

Analysis of Marketing Strategy on Coffee Houses at Flamboyan Street Manado City, Indonesia

Fernando Lahase

Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
Nandolahase21@gmail.com

Paulus Kindangen

Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
pkindangen@unsrat.ac.id

Djurwati Soepeno

Program Studies Master of Management, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
watisoepeno@unsrat.ac.id

Correspondent author:

Fernando Lahase
Nandolahase21@gmail.com

Received: 2023 25, Feb
Accepted: 2023 20, March
Published: 2024 07, April

Copyright © 2024 by author(s) and
Scientific Research Publishing Inc.
This work is licensed under the Creative
Commons Attribution International
License (CC BY 4.0).
<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

This research analyzes marketing strategies on the 7p aspects of marketing "Product," "Price," "Promotion," and "Place" from several leading coffee houses, such as Rumah Kopi Pulang, Rumah Kopi Black Cup, Rumah Kopi The Local, Rumah Kopi Wacana , and Expecto Coffee House. The main focus on the "Product" aspect shows that product quality and responsive customer service are the main keys for this coffee house. They innovate their menus, keep product quality consistent, and respond quickly to customer feedback. On the "Price" aspect, each coffee house adopts different pricing strategies, including discounts, promotions, and customer incentives. This strategy is designed to maintain competitiveness and attract customers in a competitive market. The "Promotion" aspect shows that each house has a unique promotional strategy, such as the use of social media, non-coffee products, e-commerce, co-branding and targeted promotions. The "Place" aspect emphasizes the importance of location in the coffee house business. Each home focuses on creating a comfortable and welcoming environment, both indoors and outdoors, to meet customer

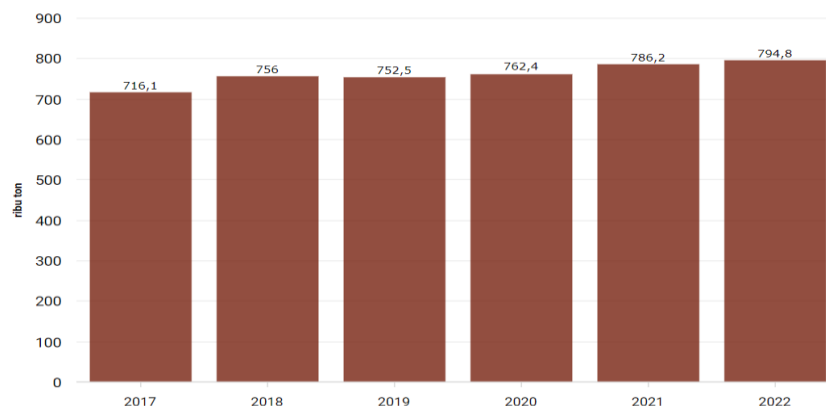
preferences. A deeper analysis of the “People,” “Process,” and “Physical Evidence” aspects reveals that this coffee house is investing in barista training and development, optimizing business processes, and creating dine-in facilities that support positive customer experiences. In conclusion, a marketing strategy that is integrated in all these aspects aims to create strong relationships with customers, increase loyalty, and ensure business growth in a highly competitive market. This research method uses a qualitative method with a total sample of 5 people taken from each coffee house in the research area in the form of the house owner, head barista, store manager, or the largest shareholder of the coffee house. The overall research results of implementing marketing strategies through the 7p of integrated marketing increase customer loyalty and business growth in a competitive market from each coffee house on Jalan Flamboyan, Manado City.

Keywords: 7p of marketing, marketing strategy, coffee house.

Introduction

Background

In the modern business era like now, rapid developments in the business world have made competition between companies increasingly fierce. This situation encourages business people to formulate and implement business strategies to not only survive and develop their business, but also compete in an increasingly competitive market. According to Rani (2017:22) strategy is the key to achieving competitive advantage and success in a business. Strategy is defined as the way in which an institution or organization will achieve its goals, considering opportunities and threats from the external environment, as well as internal capabilities and resources Halim (2019: 80).



