

Research Article

Analysis of the Application of 7Ps in Improving the Lambau Semboro Jember Billiards Service Business

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Abstract: This study examines the application of the 7Ps marketing mix strategy to enhance the performance of the Lambau Semboro Jember Billiards service business. The focus is on businesses in the entertainment sector, which face challenges such as increasing competition and changing consumer preferences. The study explores how the 7Ps—product, price, place, promotion, people, process, and physical evidence—can contribute to improving customer satisfaction and loyalty. The goal is to analyze the effectiveness of each element of the 7Ps in boosting competitiveness and ensuring business sustainability. A qualitative descriptive method was used, employing triangulation techniques through in-depth interviews, participatory observation, and documentation to provide a comprehensive understanding of the marketing strategy in real-world conditions. The findings indicate that the integrated implementation of the 7Ps has supported the development of customer loyalty. Key aspects include offering a social experience through the product, competitive pricing aligned with customer value, a strategically located business, effective word-of-mouth marketing, friendly and responsive service, an efficient service process, and well-maintained physical evidence. The study concludes that consistent and comprehensive application of the 7Ps is essential for improving customer satisfaction, retention, and loyalty, thus enhancing the competitiveness of local service businesses.

Keywords: 7Ps of Marketing; Billiards; Customer Satisfaction; Loyalty; Service Marketing Strategy

1. Introduction

In an era of increasingly fierce business competition, especially in the entertainment services sector such as billiards, implementing effective marketing strategies is crucial to improving business performance. Billiards offers a unique experience that involves physical and social aspects for its customers as a means of entertainment and recreation. Therefore, running a billiards business requires not only an understanding of product quality, but also mastery of all aspects of marketing that can influence consumer decisions and satisfaction. One popular marketing approach that has been proven to have a significant impact on service businesses is the application of the 7Ps marketing mix strategy, which consists of product, price, place, promotion, people, process, and physical evidence (Kotler & Keller, 2016).

The 7Ps strategy is an extension of the traditional 4P marketing mix concept, specifically expanded to better suit the characteristics of service companies that require special attention to customer service and experience (Wirtz & Lovelock, 2016). In the context of the billiards business, the 7Ps strategy can be applied to ensure consistent service quality, comfortable facilities, good interaction between staff and customers, and efficient service processes, thereby increasing customer loyalty and repeat visits (Zeithaml et al., 2010).

The billiards business in Lambau Semboro, Jember, is one of the growing service businesses facing various challenges, ranging from competition from similar businesses in the

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surrounding area to increasingly dynamic changes in consumer preferences. Therefore, it is crucial to analyze the implementation of the 7Ps to determine the effectiveness of these marketing strategies in supporting business development and providing the necessary direction for improvement. Previous studies have shown that the proper application of the 7Ps strategy can increase sales and customer satisfaction, as found in studies on laundry services and other entertainment services (Sugianti et al., 2022).

In addition, in the development of the billiards business today, digital promotion and human resource management play an important role in attracting and retaining customers (Sono et al., 2023). This is in line with research findings that emphasize the importance of responsive service and a pleasant environment as tangible evidence that builds a positive image for a business (Makrifah & Trishananto, 2021). Thus, the application of the 7Ps strategy is not only a means to achieve short-term marketing objectives, but also a solid foundation for long-term business sustainability.

The purpose of this study is to provide a comprehensive analysis of how the application of the 7Ps Marketing Mix contributes to the growth of the Lambau Semboro Jember billiards business. This analytical approach aims to provide concrete strategic recommendations to company managers in developing more effective and adaptive marketing plans to cope with market changes. Furthermore, the results of this study enrich the literature on the management of recreational sports services, particularly billiards, which to date has received little academic attention.

In general, billiard businesses have a large market potential, especially among young people and families looking for quality entertainment in their neighborhood (Risanti & Sulaeman, 2023). However, increasing competition and the need for modernization require business managers to innovate in the area of marketing. Through the 7Ps approach in the billiards business, it is hoped that sustainable competitive advantages can be built and customer appeal and loyalty can be increased.

2. Literature Review

The concept of marketing mix was first introduced by McCarthy through the 4P model, which includes product, price, place, and promotion. In the context of service businesses, this concept was developed into the 7Ps by Booms and Bitner to accommodate the characteristics of services, which are intangible, inseparable, and highly dependent on the interaction between the provider and the customer (Wirtz & Lovelock, 2016). The 7Ps model adds three important elements, namely people, process, and physical evidence, which play a role in creating a comprehensive customer experience. According to Zeithaml et al., (2010), the application of the 7Ps strategy in service businesses can help companies increase customer satisfaction and loyalty through consistent integration between functional and emotional services. In the entertainment sector, such as the billiards business, the application of this concept plays an important role in building perceptions of value and quality that are oriented towards experience, not just physical products.

