

ABSTRACT

Researching was conducted with the aim to formulate the right strategy in marketing services and products to use at restaurant with five strategies for competing through service. Their main problem is needed in this metode is a decrease in the number of consumers who visit for a period months. The study uses a case study type of research with a sample of 100 people consisting of consumers who use the service and products of the restaurant. The result of this study indicate that the perception of consumers agree and satisfied with the service five strategies to compete with services used by the restaurant that given satisfaction to the consumer.

Key word : marketing strategies , strategies for competing