



The impact of digital marketing and service counseling on business performance at pak bagong restaurant, purwantoro, wonogiri: a pretest-posttest analysis

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ABSTRACT

Small businesses often struggle with service quality and market visibility limiting their growth and competitiveness. This study aims to address these challenges by evaluating the impact of digital marketing strategie and service counseling on the business performance of Pak Bagong' restaurant in Purwantoro, Wonogiri. Using a qualitative action research approach, the study follows a structured process of observation intervention, and evaluation over a period of three months, from Januar to March 2024. The research involved a sample of 50 customers and restaurant staff members. Data collection methods included direc observations, in-depth interviews, and customer feedback surveys to asses existing service quality, hygiene standards, and marketing efforts. Interventions were implemented in three key areas: facility enhancements digital marketing, and service quality improvement. Facility improvement involved installing a menu banner and providing handwashing stations to enhance customer experience. Digital marketing strategies included socia media promotions and Google Maps optimization to expand custome reach. Service quality training focused on hygiene practices and custome service etiquette. A pretest-posttest evaluation revealed significan improvements, with daily customers increasing by 66.7%, revenue risin; by 75%, and new customer acquisition growing by 25 percentage points. The findings highlight the effectiveness of service and marketin; interventions in driving small business growth.

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1. INTRODUCTION

The catering industry plays a crucial role in the food service sector, encompassing meal preparation where aesthetics and creativity are essential. This industry includes local eateries, full-service restaurants, food retailers, and catering services. To maintain a competitive edge, culinary business owners must continuously innovate and implement strategic marketing approaches (Khair, 2025). Warung Makan Pak Bagong, located in Purwantoro, Wonogiri, exemplifies a traditional eatery striving to sustain its market position amidst increasing competition. Established in 2000 by Mr. Bagong and his wife, this business started as a small roadside stall offering traditional Javanese cuisine based on

family recipes passed down through generations (Prayuda, 2024). Over time, it expanded due to the owners' culinary expertise and commitment to quality flavors. Currently, the warung employs five staff members three in the kitchen and two as waiters and has gained a strong reputation for signature dishes such as nasi urap, garang asem, and a variety of grilled meats prepared with rich traditional spices. Additionally, the eatery actively participates in social events, such as providing free meals during Ramadan and catering for cultural performances like Reog Ponorogo, further enhancing its community presence. Despite its success, Warung Makan Pak Bagong faces several challenges that hinder its sustainable growth. The increasing number of modern restaurants and cafés offering superior facilities and diverse menu selections has intensified competition (Aryanto, Farida, et al., 2023). Additionally, the business still relies on word-of-mouth promotion, which is insufficient in an era where digital marketing is crucial for attracting younger consumers (Widyastuti et al., 2020). Inconsistent customer service, due to the absence of formal staff training, has led to fluctuations in service quality. Moreover, the relocation of the restaurant to a more secluded area has reduced its accessibility, and its absence from Google Maps further complicates customer navigation. Limited seating capacity and inadequate parking facilities exacerbate customer dissatisfaction, highlighting the need for strategic improvements (Aryanto, Hanum, et al., 2023).

To further emphasize the urgency of this research, it is essential to consider the broader trends in digital marketing and customer service in the culinary industry. Recent studies indicate that 78% of customers prefer restaurants with an active online presence, and businesses utilizing digital marketing strategies experience a 20-30% increase in customer engagement (Haerani et al., 2024). Furthermore, a survey conducted by the Indonesian Culinary Business Association found that 65% of small eateries that failed to adopt digital marketing saw a decline in revenue by at least 15% annually. These statistics highlight the critical need for Warung Makan Pak Bagong to embrace modern marketing strategies to sustain its market presence.

This research aims to examine the critical challenges affecting the sustainability of Warung Makan Pak Bagong, particularly in the areas of marketing strategies, service quality, and accessibility. The study seeks to explore how digital marketing can enhance customer engagement and business growth, assess the impact of service quality on customer satisfaction, and identify solutions to improve accessibility (Haerani et al., 2024). The research is based on the Theory of Competitive Advantage, which emphasizes differentiation and strategic positioning, and the SERVQUAL model, which evaluates service quality through tangible aspects, reliability, responsiveness, assurance, and empathy (Shi & Shang, 2020). By addressing these aspects, this study aims to provide practical solutions to improve the business sustainability of Warung Makan Pak Bagong.

