pizza Hut. However, some consumers consider the price of pizza to be slightly higher compared to competitors, but they assess that the quality and service provided are commensurate with the price paid.

3. Location

The location of Pizza Hut Darmo is quite strategic in the city center of Surabaya, easily accessible to consumers. Strategically located on the Protokol Road, precisely on Jl. Raya Darmo, one of the main roads in Surabaya, this restaurant is easily accessible by private vehicles as well as public transport. High traffic and good visibility make this branch a noticeable and easily found option for consumers. Close to the urban activity center. The surroundings are near Bungkul Park, shopping

centers like DTC and Royal Plaza, as well as business districts and campuses. The presence of these places makes Pizza Hut Darmo an ideal choice for casual dining, meetings, or just having an afternoon coffee. This Pizza Hut branch in Darmo has high accessibility and long operational hours. The outlet is open from 07:00 to 23:00, making it very accommodating for various customer segments including night workers and students. The flexibility of operational hours increases the frequency of visits. The comfortable venue facilities and the clean restaurant atmosphere also add value that makes consumers feel at home for a long time. This supports the comfort of consumers in enjoying the dishes served. Overall, the advantages of the Pizza Hut location in Darmo Surabaya include high accessibility, availability of supporting facilities, long operational hours, and a dynamic environment, all of which contribute to enhancing consumer attraction and interest to visit.

4. Promotion

Pizza Hut Darmo Surabaya is active in running various promotions, such as discounts for purchases in certain amounts, loyalty programs, and seasonal promotions. What is meant by "discounts for purchases in certain amounts" at Pizza Hut is a price reduction given to customers if they make a purchase with a minimum specified value. This is a form of promotional strategy aimed at increasing the average transaction value and encouraging customers to buy more. Here is an explanation of the price amounts and discounts that customers can receive from this promotion: Customer can get a discount of Rp 25,000 for a minimum purchase of Rp 150,000.- ; Customer can get 20% discount if the total transaction reaches Rp 200,000 or Discount vouchers (for example, "cut Rp 50,000") that can only be used if consumers shop with a certain amount. In the promotion of the 'loyalty program' at Pizza Hut, it can be explained through the following table.

Program Type	Benefit Description
PH Rewards	Welcome freebies, point-earning, birthday perks
Third-party Loyalty	BOGO via Indomaret Poinku, free garlic bread via Ultra Voucher
Bank & QR Campaigns	Cashbacks up to 50% (Mandiri, BCA, Allo Bank)
Experience Programs	Pizza-making classes for engagement & loyalty

Source: Personal Data

Here's a detailed overview of Pizza Hut Indonesia's loyalty program, particularly relevant for outlets like Pizza Hut Darmo Surabaya:

- **Pizza Hut Rewards (via Pizza Hut App / Website)**
 Sign-up bonuses : New members often receive a free menu item—like a “My Box Beef BBQ with Chicken Stick”—as a welcome gift upon joining PH Rewards
 Points collection : Members earn points (called SLICES) with each purchase through the app or website. These points can be redeemed for free pizza, pasta, snacks, or other rewards.
 Birthday perks : Special offers such as a free pizza during your birthday week are often included in loyalty benefits.
- **Third-party Loyalty Partnerships**
 Indomaret Poinku Member Promo : By exchanging 450 points in the Indomaret Poinku app, customers receive a Buy 1 Get 1 Regular Pizza voucher that's redeemable at Pizza Hut (PHD, Ristorante, or regular outlets)
 Ultra Voucher Collaboration : Buying digital vouchers via Ultra Voucher gives customers a free garlic bread with no minimum purchase at any Pizza Hut branch.
- **Bank & QRIS Campaigns**
 Allo Bank : Offers up to 15% double cashback through Allo Prime and Allo PayLater on Pizza Hut purchases, with no minimum spend requirement.
 Mandiri & BCA : Cashback promotions up to 50% (Mandiri) or 15% (BCA) on transactions via QR codes—encouraging app-based spending.
- **Interactive Experience Programs**

Pizza-Making Classes : Occasional “Pizza Maker Junior” (for children) and “Pizza Making Class” (for adults) programs create an engaging, loyalty-building experience.

