



Business Development Strategy in Increasing Consumer Buying Interest in Spicy Noodles at Warung 99 Permata Sudiang Raya, Biringkanaya District, Makassar City

Atikah Fitjriyyah Alwi¹, Sariana²

¹Fakultas Ilmu Sosial dan Ilmu Politik, Prodi Ilmu Administrasi Bisnis
Universitas Islam Makassar

Email : sariana.dty@uim-makassar.ac.id

Keywords:

Purchase interest
Business development
strategies
culinary MSMEs

ABSTRACT

This study aims to determine business development strategies to increase consumer interest in buying spicy noodles at the 99 Permata Sudiang Raya stall, Biringkanaya District, Makassar City, and to identify supporting and inhibiting factors. The study used a qualitative approach, data collection techniques through interviews, observation, and documentation. Research informants consisted of the business owner, two employees, and consumers. Data analysis techniques used were data reduction, data presentation, and conclusion drawing. The results showed that the business development strategy was carried out through product innovation with variations in spiciness levels from level 1 to 10. Setting affordable prices, improving service quality, utilizing social media and online delivery services. Supporting factors include a strategic location, consistent taste quality, competitive prices, and human resources (HR) by providing good service to consumers. While inhibiting factors include competition from similar businesses and limited financial resources in business development.

A. INTRODUCTION

The development of micro, small, and medium enterprises (MSMEs) in the culinary sector has shown significant growth in recent years, especially in Makassar City. The increasing public interest in practical, affordable, and innovative food has encouraged the emergence of various new culinary ventures. One of the growing trends is the consumption of spicy me, which is in demand among teenagers and young adults. However, this growth also leads to a higher level of competition so that business actors are required to have the right development strategy to be able to maintain and increase consumer buying interest (Tjiptono, 2022).

Business development strategy is a planned effort to increase competitiveness, expand market share, and maintain consumer satisfaction. In the context of the culinary business, this strategy can be realized through product innovation, pricing in accordance with consumer purchasing power, improving service quality, and effective use of

promotional media. The success of a development strategy is closely related to the ability of business actors to understand consumer needs and preferences (Kotler & Keller, 2023).

This strategy plays a very important role due to the limitations in terms of capital, labor, and technology that business actors often face. According to (Luthfi, 2025), the implementation of strategies that are in line with business completeness and market dynamics can increase the competitiveness of UMKM and encourage sustainable business growth. Therefore, UMKM are expected to be able to design strategies that are adaptive to market fluctuations and consumer behavior transformation.

Business development is a process to increase business capacity through product development, marketing, and services so that businesses can develop sustainably. Research (Nadhar, 2025) explains that business development through product innovation and effective pricing strategies can increase revenue and strengthen the business's position in the market. Therefore, business development needs to be carried out innovatively and oriented to consumer needs.

Digital promotion is defined as a form of marketing communication that aims to introduce products and influence consumer buying interest through digital media (Ernawati, 2025). The use of digital media is considered effective for culinary UMKM because of its ability to reach consumers with a wide reach and high efficiency. Service quality is an important factor in increasing consumer satisfaction and loyalty. (Mahyus, 2022) states that good service can increase consumers' desire to make purchases. In addition, (Muliati, 2025) explained that consumers who are satisfied with the quality of products and services tend to have high loyalty to a culinary business.

Consumer buying interest is an important indicator in assessing the effectiveness of the strategy implemented. Buying interest reflects the tendency of consumers to make purchases based on perceptions of product quality, price, service, and experience gained. If the strategy implemented is able to meet consumer expectations, then the likelihood of repurchase will be greater (Savero & Sari, 2022). Permata Sudiang Raya Spicy Noodle Shop 99 is one of the culinary businesses located in Biringkanaya District, Makassar City. This business offers a variety of spiciness levels that are a special attraction for consumers. Based on preliminary observations, the number of consumers shows fluctuations at certain times as well as changes in sales levels in recent years. This

condition shows that consumer buying interest has not been fully stable, so a more targeted and sustainable business development strategy is needed.

Spicy noodles are one of the culinary products that have a unique appeal, especially among the younger generation. The product is in demand because of the sensation of a spicy taste that presents a unique consumption experience. According to (Rahmawati, 2023), spicy food has great market potential because it is able to produce its own satisfaction for consumers who like taste challenges. Based on this phenomenon, this study aims to analyze the business development strategies applied in increasing consumer buying interest and identify supporting and inhibiting factors in its application to the 99 Permata Sudiang Raya spicy noodle stall.

B. METHODS

This research is designed using a qualitative approach with a descriptive type of research. The qualitative approach was chosen because this research focuses on an in-depth understanding of business development strategies carried out by business actors in an effort to increase consumer buying interest. The qualitative approach allows researchers to gain a comprehensive understanding of research phenomena based on actual conditions in the field and the perspective of informants directly involved in business activities (Sugiyono, 2022).

C. RESULTS AND DISCUSSION

1. Results

a. Business Development Strategy in Increasing Consumer Buying Interest in Spicy Noodles at Warung 99 Permata Sudiang Raya, Biringkanaya District, Makassar City

The results of the study show that the business development strategy at the 99 Permata Sudiang Raya spicy noodle stall is focused on four main aspects, namely product innovation, pricing, service quality improvement, and the use of digital promotion. Product innovation through the provision of a variety of spiciness levels tailored to consumer preferences ranging from low to very spicy. These variations provide a different consumption experience and are the main attraction for consumers, especially students and teenagers. This strategy not only differentiates the business from competitors, but also creates a distinctive business identity. Which states that product

innovation has an important role in increasing consumer buying interest in culinary UMKM.