The selection of Warung Makan Pak Bagong as a case study is justified by its status as a well-established yet struggling traditional eatery within a competitive environment. Unlike larger chain restaurants that have ample resources to adapt, small independent food businesses often face unique challenges in implementing modern marketing and service strategies. Warung Makan Pak Bagong serves as a representative example of traditional culinary businesses in rural Indonesia, making it a relevant subject for this study. The findings of this research will not only benefit Warung Makan Pak Bagong but also serve as a reference for other small and medium-sized food businesses facing similar challenges (Ayu et al., 2024). The insights gained can contribute to the broader discussion on how traditional food enterprises can adapt to the evolving demands of the food service industry and enhance their market presence effectively (Biswan et al., 2023). Furthermore, policymakers and industry stakeholders can use the results to design targeted support programs that assist small food businesses in integrating digital marketing, improving service quality, and overcoming logistical barriers to growth (Eze et al., 2023).

The expected outcome of this study is to offer concrete recommendations that can help Warung Makan Pak Bagong remain competitive in an increasingly digitalized market (Fitri et al., 2023). By adopting modern marketing techniques, enhancing service quality, and improving accessibility, the business can strengthen its customer base and sustain growth (Khumaira & dan Nugraha, 2024). The findings of this research will not only benefit Warung Makan Pak Bagong but also serve as a reference

for other small and medium-sized food businesses facing similar challenges. The insights gained can contribute to the broader discussion on how traditional food enterprises can adapt to the evolving demands of the food service industry and enhance their market presence effectively (Biswan et al., 2023).

2. METHOD

This study employs a qualitative approach to analyze and improve service quality at Pak Bagong's restaurant through a structured community service project. The research follows a systematic procedure consisting of several stages: observation, intervention, and evaluation.

Research Design

Action research was chosen because this approach enables continuous improvement through cycles of reflection and action. Compared to other methods, such as case studies or surveys, *action research* is superior in providing direct solutions to the challenges faced by small businesses like Pak Bagong's restaurant. By actively involving the owner and staff in each phase of the study, this method allows for more accurate problem identification and the implementation of solutions that can be tested and adjusted immediately for optimal results (Samiadnyani & Gama, 2023).

Data Collection

Additionally, customer perceptions were gathered through informal discussions and feedback collection. The respondents in this study included the restaurant owner, five employees directly involved in service and operations, and 20 regular customers who were purposively selected to provide insights into customer satisfaction. The selected customers had visited the restaurant at least three times in the past six months, ensuring they had sufficient experience to offer feedback on service changes before and after the intervention (Swissia, 2023).

Intervention

The intervention phase lasted for three months and was divided into three main stages (May et al., 2024). The first month focused on improving restaurant facilities by installing a menu banner, providing handwashing stations, and optimizing seating arrangements. The second month was dedicated to implementing digital marketing strategies, including creating social media accounts, online promotions, and listing the restaurant on Google Maps. The third month involved staff training sessions on hygiene practices and service quality enhancement. Each stage of the intervention was monitored and evaluated periodically to ensure its effectiveness in improving service quality (Hidayat & Siagian, 2025).

Pretest-Posttest Evaluation

To assess the impact of the intervention, a pretest-posttest design was applied. Prior to implementation, baseline data on customer satisfaction, sales volume, and service quality perceptions were collected. Following the intervention, posttest data were gathered using the same instruments. The changes in key performance indicators were analyzed to evaluate the effectiveness of the implemented strategies.

Data Analysis

Qualitative data from interviews and observations were analyzed using thematic analysis to identify recurring patterns and themes. The pretest-posttest data were examined using comparative analysis to measure improvements in customer satisfaction, service quality, and business performance. The findings were then compiled into a final report and disseminated to relevant stakeholders for further application and research contribution.

By employing this structured approach, the study ensures that the interventions are data-driven, measurable, and sustainable, providing actionable insights for enhancing small business service quality.

3. RESULTS AND DISCUSSION

Research Findings

This study aims to evaluate the impact of facility improvements and digital marketing strategies on business performance at Pak Bagong's food stall. The research utilized a pre-test and post-test approach, where key business performance indicators were measured before and after the implementation of specific interventions. The measured indicators include the number of daily customers, revenue, percentage of new customers, and Google Maps ratings.

Pre-Test and Post-Test Comparison

The data collected before and after implementing the improvements indicate significant positive changes in customer satisfaction, daily visitors, and revenue, as presented in Table 1.

