

CHAPTER V. CONCLUSIONS

A. Conclusion

Based on the fresearch finding regarding the implementation of the marketing mix at UMKM Pentol Asik in Padang City, several conclusion can be drawn:

1. Pentol Asik is a micro-scale culinary MSME established in Padang in 2020. The business name, Pentol Asik, reflects the owner's philosophy of offering a popular street food that provides an enjoyable and memorable culinary experience while being easy for consumers to recognize and remember. The business specializes in processed pentol product and offers various menu packages at affordable prices. It operates through both offline and online sales as its outlet and online sales via ShopeeFood. The business is managed with a small workforce consisting of permanent, temporary, and family workers. Overall, Pentol Asik has developed a recognizable business identity and continues to operate as a local culinary MSME with a strateguc business location and accessible distribution channels.
2. The implementation of the marketing mix at Pentol Asik indicates that the product, price, and place elements have generally been implemented effectively. The business maintains product quality through the use of quality ingredients, offers product variety at affordable prices, and benefits from a strategic location supported by both offline and online distribution channels. However, the promotion element has not been implemented consistently. Although Pentol Asik previously utilized Instagram, TikTok, influencer collaborations, ShopeeFood promotional programs, and personal selling, its digital promotional activities have not been maintained regularly. As a result, social media engagement and brand visibility have declined, reducing opportunities to attract new customers. Therefore, among the four elements of the marketing mix, promotion is the element that shows the greatest gap between theory and actual implementation and is the factor most closely associated with the sales volatility experienced by Pentol Asik.

B. Recommendation

Based on the research findings, several recommendations can be proposed.

1. For the owner of the Pentol Asik MSME, Pentol Asik is encouraged to strengthen its promotional activities by consistently utilizing social media platforms, particularly Instagram and TikTok, to increase brand awareness, maintain customer engagement, and attract new consumers. The business is also advised to collaborate periodically with local food influencers and participate in digital promotional campaigns to improve market reach and sales performance. In addition, Pentol Asik should continue maintaining its product quality, competitive pricing, and strategic location while introducing new product variants to sustain consumer interest. The business is also recommended to improve its packaging by including complete product information and obtaining halal certification so that the halal logo can be displayed on the packaging.
2. For future researchers, are encouraged to examine additional factors that may influence sales volatility, such as consumer satisfaction, service quality, digital marketing effectiveness, customer loyalty, or competitive intensity. Future studies may also employ quantitative methods or mixed-method approaches to provide a more comprehensive understanding of the factors affecting sales performance in culinary MSMEs.