Previous studies have shown that the application of the 7Ps marketing mix has a significant impact on the performance and competitiveness of businesses in the service sector. Arifka (2021) found that a combination of appropriate pricing strategies, strategic locations, and quality service can increase the satisfaction of MSME customers. Research by Risanti & Sulaeman (2023) in the entertainment sector also shows that the integration of service products, service processes, and physical evidence is an important factor in attracting new customers and retaining existing ones. In addition, Sono et al., (2023) emphasizes the importance of digitalization of promotion as part of the promotional elements in the modern era, especially to expand market reach. These studies show that adaptive application of the 7Ps can improve customer experience, which is the basis for loyalty.

In the context of local entertainment businesses such as Billiard Lambau Semboro Jember, the application of the 7Ps marketing mix is very appropriate for understanding the factors of service, facilities, and customer interaction that contribute to business success. Makrifah & Trishananto (2021) explaining that physical evidence and service aspects have a significant impact on building a positive image for service businesses. This is reinforced by Mahmoud et al. (2024) who state that a balance between the 7Ps elements can significantly increase customer loyalty, especially in small-scale businesses. Therefore, this study aims to deepen theoretical understanding by linking the application of the 7Ps strategy in billiard businesses as a concrete form of service marketing implementation at the local level. In this case, customer experience is the main focus for achieving business success and sustainability.

3. Propose Methode

This study uses a descriptive qualitative approach to describe in detail the application of the 7Ps marketing mix strategy at the Lambau Semboro Jember billiards service business. This approach was chosen because it provides a contextual understanding of the phenomenon of service marketing in real terms without manipulating variables. Data collection techniques were carried out through direct observation of operational and service activities at the business location, as well as in-depth interviews with business owners, employees, and customers to obtain factual data related to the implementation of each element of the 7Ps. To ensure data validity, this study applied the principle of triangulation of sources and methods, so that the analysis results obtained are reliable, valid, and reflect the actual conditions in the field.

4. Results and Discussion

The application of the 7Ps marketing mix in the billiards service business is not only aimed at attracting new customers, but also at retaining existing customers through a memorable service experience. In the context of Billiard Lambau Semboro Jember, the marketing strategy implemented shows an effort to combine the functional aspects of service with the emotional comfort of customers. Customer loyalty in this business is built through a combination of quality facilities, services, and an atmosphere that supports social interaction. According to Kotler & Keller (2016), loyalty to services is not only formed from rational satisfaction, but also from psychological bonds formed through consistent and pleasant experiences.

Product

The application of product aspects in the Lambau Billiards service business demonstrates a deep understanding of the experiential value offered to customers. The main product is a billiards facility equipped with supporting facilities such as indoor and outdoor rooms, fans, high-quality Belgian balls, and a music audio system that adds to the recreational atmosphere. This shows that products are not only viewed as physical objects, but also as the entire experience created for customers. According to Smith & Hanover (2016), in the entertainment service industry, the main value of a product lies in its experiential value, namely the emotional and psychological impressions felt by customers when enjoying the service. Thus, Lambau Billiard successfully combines functional and emotional aspects in its product offerings.

Furthermore, the uniqueness of the products at Billiard Lambau lies in the additional time given to customers and the free rental of equipment such as gloves. This initiative creates service differentiation that can improve customer perception of product value. Arifka (2021), states that innovation in service products, including bonuses and added value, contributes significantly to customer loyalty. In this case, a flexible product strategy demonstrates a focus on customer satisfaction and adaptation to local market behavior, which tends to value personal attention from service providers.

In addition, the alignment between products and customer expectations is an important factor in maintaining competitiveness. Observations show that customers consider Billiard Lambau to provide a comfortable and high-quality playing experience, unlike its competitors in the surrounding area. This is in line with the findings of Mahmoud et al. (2024), which confirm that perceptions of service quality have a direct impact on customer loyalty, especially in the small-scale entertainment service sector. Thus, the products available at Billiard Lambau are not only a means of satisfying entertainment needs, but also a means of forming long-term emotional relationships with customers.