Table 1. Comparison of Pre-Test and Post-Test Results

Aspect Evaluated	Pre-Test (Before Intervention)	Post-Test (After Intervention)	Percentage Change	Margin of Error
Average Daily Customers (people/day)	15	25	+66.7%	±4.2%
Daily Revenue (IDR)	1,200,000	2,100,000	+75%	±5.1%
New Customers (% of total customers)	30%	55%	+25%	±3.8%
Google Maps Rating (Average Score)	4.8/5 (5 reviews)	5/5 (33 reviews)	+0.2 points	±0.1 points

Source: processed primary data, 2025

The increase in daily customers by 66.7% (±4.2%) shows a strong positive trend, though minor fluctuations may occur due to seasonal or external influences. The 75% (±5.1%) rise in revenue demonstrates a significant financial improvement, indicating that the interventions had a direct impact on business performance. The 25% (±3.8%) growth in new customers highlights the effectiveness of digital marketing and service enhancements in attracting first-time visitors. The Google Maps rating improvement (+0.2 points, ±0.1 points) reflects higher customer satisfaction and trust, supported by better hygiene practices and service quality. These results confirm that the strategic interventions successfully enhanced various aspects of business performance. The following sections detail how each improvement directly influenced these outcomes.

Adding Facilities

Menu List Banner

One of the primary improvements was the installation of a menu list banner, which played a crucial role in enhancing customer experience. A visually appealing and well-organized banner allowed customers to easily identify available dishes, reducing decision-making time and improving service efficiency (Thaha et al., 2021). As shown in Appendix Figure 1, the owner of the stall, Pak Bagong, is seen standing next to the newly installed menu list banner, which prominently displays the available food options.

A clearer and more structured menu presentation likely contributed to the increase in daily customers and revenue. With the new menu banner, customers could make purchasing decisions more efficiently, leading to a smoother ordering process and reduced waiting time. Additionally, the menu banner also served as an effective advertising tool by attracting potential customers passing by. Appendix Figure 2 illustrates the final result of the menu list banner installation in the shop, demonstrating how it improved customer navigation and enhanced the restaurant's overall ambiance.

Adding Hand Washing Facilities

Another major improvement was the addition of handwashing facilities, which promoted hygiene and reinforced adherence to health protocols. Providing accessible handwashing stations encouraged customers to maintain hand hygiene before and after eating, fostering a sense of safety and trust in the establishment (Kallmuenzer et al., 2024). As shown in Appendix Figure 3, the

implementation of these handwashing stations significantly improved the overall hygiene standards of the shop and was well received by customers.

This enhancement in hygiene practices contributed to increased customer satisfaction, as reflected in the improved Google Maps rating and higher number of daily visitors. Customers tend to favor establishments that prioritize cleanliness and safety, which in turn supports long-term business growth. By implementing these facilities, the restaurant demonstrated its commitment to public health and customer well-being.

Helping with Social Media Promotion

Social media promotion played a key role in increasing brand awareness and attracting new customers. By creating an Instagram page, the business gained a platform to interact directly with customers, showcase its menu, and build an online presence (Kraus et al., 2022). As shown in Appendix Figure 4, social media accounts and marketplace listings were actively utilized as promotional tools to reach a wider audience.

This strategy resulted in increased engagement, as potential customers could view images of the dishes, read reviews, and get real-time updates on special offers. Digital marketing efforts, including the optimization of Google Maps listings, played a significant role in attracting new customers (+25%). Additionally, improvements in service, such as better menu visibility and hygiene facilities, enhanced the overall customer experience, contributing to an increase in revenue (+75%) and repeat visits.

Adding Addresses in Google Maps

Registering the business on Google Maps was another crucial step in improving visibility and accessibility. By providing essential details such as location, contact information, and operating hours, potential customers found it easier to locate the establishment (Qurtubi et al., 2022). As shown in Appendix Figure 5, the addition of Pak Bagong's food stall address on Google Maps enabled more customers to find the business online, resulting in an increase in foot traffic.

Furthermore, the presence of customer reviews further enhanced the business's credibility. Positive testimonials encouraged more people to visit, as they could see real experiences shared by previous customers. This directly contributed to the improved Google Maps rating and increased daily visitors. Appendix Figure 6 displays the listing of Pak Bagong's food stall address along with customer comments, showcasing how digital exposure helped build trust and strengthen the restaurant's reputation.

Assisting in Providing

During the community service project, emphasis was placed on improving service quality, including hygiene practices such as the use of gloves while handling food. This initiative reinforced the importance of maintaining cleanliness in the food industry, which resonated well with customers (Prasetya, 2021).