Gaimage 1.Coffee Production Volume in Indonesia 2017-2022

Source: Databooks,2023

In conclusion, conducting a comprehensive analysis in the form of an evaluation of the marketing strategies carried out by coffee houses on Jalan Flamboyan, Manado City, will contribute to a deeper understanding of the local coffee industry. This study aims to provide valuable recommendations for increasing marketing effectiveness, increasing customer satisfaction, and encouraging sustainable business growth in the highly competitive coffee market, based on the above background, the problem to be researched is carried out in conjunction with the title marketing strategy analysis at coffee houses on Jalan Flamboyan, Manado City.

Research purposes

Based on the problem formulation above, the objectives of this research are: Evaluate the marketing strategy at the Jalan Flamboyan coffee house, Manado City through Marketing Mix 7P; Product, Price, Place, Promotion, People, Process, Physical Evidence.

LITERATURE REVIEWS

Theories used in research

According to Priansa (2017:30) Marketing comes from the word market. In simple terms, a market can be understood as a place where a group of sellers and buyers meet to carry out transaction activities to exchange goods. The marketing mix is a strategy for mixing marketing activities, so that the maximum combination is sought to produce satisfactory results, Alma (2016: 205). The marketing mix is one of the main concepts in the world of modern marketing. The marketing mix can be defined as a series of tactical marketing tools consisting of product, price, place and promotion that can be controlled and combined by the company to produce the company's desired response in the target market Kotler (2008).

The marketing mix is marketing activities carried out in an integrated manner. This means that this activity is carried out simultaneously among the elements in the Marketing Mix. Each element cannot run independently without support from other elements. Kotler(2008)states that the Marketing Strategy Mix concept consists of 7Ps including Product, Price, Place, Promotion, People, Process and Physical Evidence. . According to Abdullah (2017:23) "Sales are a complementary or supplementary activity to purchasing, to enable transactions to occur.

So buying and selling activities are one unit for the transfer of rights and transactions to be carried out, maccording to AsriantiAndBake (2014:14) "Sales are goods produced and sold by the company. According to Mulia (2015:11) "Sales strategy is a company's plan regarding a product and service sales system to increase profits. A well-crafted sales strategy can help a company achieve astonishing sales growth.

Previous Research

Ghiovandi (2023) The objectives of the research carried out in this thesis are (1) To analyze the marketing strategy carried out by the home-based coffee house TumbasKopi. (2) To analyze the marketing strategy of home coffee house TumbasKopi from the perspective of Islamic Business Ethics. The research method used in this thesis is qualitative research, namely descriptive in nature and tends to use analysis with an inductive approach. Data collection techniques use interview techniques, observation and documentation directly to the subjects studied. Maciejewski, Mokrysz, Wroblewski (2020).The main idea of this monograph is an attempt to improve the activities of coffee producers by analyzing and eliminating the gap between the marketing strategies used and the real needs and preferences of consumers. Fa-

dillah (2019) Increasing competitive tensions cannot be avoided. Openness of information and the rapid pace of technology is the way. Developing a digital marketing strategy is a must. Therefore, this research aims to analyze several marketing strategies that are suitable for the digital era. The research method used is descriptive qualitative, using three stages of decision making, namely the EFE Matrix, Competitive Matrix (CPM), IFEMatrix.