In addition, the price strategy implemented is relatively affordable and in accordance with consumer purchasing power. The match between price and product quality creates a positive perception of value that encourages repurchases. From the service aspect, employees provide friendly, fast, and responsive service so as to create a positive experience for consumers. Promotional strategies are carried out through social media and online application-based delivery services. The use of digital platforms makes it easier for consumers to obtain information and place orders, as well as help increase the reach of the business market.

b. Supporting and Inhibiting Factors of the Business Development Strategy of Warung 99 Permata Sudiang Raya, Biringknaya District, Makassar City

The results of the study show that the supporting factors for business development include strategic business locations, consistent taste quality, competitive prices, and good service. In addition, supporting factors also come from human resources (SDM) who are able to provide friendly and fast services, as well as financial resource support in maintaining the quality of raw materials. Meanwhile, inhibiting factors include high competition in culinary businesses, limited human resources, especially when there is a surge in orders, and limited financial resources in broader business development.

2. Discussion

The results of the study show that the business development strategy implemented by the 99 Permata Sudiang Raya edas noodle stall plays an important role in increasing consumer buying interest. The strategy includes product innovation through variations in the level of spiciness adjusted to consumer preferences, affordable pricing according to purchasing power, improving the quality of friendly, fast, and responsive service, and utilizing digital promotions through social media and application-based delivery services. Product innovation is the main attraction because it provides a different consumption experience and creates a distinctive business identity. These findings are in line with research (Rahmawati, 2023) which states that product innovation has an important role in increasing consumer buying interest.

In addition, the match between price and product quality creates a positive perception of value that encourages consumers to make a repeat purchase. From a marketing perspective, the price that matches the benefits received becomes an

important factor in the purchase decision. The quality of service also makes a great contribution to increasing customer satisfaction and loyalty. Friendly and fast service creates a positive experience that encourages consumers to buy again, as supported by research (Norhaedah, 2025) which states that the quality of service affects the interest in re-buying.

On the other hand, the supporting factors for business development strategies do not only come from strategic business locations and product quality, but also from human resources (SDM) who are able to provide good service to consumers. In addition, financial resources play a role in maintaining the quality of raw materials and business sustainability. Meanwhile, inhibiting factors include limited human resources in dealing with a surge in orders, limited financial resources in business development, and high competition in culinary businesses. This condition shows that even though the strategy implemented has been effective in increasing consumer buying interest, it is still necessary to manage resources more optimally so that the business can develop sustainably. This finding is also supported by research (Sariana, 2023) which states that good resource management plays an important role in increasing business competitiveness.

D. CONCLUSION

Based on the results of the research, it can be concluded that the business development strategy implemented by the 99 Permata Sudiang Raya spicy noodle stall plays an important role in increasing consumer buying interest. The strategy includes product innovation through variations in spiciness levels, affordable pricing, improving the quality of friendly and fast service, and utilizing social media and online ordering services as a means of promotion.

Factors supporting the success of this strategy include strategic business locations, consistent taste quality, competitive prices, and human resources (HR) who are able to provide good service. Meanwhile, inhibiting factors include high business competition, limited human resources, and limited financial resources in business development.

REFERENSI

- Ernawati, S. (2025). The role of social media in increasing consumer buying interest in local culinary businesses in Makassar City. *INQUBATE: Journal of Management, Finance, and Business*, 10(2), 71–84.
<https://jurnal-fisip.uim-makassar.ac.id/index.php/bisnis/article/view/72>
- Kotler, P., & Keller, K. L. (2023). *Marketing management* (16th ed.). Pearson Education.
- Luthfi, A. (2025). Analysis of marketing strategies and entrepreneurial characteristics on the development of MSMEs in Enrekang Regency. *INQUBATE: Journal of Management, Finance, and Business*, 10(1), 45–58.
<https://jurnal-fisip.uim-makassar.ac.id/index.php/bisnis/article/view/50>
- Muliati, A. (2025). Quality of service and promotion strategies for customer loyalty of local culinary businesses in Makassar. *INQUBATE: Journal of Management, Finance, and Business*, 10(3), 55–67.
<https://jurnal-fisip.uim-makassar.ac.id/index.php/bisnis/article/view/64>
- Mahyus. (2022). The Influence of Marketing Mix and Service Quality on Consumer Decisions. *Journal of Business Administration, Faculty of Social and Political Sciences, Islamic University of Makassar*.
<https://jurnal-fisip.uimmakassar.ac.id/index.php/bisnis/article/view/25>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2019). *Qualitative Data Analysis: A Methods Sourcebook* (4th ed.). SAGE Publications.
- Norhaedah, N. (2025). The influence of influencer marketing on the loyalty of young consumers in Makassar. *INQUBATE: Journal of Management, Finance, and Business*, 10(2), 102–115.
<https://jurnal-fisip.uim-makassar.ac.id/index.php/bisnis/article/view/78>
- Norhaedah, N. (2025). The influence of influencer marketing on the loyalty of young consumers in Makassar. *INQUBATE: Journal of Management, Finance, and Business*, 10(2), 102–115. <https://jurnal-fisip.uim-makassar.ac.id/index.php/bisnis/article/view/55>
- Rahmawati, F., & Hidayat, M. (2023). Culinary business development strategies in facing digital business competition. *Journal of Economics and Entrepreneurship*, 8(2), 134–145.
- Savero, A., & Sari, D. (2022). Analyze the factors that affect consumers' buying interest in local culinary products in the digital era. *Indonesian Journal of Marketing Management*, 9(1), 22–35.
- Sariana. (2023). Business development strategies in increasing the competitiveness of culinary MSMEs. *Journal of Management and Business*, 10(2), 45–55.
- Sugiyono. (2022). *Qualitative, quantitative, and R&D research methods*. Alfabet.
- Tjiptono, F. (2022). *Marketing strategy: A contemporary perspective*. No.