Seasonal promotions at Pizza Hut are promotional programs that are available only during specific times of the year and are typically tailored to special occasions or seasonal celebrations. The primary objective of these seasonal promotions is to attract more customers by offering new menu items, special discounts, or appealing bundles that are relevant to certain seasons or holidays. The following is a table of seasonal promotions at Pizza Hut.

Seasonal Promotion	This promotion is available at	Promotion
Ramadhan / Idul Fitri	According to the Islamic Calendar	Iftar Package, family bundling discounts, free takjil/drinks.
Christmas & New Year	December	Special edition menu, exclusive year-end party discount.
Valentine’s Day	14 th February	Couple package (for 2 persons), heart-shaped pizza, special dessert.
Back to School	July–August	Student discounts, cost-effective bundling for student groups.
Independence Day (RI)	17 th August	Package on Independence Day, 17% discount.
School Holiday	June–July	Long Weekend Offer

Source: Personal Data

Consumers are interested in promotions, which provide an opportunity to enjoy products at more affordable prices. Promotions carried out through social media are also quite effective in attracting customer attention.

5. People

The employees at Pizza Hut Darmo have a friendly, responsive, and professional attitude in providing services. Customers appreciate the attitude of the staff at Pizza Hut when they demonstrate friendliness, promptness, and professionalism in delivering service. A friendly demeanor, such as greeting with a smile, politely addressing customers, and speaking in a warm tone, creates a positive impression from the outset. Moreover, customers highly value quick and responsive service, particularly when the staff promptly takes orders, delivers food, or responds to additional requests such as cutlery or drink refills. Professionalism is also of utmost importance—staff who can handle complaints calmly, sincerely apologize, and promptly provide solutions will leave a favorable impression. Additionally, customers prefer informative staff who can clearly and patiently explain the menu, promotions, or the differences between pizza sizes. A neat and good appearance further enhances the sense of comfort while dining at the restaurant. Customer experience shows that good and fast service is an important factor in attracting consumers to return. Regular employee training and development can improve service quality.

6. Process

The ordering and service process at Pizza Hut Darmo Surabaya is quite efficient and easily understood by consumers. Both direct orders at the location and those made through the online application proceed smoothly, facilitating transactions for consumers. The quick serving time is also one of the reasons consumers choose Pizza Hut. The following is the estimated time provided by Pizza Hut during the customer service process.

Phases of The Process	Act of The Process	Time estimation
1. Welcoming & Placement	The staff welcomes the customers, inquires about the number of individuals, and then escorts them to	± 1–2 minutes

Phases of The Process	Act of The Process	Time estimation
	their table.	
2. Provision of Menu / QR & Explanation of Promotions	The staff provides a physical menu or QR code and explains any promotions if available.	± 2–3 minutes
3. Customer Selects Menu	Customers select food and beverages, sometimes discussing with friends or family.	± 5–10 minutes
4. Pickup Order & Confirmation	The staff notes and repeats the order to ensure.	± 2–3 minutes
5. Food Preparation in the Kitchen	The chef has begun to cook according to the order of requests.	± 10–20 minutes
6. Serving food to the table	Staff deliver the food to the table gradually (drinks usually come first).	± 1–2 minutes
7. Follow-up Service	Staff check the comfort of the customers & ensure the food is according to the order.	± 1 minutes
8. Billing & Payment Request	After finishing their meal, the customer requested the bill and then made the payment.	± 5–7 minutes
9. Thanks to our customers!	The staff expresses their gratitude, sometimes escorting guests to the exit.	± 1 minutes

Source: Observation Data

7. Physical Evidence

Pizza Hut Darmo has an attractive interior with modern design and complete supporting facilities, such as free Wi-Fi and a play area for children. One of the main advantages of Pizza Hut facilities that is favored by customers is the comfort and cleanliness of the dining area. The warm interior design with a dominant red color and soft lighting creates an atmosphere suitable for dining with family or gathering with friends. The tables and chairs are neatly arranged with ample space, providing privacy and comfort during meals. In addition, many Pizza Hut outlets are now equipped with an open kitchen concept that allows customers to directly see the pizza-making process, thereby enhancing trust in the quality and cleanliness of the food. Supporting facilities such as free Wi-Fi, clean restrooms, and comfortable waiting areas also add extra value. For customers who bring children, some outlets even provide baby seats or a simple kids corner. The use of appealing and environmentally friendly packaging also leaves a positive impression on consumers, who assess that this restaurant pays attention to sustainability aspects. All of these facilities are designed to create a pleasant dining experience and make customers feel at home, so that they not only come to eat but also to enjoy the atmosphere.