Research Models

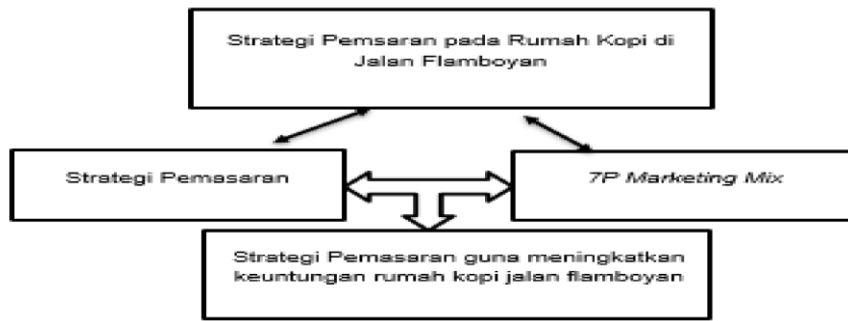


Figure 2. Research Model

Source: Data Processing, 2023

Types of research

The approach method used in this research is a qualitative approach, which is a method used to research natural objects, where the researcher is the key instrument. Qualitative research places more emphasis on data in the form of words or images and does not emphasize numbers, apart from that, this research places more emphasis on the marketing strategy process.

Qualitative research seeks to gain enlightenment, understanding of phenomena that actually occur as they are, not data that is merely seen or spoken, but data that contains meaning behind what is seen and said.

RESEARCH METHODS

This research uses a qualitative approach to describe the marketing strategy of coffee houses on Jalan Flamboyan, especially to coffee house customers in the Jalan Flamboyan area. According to Creswell (2003:129) qualitative research is largely inductive, with investigators generating meaning from data collected in the field.

Customers are the main informants because customers know more about why they buy products at coffee houses on Jalan Flamboyan, Manado City. Even though there is not only one café or coffee house in Mando City, why do customers prefer this house on Jalan Flamboyan?

The type of research used is descriptive Inductive means that it is a process in which we observe certain phenomena and, on the basis, come to general conclusions. Because of that; Qualitative research methods will be useful in cases where the researcher wants to gather general ideas from the subject, the aim is to explore, interpret and describe the situation

Location and Place of Research

This research took place in the process period April 2023 to October 2023. This research was carried out at The Local, Black Cup, Expecto, Wacana and Kopi Pulang coffee houses on Jalan Flamboyan, Manado City, North Sulawesi Province, Indonesia.

Method of collecting data

In this research, purposive sampling will be used. According to Sugiyono (1997) Purposive sampling is a data sampling technique from data sources with several considerations such as people who are considered to understand something, can be trusted or people who have authority which will make it easier for researchers to delve deeper. In this research, purposive sampling will be used.

1. Interview Techniques. In-depth interview techniques were used to obtain primary data from informants or sources directly at the research location. This interview was addressed to the relevant sources including the coffee house owner and several loyal customers at the coffee house on Jalan Flamboyan.
2. Observation Techniques. Observation is a data collection technique by means of researchers making direct observations in the field based on general symptoms, events or social phenomena. Here the researcher made observations looking at the conditions and activities that occurred at the coffee house on Jalan Flamboyan, to obtain the information needed to continue the research.
3. Documentation. This is information that comes from records of previous events. Documentation in the form of writing, drawings and works of art. Documentation complements interviews and observations. The researcher used a documentation strategy to obtain information covering the history, vision, mission, organizational structure, and products at the Coffee House on Jalan Flamboyan.

Research Population and Sample

Population is the total number of units or individuals whose characteristics will be studied in this research, namely customers who come to the coffee house on Jalan Flamboyan and these units are called units of analysis, and can be people, institutions, objects, and so on. Djawranto (1994). The sample is part of the number and characteristics of the population Sugiyono (2007). The sample in this research was taken using the census method, which is a sampling method when the population is used as a sample.

The reason researchers use this method is because the population is relatively small. So, the informants for this research are the house owner, the largest shareholder and the store manager or head barista of the coffee house on Jalan Flamboyan, 5 coffee houses are the subjects of the research which can provide the information the researcher needs for the smooth running of the research.

Data analysis

The data analysis technique used in this research is interactive model analysis developed by Miles and Hubberman, namely activities in qualitative data analysis are carried out interactively and continue continuously until the data becomes saturated Abdussamad (2021). The analysis steps. This is done through:

1. Data reduction is to select unimportant data based on answers from key informants and organize the methods that will be used into a format for analysis. This is done through; Data Organization And Data Coding.