Better service quality likely played a role in both increasing customer satisfaction and attracting new customers, as cleanliness and professional service are key factors influencing dining choices. The improved customer experience is reflected in the increased Google Maps rating and the higher proportion of returning and new customers.

Discussion

The Impact of Facility and Service Innovation on Business Growth

The pre-test and post-test results indicate that service and facility improvements played a crucial role in enhancing business performance at Pak Bagong's food stall. The number of daily customers increased by 66.7%, from 15 to 25 visitors per day, while revenue grew by 75%, from IDR 1,200,000 to IDR 2,100,000. These findings demonstrate a direct relationship between business innovation and customer interest.

Key improvements, such as the installation of a menu banner and the addition of handwashing facilities, contributed significantly to these outcomes. The menu banner improved menu visibility and

helped customers make quicker decisions, leading to a more efficient ordering process. Meanwhile, handwashing facilities enhanced hygiene standards, increasing customer confidence and satisfaction. This aligns with research by Kusuma et al., (2023) , which suggests that businesses prioritizing customer-centric innovations experience greater long-term sustainability and competitiveness.

Furthermore, enhanced service quality, including improved hygiene practices such as the use of gloves, contributed to the increase in customer satisfaction, as reflected in the higher Google Maps rating from 4.8 to 5.0. These results support the argument that operational efficiency and service innovation significantly impact customer perception and loyalty.

The Role of Digital Marketing in Business Expansion

The findings also underscore the importance of digital marketing in expanding customer reach and increasing revenue. The proportion of new customers rose by 25 percentage points, from 30% to 55%, indicating the effectiveness of social media marketing and Google Maps optimization. This increase suggests that greater online visibility attracts more first-time visitors, contributing to higher customer turnover.

The improvement in Google Maps rating from 4.8 to 5.0, along with the increase in reviews from 5 to 33, further highlights the role of digital engagement in building business credibility. Positive customer feedback and an optimized Google Maps presence enhance trust and encourage more potential customers to visit. This is consistent with research by Harini et al., (2022) and Bagyo Mujiharjo, (2023), which found that businesses with higher online ratings tend to experience a 40-50% increase in customer visits within the first six months of digital marketing implementation.

These findings reinforce the idea that digital marketing strategies, particularly social media engagement and search engine visibility, are key drivers of business growth. By leveraging online platforms effectively, businesses can expand their customer base, increase sales, and improve brand reputation.

The Economic Impact of Business Growth on Local Communities

Beyond individual business performance, the growth of Pak Bagong's food stall has generated positive economic impacts on the local community. The increase in daily revenue has led to higher demand for raw materials from local suppliers, stimulating economic activity in the surrounding area. Preliminary observations indicate a 40% increase in supplier sales, suggesting that business expansion can create broader economic benefits.

Additionally, the increase in customer volume necessitated the hiring of three additional employees, demonstrating the job creation potential of small business growth. These findings align with research by Milenia et al., (2023), which states that expanding businesses contribute to local economic development through employment generation and supply chain expansion. Similarly, Shang, (2020) emphasize that customer-driven business growth leads to increased production capacity, benefiting both business owners and the wider community.

4. CONCLUSION

The findings of this study demonstrate that strategic interventions, including facility enhancements and digital marketing efforts, have significantly improved business performance at Pak Bagong's food stall, with a 66.7% increase in daily customers, a 75% rise in revenue, and a 25-percentage-point growth in new customers. This study contributes to the understanding of how service quality improvements and digital engagement can drive small business growth. The implications highlight the importance of customer-centric innovations and digital marketing strategies in enhancing customer satisfaction and competitiveness. However, this research is limited to a single small business over a short period, making the findings less generalizable. Additionally, factors such as economic conditions, competitor responses, and seasonal variations were not analyzed in this study, which could influence business performance. Future studies should explore the long-term sustainability of these interventions and examine external factors influencing small business success. Furthermore, expanding the scope to

include multiple small businesses across different sectors would provide a more comprehensive understanding of the effectiveness of these strategies.

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APPENDIX

Appendix Figure 1: Menu List Banner



Appendix Figure 2: Results of Menu Banner Installation



Appendix Figure 3: Handwashing Facilities



Appendix Figure 4: Social Media Promotion



Appendix Figure 5: Address on Google Maps



Appendix Figure 6: Customer Reviews on Google Maps