Price

The pricing aspect of Billiard Lambau's business shows a pricing strategy oriented towards perceived value. The price is quite affordable, ranging from Rp10,000 to Rp12,000 per hour, with a choice of VIP or standard tables. Pricing is adjusted according to the purchasing power of the local community and business competition in the Jember region. Kotler & Armstrong (2016), explain that in the context of services, customer perceptions of value are far more dominant than the listed price. This is evident in Billiard Lambau customers who believe that the fees they pay are worth the comfort and flexibility they get while playing.

In addition, price rounding strategies and bonus play time are effective forms of indirect price promotion in maintaining customer loyalty. This strategy serves as an emotional boost that fosters satisfaction and engagement. In their study, Ali & Anwar (2021), stated that price

flexibility accompanied by added value can increase customer loyalty, especially in medium-scale service businesses. In the context of Billiard Lambau, the application of this strategy has proven to create a positive perception that the business is more “friendly” than competitors who set rigid rates.

Finally, the pricing used also shows sensitivity to local socio-economic factors. Interviews with business owners revealed that pricing strategies are based on “village market prices,” reflecting an understanding of the micro market context. Community-based strategies such as this are consistent with Singh et al. (2023), research, which emphasizes that adjusting prices to socio-economic conditions can increase customer trust and strengthen long-term relationships. Thus, the pricing strategy at Billiard Lambau can be categorized as a combination of value-based pricing and community-oriented pricing, which is effective in building customer loyalty.

Place

The location of Billiard Lambau is an important factor in providing comfort and easy access for customers. Located near Semboro Square, schools, and the Semboro sugar factory, this location makes it easy for customers from various social segments to visit. Research by Risanti & Sulaeman (2023), shows that easily accessible locations can increase the frequency of visits and customer perceptions of comfort in recreational service businesses. In the context of Billiard Lambau, its strategic location reinforces its image as an inclusive and accessible local entertainment venue.

In addition to physical access, room layout also plays an important role in the customer experience. Spacious parking for two- and four-wheeled vehicles is a distinct advantage. Wirtz & Lovelock (2016), emphasizes that in service marketing, the physical environment or service scape is an important part of the customer experience because it influences perceptions of service quality. In this case, Billiard Lambau makes good use of space to create social comfort and safety for visitors.

In addition, the location aspect also reinforces the effectiveness of community-based promotion. By installing billboards near the main road, Billiard Lambau was able to passively attract new customers without incurring significant promotional costs. This is in line with Rashid et al. (2021) research, which states that strategic locations have a dual function as a promotional medium through the visibility effect. Therefore, Billiard Lambau's location selection strategy not only serves as a service point, but also as a promotional component that reinforces positive impressions of local brands.

Promotion

The promotional strategy at Billiard Lambau relies more on word of mouth. Although it does not use formal advertising or intensive use of digital media, this approach has proven effective in the local market. Satisfied customers voluntarily recommend this place to their coworkers or friends, creating a strong social impact. According to Chaffey & Ellis-Chadwick (2024), in the context of small businesses, word of mouth is very effective because it is based on personal trust and real customer experiences.

In addition, friendly service and flexibility in the transaction process serve as indirect promotion that builds a positive image. This is reinforced by Makrifah & Trishananto (2021) research, which shows that a satisfying service experience results in customer advocacy, namely customers who voluntarily promote the business to others. In the case of Billiard Lambau, the positive image was not created by paid advertising, but rather by consistent service and added value provided to customers.

However, Billiard Lambau's promotional strategy still has potential for growth, especially in the digital field. Sono et al. (2023), explains that the use of social media in the entertainment service industry can significantly increase brand awareness at a low cost. By integrating digital promotion, businesses such as Billiard Lambau can expand their market reach and strengthen online community relationships. Therefore, combining word of mouth and digital promotion strategies is a strategic recommendation for strengthening long-term competitiveness.

People

The people aspect of Billiard Lambau plays an important role in creating a satisfying service experience and building long-term relationships with customers. Human resource management at this location is still relatively simple, with operations managed directly by the owner and family members. However, this personal approach is actually an advantage because

it allows for more intimate and responsive interactions. Mihic et al. (2013) states that in service-based businesses, the quality of human interaction is part of the value of service that customers perceive. Friendly and attentive interpersonal relationships enhance customers' perceptions of service providers' professionalism and empathy.