2. Understanding and Presenting Data
3. Drawing Conclusions.

Research Stages

1. Pre-Field Stage

1.Develop a research plan. This research design is the background of the problem and reasons for carrying out the research, location selection, determining the research schedule, data collection design, data analysis procedure design, and data validity checking plan..

2.Exploratory Study An exploratory study is a visit to the research location before implementation, with the aim of finding out the research location and all the conditions that will be studied.

3.Preparing Assessment Instruments Activities in preparing research instruments include compiling a list of questions for interviews, making observation sheets, and recording the required documents.

2. Implementation Stage.

1.Make a list of questions Before conducting the interview, the researcher has compiled several questions to answer the problem formulation.

2.Data Collection Data obtained from interviews, observations, documentation are recorded in field notes which contain impressions, what the researcher saw, felt and experienced himself without any opinion or interpretation from the researcher about the phenomena encountered.

3. Data Processing Data processing from the results of data collection inpResearch is intended to make it easier to analyze data.

4. Data Analysis After everything has been collected and arranged, the data can be analyzed using qualitative analysis techniques, namely presenting a picture of what has been obtained during data collection.

5. Report stage The reporting stage is the preparation of research results in thesis form

RESEARCH RESULTS AND DISCUSSION

Research result

Table 1. Informant Data

No	Name of Coffee Shop	Informant Name	Sex	Status	Established
1	TheLocal	Prisi	Female	Head Barista	2023
2	Black Cup	Aditya Nugroho	Male	Owner	2022
3	Discourse	Christiandi Salu	Male	Owner	2023
4	Expecto	Jimmy Wungkana	Male	Head Barista	2023
5	Go home	Joshua Rompas	Male	Owner	2023

Source:Data Processing,2023

This research evaluates the marketing strategy of coffee houses on Jalan Flamboyan, Manado City which will be analyzed through the 7p's of marketing, so the researcher will know the strategy of each coffee house and evaluate it. So, researchers will examine the marketing strategies that exist in each coffee house through interviews with each informant in this research.

After conducting research through direct interviews by giving several written questions and open interviews to the informants regarding the formulation of existing problems and having been consulted

again with the informants and research results were found through interviews regarding marketing strategy evaluation. The following are questions and answers from each informant.

Source: Data Processing, 2023

No	7 Pieces of Marketing	Description	Informant		Information
1	Products	Additional Menu and single Origin	Agree	1,2,3,4,5 (5)	The five informants/coffee houses have their own superior products along with their own additional menus
			Don't agree	- (0)	None of the five informants were found who did not have superior product strategies or other additional menus
		Quality control	Agree	1,2,3,4,5 (5)	The five informants/coffee houses have strategies for maintaining quality through quality control
			Don't agree	- (0)	None of the five coffee houses were found that did not implement Quality Control in managing the coffee house
		Guarantee	Agree	1,2,3,4,5 (5)	All five houses have their own guarantees for their products
			Don't agree	- (0)	Not found in the five coffee houses that do not provide guarantees for existing products
		Product Certification	Agree	1,2,3,4,5 (5)	The five coffee houses have permits to carry out their business in selling products in coffee houses
			Don't agree	- (0)	None of the five coffee houses were found to have permits to certify their products
		Informative	Agree	- (0)	The five coffee houses did not provide specific composition regarding their products
			Don't agree	1,2,3,4,5 (5)	Of the five coffee houses, they do not provide information regarding the composition of the beverage ingredients in their packaging
2	Price	Discounts	Agree	1,2,3,4,5 (5)	The five coffee houses implement a strategy of discounting prices at the end of every month, major events and holidays
			Don't agree	- (0)	None of the five coffee houses did not apply discounts to any of their products
		Payment method	Agree	1,2,3,4,5 (5)	The five coffee houses implemented innovative marketing strategies in the form of adjusting payment methods for customer convenience
			Don't agree	- (0)	None of the five coffee houses were found to have made adjustments to payment methods for customer convenience
		Relatively high price	Agree	2,3,4 (2)	Three coffee houses were found that had relatively higher prices compared to the other two coffee houses on Jalan Flamboyan
			Don't agree	1,5 (2)	Two of the coffee houses on Jalan Flamboyan have lower product prices compared to the other three coffee houses
3	Promotion	Price perception that matches the product	Agree	2,3,4,5 (4)	It was found that four coffee houses had prices that matched the perception of product prices
			Don't agree	5 (1)	It was found that one of the four coffee houses did not agree with the perceived price of coffee products brought from the four coffee houses