B. The Influence of 7P Marketing Mix in Attracting Consumer Interest

The 7P marketing mix is a concept that involves seven key elements that a company can utilize to attract and retain customers. Pizza Hut Darmo Surabaya also implements the 7P marketing mix strategy, which has a significant influence on attracting consumer interest. The influence of product strategy can be seen in the various offerings of Pizza Hut, such as different pizza variants, pasta, and desserts, all of which maintain consistent and innovative quality. This product diversity provides consumers with a wide range of options that suit their preferences. High product quality, fresh ingredients, and satisfying taste are the main factors influencing consumer interest. Customers are drawn to try new items or revisit familiar favorites, encouraging repeat visits.

The influence of pricing strategy applied by Pizza Hut Darmo is quite competitive within the fast-food restaurant market. A wide price range along with promotions and value meal packages offer greater value for customers. For some consumers, slightly higher prices are considered acceptable due to the quality of products and services received. By offering seasonal promotions, discounts, and loyalty programs, customers feel they receive additional benefits, which further increases their interest in visiting the restaurant.

The place strategy is also effective, with Pizza Hut Darmo being strategically located and easily accessible to various market segments, providing convenience for customers to visit. In addition, the comfortable interior design and complete facilities enhance the customer experience and create a pleasant atmosphere. A clean, well-organized, and family-friendly restaurant environment leaves a positive impression, motivating customers to return more frequently and choose Pizza Hut as a place to dine with family or friends.

The promotion strategy implemented by Pizza Hut Darmo is very effective in influencing consumer decisions. Discounts, value meals, and loyalty programs increase the brand's appeal, particularly among value-conscious consumers. Additionally, promotions through social media and other advertising platforms broaden the marketing reach and influence customers to try the offered products. Attractive promotions also create a sense of urgency to visit the restaurant, especially during specific promotional periods such as seasonal offers or weekend discounts.

The people strategy, reflected in the friendly and professional behavior of Pizza Hut Darmo staff, plays a significant role in attracting consumer interest. Positive experiences felt by customers when interacting with responsive and well-trained employees increase customer satisfaction. Fast and efficient service creates an enjoyable dining experience and encourages customers to return. Skilled staff with strong product knowledge can also make suitable recommendations to consumers, thereby increasing customer loyalty and the desire to revisit.

The process strategy is evident in the ease and efficiency of ordering, both directly in the restaurant and through online applications, which provides convenience for customers. The use of technology in ordering, payment, and delivery allows customers to enjoy a more practical and faster experience. Short waiting times and well-organized service processes make customers feel valued, thus increasing their intention to return. Consistency in this process is essential to maintaining customer satisfaction and encouraging them to recommend Pizza Hut to others.

The physical evidence strategy, such as the restaurant's interior design, product packaging, and supporting facilities (Wi-Fi, toilets, prayer rooms, meeting rooms, and cleanliness), gives a professional and pleasant impression to customers. Comprehensive facilities, along with a comfortable and attractive atmosphere, enhance the overall consumer experience at Pizza Hut. The use of eco-friendly and visually appealing packaging also builds a positive brand image, which can influence consumer interest in choosing Pizza Hut as their preferred dining option.

The implementation of the 7P marketing mix strategy at Pizza Hut Darmo Surabaya has had a significant impact on attracting consumer interest. Successfully managing each element from product to physical evidence creates a satisfying and consistent experience for customers. By focusing on product quality, friendly service, competitive pricing, and appealing promotions, Pizza Hut Darmo is able to build customer loyalty and attract more visitors. Its strategic location, comfortable restaurant environment, and efficient service processes further strengthen Pizza Hut's position in the fast-food restaurant market in Surabaya.

C. The Marketing Mix 7P Strategy Factors that Most Contribute to Increasing Consumer Attraction

All elements in the 7P Marketing Mix play a significant role in enhancing consumer appeal at Pizza Hut Darmo Surabaya; however, the strategies that most contribute to increasing consumer attraction are Product and People.