The proactive attitude of Billiard Lambau employees is evident in their readiness to handle technical issues, such as stuck balls or the cleanliness of the playing area. This fast and responsive service reinforces the image of a business that cares about customer comfort. This is in line with Singh et al. (2023) research, which shows that the quality of interpersonal service has a significant effect on customer satisfaction and loyalty formation in small businesses in the entertainment and hospitality sectors. Thus, a human-centered service orientation becomes a distinguishing feature that is difficult for competitors operating in a more mechanical manner to replicate.

Furthermore, the service culture at Billiard Lambau demonstrates community-based hospitality values, where customers are treated like friends or family. This emotional approach creates affective loyalty, not just behavioral loyalty. Mahmoud et al. (2024), assert that customers' emotional involvement with employees can extend the customer relationship cycle, even without additional financial incentives. Therefore, the people dimension at Billiard Lambau is a strategic differentiating factor that strengthens customer loyalty and enhances relationship-based competitive advantage.

Process

The elements of the process at Billiard Lambau illustrate the simplicity and efficiency of service that suits the characteristics of local customers. The procedures for reserving a table, making payments, and providing facilities are quick and straightforward. All transactions are conducted in cash, without digital systems such as QRIS, as this is in line with customer habits. Although it seems traditional, this approach shows a form of adaptation to the socio-economic context of the surrounding community. According to Wirtz & Lovelock (2016), the success of a service is not always determined by the complexity of the system, but rather by the ease with which customers can understand and access the service process.

In addition, the availability of change in various denominations demonstrates attention to detail in service. Simple actions like this create a sense of comfort without reducing the potential for customer dissatisfaction. Singh et al. (2023), research shows that ease of transaction processes and minimal administrative barriers have a positive relationship with customer satisfaction in small-scale service businesses. In the context of Billiard Lambau, an efficient process reflects a service design that understands the behavior and preferences of local users.

Overall, the simplicity of the procedures at Billiard Lambau is actually a strength because it creates a natural service experience that does not pressure customers. Ali & Anwar (2021), state that small-scale service businesses that maintain the authenticity of their processes and avoid excessive bureaucracy are able to create emotional closeness with customers. Therefore, the humane, fast, and flexible service process at Billiard Lambau not only supports operational efficiency but also strengthens the value of long-term relationships with customers as part of a sustainable business strategy.

Physical Evidence

Physical evidence is a very important aspect in shaping customers' initial perceptions of service quality. At Billiard Lambau, the cleanliness, bright lighting, and neat layout give a professional and comfortable impression. Rashid et al. (2021), research confirms that the service environment plays a role in creating experiential value that drives customer retention. In this context, the clean and elegant atmosphere at Billiard Lambau creates a positive experience that encourages visitors to return.

In addition to cleanliness, the availability of supporting facilities such as toilets, hand washing stations, and the provision of beverages for customers demonstrates attention to the functional needs and comfort of service users. This is in line with Makrifah & Trishananto (2021) research, which states that physical evidence has a significant influence on customer satisfaction in the entertainment service industry. Adequate facilities not only enhance comfort, but also strengthen the image of the business as a professional and trustworthy place.

Furthermore, aesthetic elements such as wallpaper and lighting reinforce Billiard Lambau's visual identity as a modern entertainment venue that still has a family atmosphere. Mahmoud et al. (2024), explain that physical evidence is not only the physical environment, but also symbols that represent the value and image of the business in the eyes of customers.

Thus, the physical evidence at Billiard Lambau is an important part of a marketing strategy that builds trust, increases customer satisfaction, and strengthens brand differentiation in the local service market.

5. Conclusion

This study shows that the application of the 7Ps marketing mix strategy at the Lambau Semboro Jember Billiards service business effectively increases customer loyalty and strengthens competitiveness. The combination of product quality, affordable prices, strategic locations, community-based promotions, friendly service, efficient processes, and representative physical evidence results in a consistent and high-value customer experience. Marketing strategies that focus on customer experience have proven to be an important factor in maintaining the existence of service businesses at the local level.

In addition, people and process factors are the most important dimensions in shaping customer loyalty, demonstrating the importance of humanistic aspects in service marketing. An adaptive interpersonal approach and efficient service strengthen the emotional bond between customers and service providers. However, to expand market reach and increase competitiveness in the long term, it is necessary to combine digital promotion strategies and improve the quality of physical evidence so that the customer experience remains relevant to modern trends.

Thus, the application of the 7Ps at Billiard Lambau Semboro Jember can be used as a strategic model for other recreational service businesses in developing marketing that focuses on customer experience. This strategy has been proven to simultaneously increase satisfaction, loyalty, and business sustainability.

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