		Promotion via the Internet	Agree	1,2,3,4,5 (5)	The five coffee houses utilize promotions via the internet to increase recognition in the eyes of customers
			Don't agree	- (0)	None of the five coffee houses did not advertise via the internet
		Promotions are not effective and efficient	Agree	- (0)	It was found that the five coffee houses carried out effective and efficient promotions
			Don't agree	1,2,3,4,5 (5)	It was found that the five coffee houses agreed with effective and efficient promotions
		Advertising Promotion	Agree	1,2,3,4,5 (5)	Found from the five coffee houses that carry out promotions and advertising
			Don't agree	- (0)	Not one of the five coffee houses was found that did not carry out advertising promotions
		The Role of the Barista	Agree	1,2,3,4,5 (5)	It was found that in the five coffee houses, the barista played an important role in increasing coffee house sales
			Don't agree	- (0)	Not one of the five coffee houses was found that did not place their baristas in apprenticeship roles that play an important role in the progress of the coffee house
4	Place	Reachable	Agree	1,2,3,4,5 (5)	It was found that the five coffee houses were easy to reach because they were on Jalan Flamboyan
			Don't agree	- (0)	Not one of the five coffee houses was found that didn't have a place that was easy to reach
		Out-door/indoor facilities	Agree	1,2,4,5 (5)	It was found that four of the five coffee houses had complete outdoor/indoor facilities
			Don't agree	3 (1)	It was found that one in five coffee houses had incomplete outdoor/indoor facilities
5	People	Skilled baristas	Agree	1,2,3,4,5 (5)	Found from five coffee shops that have skilled baristas
			Don't agree	- (0)	Not found among the five coffee house baristas that do not have skilled baristas
		Lack of workforce to use IT	Agree	- (0)	It was found that the five baristas in the coffee house had skills in the IT field
			Don't agree	1,2,3,4,5 (5)	It was found that the five coffee houses had workers who understood technology
		Maintain good relationships	Agree	1,2,3,4,5 (5)	The five coffee houses really maintain good relationships with their customers
			Don't agree	- (0)	It was found that none of the five coffee houses did not maintain good relations with customers
6	Process	Online booking facility	Agree	1,2,3,4,5 (5)	All five coffee houses have online ordering facilities
			Don't agree	- (0)	There are not many coffee houses that don't have online ordering facilities
		Speed and accuracy	Agree	1,2,3,4,5 (5)	The five coffee houses have good speed and accuracy in the ordering and service process
			Don't agree	- (0)	None of the five coffee houses were found to be poor in speed and accuracy in the ordering and service process
7	Physical Evidence	The equipment and supporting facilities for	Agree	3,4,5 (3)	Three coffee houses were found that had complete dine-in facilities, including coffee equipment and others

		this dine-in are complete	Don't agree	3.1 (2)	It was found that two of the five coffee houses did not have the equipment like the three coffee houses on Jalan Flamboyan
--	--	---------------------------	-------------	---------	--

Discussion

Product, all five coffee houses have different approaches in their product marketing strategies. However, product quality and responsive customer service are priorities to maintain customer satisfaction. Some houses may need to consider quality audits and provide more detailed product information on labeling to further improve the quality and transparency of their products. In a competitive business environment like a coffee house, maintaining quality and understanding customer needs is the key to success.

