

**BUKA KEDOK LARISNYA KULINER DALAM KAMPUNG (STUDI
KASUS PADA SOTO AYAM PAK H. SOLIKHIN NGLABAN**

ABSTRACT

By:

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This study aims to analyze the marketing strategy as well as the quality of service and supporting facilities at the Soto Ayam stall, Pak H. Solikhin. The type of research used in this research is qualitative research. The results of this study indicate that the marketing strategy as well as the quality of service and supporting facilities that can influence consumers to buy at the Warung Soto ayam Pak H. Solikhin.

Keywords: Marketing strategy, service quality and supporting facilities