1. Product

The product is the core element that serves as the main reason consumers visit the restaurant. Pizza Hut Darmo offers a variety of menu options, focusing on consistent and innovative taste quality. The diversity of available products, including various types of pizza, pasta, and desserts, provides numerous choices for consumers, in accordance with their individual preferences. Consumers typically arrive at Pizza Hut with high expectations regarding the quality of taste and the ingredients used, which distinguishes it from competitors. If the products offered do not meet expectations or lack innovation, consumer interest may decline. Therefore, consistently maintaining product quality and introducing appealing new options is a crucial strategy for retaining customers and attracting new consumers.

2. People

Good service has a significant impact on the customer experience at Pizza Hut Darmo (Bitner, 2011). Friendly, professional, and responsive staff can make consumers feel valued and comfortable. A satisfying service experience can enhance customer loyalty and strengthen emotional connections with the brand. Fast, efficient, and friendly service can also create a positive impression that motivates consumers to return to the restaurant. The quality of service can influence consumers' perceptions of their overall experience, whether dining in or placing orders online. If the staff can provide good recommendations, address issues promptly, and make customers feel cared for, it will increase the likelihood of them becoming loyal customers.

D. Other Supporting Factors that Serve as Drivers

Other elements in the 7P marketing mix, such as Price and Promotion, also play a significant role in attracting consumer interest. Engaging promotions and competitive pricing packages can encourage consumers to try the product or return for another visit, especially if they feel they are receiving added value from the transaction. A strategic Place and an efficient Process also contribute to enhancing consumer comfort. However, without an appealing product and satisfactory service, other strategies may not be fully effective in maintaining consumer interest. In the overall explanation, Products and Services are two main strategies that are very important in the 7P Marketing Mix at Pizza Hut Darmo, as these two elements directly influence customer satisfaction and their experience at the restaurant. A good implementation of these two strategies will provide a strong foundation for building customer loyalty and attracting new consumer interest.

CONCLUSION

1. Based on the observations and analysis, it can be concluded that the implementation of the 7P strategy carried out by Pizza Hut Darmo Surabaya has been effective and targeted. This approach not only enhances the appeal of the services offered but also strengthens the brand's position in the minds of consumers. This strategy has proven successful in attracting consumer interest to visit and make purchases, as well as in fostering customer loyalty towards the products and services provided by Pizza Hut at that branch.
2. The influence on Pizza Hut's product strategy includes a choice of various pizzas, pasta, and desserts with consistent quality. Competitive pricing and attractive promotions encourage consumers to return. The strategic location of Pizza Hut Darmo and comfortable interior design create a pleasant dining experience. Promotional strategies such as discounts and loyalty programs enhance attractiveness. Friendly and trained staff also contribute to customer satisfaction. Easy ordering processes and complete facilities enhance brand image.
3. All elements of the 7P Marketing Mix are significant role in enhancing consumer appeal at Pizza Hut Darmo Surabaya. The most contribute strategies to increasing consumer attraction are Product and People. Maintaining consistent product quality and introducing attractive new options are important strategies for retaining customers and attracting new consumers. Friendly staff can provide a satisfying service experience that can enhance customer loyalty and strengthen emotional connections with the brand.

SUGGESTION

1. Promotion Enhancement: Although the existing promotions are quite effective, it would be advisable for Pizza Hut to better utilize digital platforms and social media to reach a broader consumer base, particularly the younger generation. Loyalty programs and app-based promotions can be expanded to enhance customer engagement.
2. Improvement of the Online Ordering Process: Considering the increasing trend of online orders, it is recommended that Pizza Hut continue to enhance the ordering system through the application to make it faster and more user-friendly, as well as to provide more payment options for consumer convenience.
3. Facility Development: In order to enhance customer comfort, Pizza Hut may consider adding facilities such as a larger play area or providing special events at the restaurant to attract the family market segment.

4. Sustainability: As part of efforts to enhance brand image, Pizza Hut could introduce environmentally friendly initiatives such as reducing plastic usage, or supporting sustainability programs through the use of organic and eco-friendly materials, which could attract the interest of consumers concerned about environmental issues.

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