Price, an effective price marketing strategy is important in the world of coffee houses. Offering a variety of discounts, diverse payment methods, and ensuring that customers feel the value they pay is commensurate with the products and services they receive, are important steps to attract and retain customers in a competitive marketplace. This strategy can also be adapted to changing customer segments and market trends, resulting in a satisfying experience for customers.

Promotion, each coffee house has found an approach that suits their own brand identity, but the end goal is the same, namely ensuring that customers are satisfied with their experience and feel that the price they pay is commensurate with the quality they receive. Thus, this promotional strategy is key in maintaining and increasing customer loyalty and growing the coffee house business.

Place, in the competition in the same location, each coffee house must focus on understanding customer needs, creating unique experiences, and responding to customer preferences in various ways. This involves prioritizing product quality, friendly customer service, and providing comfortable indoor and outdoor facilities. A friendly and inclusive environment can play a vital role in winning over customers and sustaining business growth in a competitive industry.

People, overall, all the coffee houses mentioned have different focuses in their marketing strategies, but all strive to improve the quality of customer service, product quality, and competency of their baristas. This shows that they value good relationships with customers and strive to meet their needs.

Process, throughout this research, it can be concluded that the coffee house has a marketing strategy that focuses on various aspects of the process, including training, stock management, logistics, order management, customer service, and use of technology. The concrete steps taken by each coffee house reflect their commitment to meeting customer expectations and maintaining product quality standards. Overall, this marketing strategy allows them to remain competitive and maintain customer trust in a competitive industry.

Physical Evidence, in the context of marketing strategy and physical evidence, dine-in facilities are an important element in creating a positive customer experience. The various measures and facilities introduced by coffee houses reflect their commitment to increasing customer comfort and creating physical evidence that supports their brands and products. By understanding the importance of physical evidence, coffee houses are able to influence customer perceptions and create a positive impression, which in turn can increase customer loyalty and the success of their business.

Conclusion

By understanding market needs and maintaining a balance between innovation and customer satisfaction, this coffee house has succeeded in creating strong relationships with customers, maintaining loyalty and achieving sustainable business growth.

1. Product:

1. Main focus on product quality and responsive customer service.
2. Continuously innovate the menu to maintain customer satisfaction.
3. Listen to customer feedback and respond quickly to complaints or suggestions.
4. Expecto Coffee House highlights the story behind the origins of the coffee beans, creating a special appeal.

2. Price:

1. Each coffee house adopts diverse pricing strategies to maintain competitiveness.
2. Offer discounts on certain days and use a variety of payment methods.
3. A pricing strategy that focuses on market analysis and flexible pricing.
4. Ensure customers feel the value they receive is commensurate with the price paid.

3. Promotion:

1. Each house has a unique promotional strategy to build positive relationships with customers.
2. Utilization of social media, non-coffee products, e-commerce, co-branding, and targeted promotions.
3. Create additional value for customers and ensure customer satisfaction.

4. Place:

1. Location is a crucial factor, with a focus on creating a comfortable and welcoming space.
2. Competition in the same location demands understanding customer needs and offering unique experiences.
3. Product quality, customer service, and comfortable indoor and outdoor facilities are priorities.

5. People:

1. The importance of the role of baristas and staff in providing a superior customer experience.
2. Focus on training, upskilling and a customer-friendly approach.

6. Process:

1. Optimize business processes with different approaches, including efficiency in service, production and logistics management.
2. Efforts to meet customer needs and maintain product quality.

7. Physical Evidence(Physical Evidence):

1. Comfortable dine-in facilities, ergonomic chairs and decorations create a positive atmosphere.
2. Invest in people, processes, and physical evidence to deliver unique customer experiences.

Overall, this conclusion shows that this coffee house understands the complexity of the market and continues to adapt by prioritizing quality, innovation and customer satisfaction to maintain and increase their business growth in an industry full of competition

Suggestion

Looking at the results of the discussion of the 7p results on the marketing strategy of each coffee house on Jalan Flamboyan in the form of input and recommendations that can be provided by the researcher is by collaborating with the government so that the government can provide more parking space to prevent traffic jams in the Jalan Flamboyan area and also a more regular one-way arrangement that can be helped with road signs and lighting added around Jalan Flamboyan, also by paying attention to the security of the parking area.

In order to facilitate traffic so that it can have a direct impact on business actors in the surrounding area, not only the main traders such as coffee houses but also MSME businesses around Jalan Flamboyan which can be mutually beneficial for both coffee houses and MSMEs so that by creating a traffic atmosphere Convenient funds can increase the selling value of existing business premises on Jalan Flamboyan thereby increasing the profits of business people in the area.

References

- Alma, Buchari. 2016. Marketing Management and Services Marketing. Bandung: Alfabeta
- Asrianti and Bake, 2014. The Effect of Promotion Costs on Motorcycle Sales Levels at PT, Astra Internasional, Tbk, Kendari Branch. Advertising, Sales Promotion, Personal Selling, Publicity, Sales Level, 1-1, downloaded from: <http://ojs.uho.ac.id/index.php/BUSSINESUHO/article/view/703>
- Anggun, 2022. "MARKETING STRATEGY OF RAGA COFFEE HOUSE, BEKASI CITY, WEST JAVA" <https://repository.uinjkt.ac.id/dspace/handle/123456789/65171>, Issue Date: 1-Nov-2022, Publisher:
Faculty of Science and Technology, Syarif Hidayatullah State Islamic University, Jakarta.
- Abdullah,
2017 https://repository.bsi.ac.id/index.php/unduh/item/284153/File_10-BAB-II--Landasan-Teori.pdf
- Assauri, 2010:76 <http://repository.uin-suska.ac.id/4265/3/10.%20BAB%20II%281%29.pdf>
- Abdullah, 2018:2 <http://repository.unpas.ac.id/63734/1/DAFTAR%20PUSTAKA.pdf> Abdula 2018:2
- Abdullah, 2017:23 [https://scholar.google.co.id/scholar?q=According+to+Abdullah+\(2017:23\)+%E2%80%9CSales&hl=en&as_sdt=0&as_vis=1&oi=scholar](https://scholar.google.co.id/scholar?q=According+to+Abdullah+(2017:23)+%E2%80%9CSales&hl=en&as_sdt=0&as_vis=1&oi=scholar)
- Firmansyah,
2019:66 https://scholar.google.co.id/scholar?q=promotion+According+para+ahli+2019&hl=en&as_sdt=0&as_vis=1&oi=scholar
- Ghovinda & Saiful. June 2023 "MARKETING STRATEGY FOR HOME COFFEE BUSINESS "TUMBASKOPI" FROM THE PERSPECTIVE OF ISLAMIC BUSINESS ETHICS"
Kiai Haji Achmad Siddiq State Islamic University Jember. Retrieved from http://digilib.uinkhas.ac.id/24336/1/GHOVINDA%20DWI%20ANUGERAH_E20182085.pdf.
- Inspiration 2020. "BUSINESS STRATEGY ANALYSIS OF COFFEE HOUSE BUSINESSES IN BANDAR LAMPUNG CITY" Advances LAMPUNG UNIVERSITY.
Press Retrieved from <https://digilib.unila.ac.id/74948/3/SKRIPSI%20TANPA%20BAB%20PEMBAHASAN.pdf>.

Irmayani 2020. "ANALYSIS OF MARKETING STRATEGIES IN INCREASING SALES AT THE GRAMEDIA BOOKSTORE, MATARAM CITY". SUBJECTS: 300 Social Sciences > 330 Economics.

DIVISIONS: Faculty of Social and Political Sciences > Business Administration > Final Assignment Report. DEPOSITING USER: Muhammad Soadikin .DATE DEPOSITED: 23 Mar 2020 03:42 .LAST MODIFIED: 14 Jun 2021 06:35 .URI:<http://repository.ummat.ac.id/id/eprint/948>.

Kotler in Angipora, 2002:42<https://ejournal3.undip.ac.id/index.php/jiab/article/download/27277/23840>

Cashmere, 2010: 156 <https://jurnal.umt.ac.id/index.php/jieb/article/download/1897/1416>

Kotler in Trulline 2021, https://www.researchgate.net/publication/367946272_Pemasaran_produk_UMKM_via_media_sosial_and_e-commerce

Kukamadja,

2016https://elibrary.unikom.ac.id/id/eprint/839/8/UNIKOM_IRMAN%20FIRMANSYAH_21214008_BAB%20II.pdfKukamadja

Kotler & Keller, 2016: 47 <http://repository.stei.ac.id/1856/1/Naskah%20Publikasi%20Bhs.Indonesia%20Fajar%20Tri%20Hermawan%2021160000228.pdf>2016

Munarsih & Aji June 2022. "Marketing Strategy to Increase Sales at Kose Cipete Coffee, South Jakarta". Journal of Marketing. ISSN No. Vvolume 5 • Number 3 • June 2022 Page (Pg.) : 320 – 329. © Pamulang University JL.Surya Kencana No.1 Pamulang, South Tangerang – Banten website. : Tel. (021) 7412566, Fax (021) 7412491 <http://www.openjournal.unpam.ac.id/index.php/JPK> Email :Jurnalmarketing.unpam@gmail.com.

Miftachu and Poppy. 2021 "Analysis of Crackingchambers Coffee Shop Marketing Communication Strategy" <http://repository.untag-sby.ac.id/8191/8/JURNAL.pdf>

Mulia, 2015:11

https://repository.bsi.ac.id/index.php/unduh/item/284153/File_10-BAB-II--Landasan-Teori.pdfNdari in

Nasib, 2017:615<https://ekobis.stieriau-akbar.ac.id/index.php/Ekobis/article/viewFile/336/328>

Manullang, 2016 <http://repository.untag-sby.ac.id/27474/3/BAB%20II.pdf>

Muhammad and Hafidz December 2021. "ANALYSIS OF MARKETING STRATEGIES OF OM BEWOK COFFEE HOUSE". Advances in *Indonesian Journal of Economy, Business, Entrepreneurship and Finance* Volume 1, No. 3, December 2021 <https://doi.org/10.53067/ijebef>.

Munarsih & Aji June 2022. "Marketing Strategy to Increase Sales at Kose Cipete Coffee, South Jakarta".

Nadya and Dini 2019. "STUDY OF MARKETING STRATEGIES OF KADAKA CAFETARIA COFFEE HOUSE BUSINESSES IN BANDUNG CITY". Advances in Agricore Volume 4 Number 1, July 2019 Journal of Agribusiness and Agricultural Socioeconomics UNPAD p-ISSN No. 2528-4576 / e-ISSN No. 2615-741.

Retrieved from <https://jurnal.unpad.ac.id/agricore/article/view/22913>.

Ngalumun, 2019: 229 <https://journals.stimsukmamedan.ac.id/index.php/senashtek/article/view/232/178>

- Priansa, 2017
<https://repository.bsi.ac.id/repo/files/270279/download/FILE-10-BAB-II-LANDASAN-TEORI.PDF>
- Putra and Saputri, 2020:1213
https://scholar.google.co.id/scholar?q=bauran+pemarketan+jasa+According+para+ahli+2020&hl=en&as_sdt=0&as_vis=1&oi=scholar
- Pasaribu, 2018:48 <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/43982/40211>
- Pujowati, 2019:252
<https://static.buku.kemdikbud.go.id/content/pdf/bukuteks/kurikulum21/IPAS-BS-KLS-IV.pdf>
- Priansa, 2017:30
<https://repository.bsi.ac.id/repo/files/270279/download/FILE-10-BAB-II-LANDASAN-TEORI.PDF>
- Rahayu, 2020:98
https://scholar.google.co.id/scholar?q=bauran+pemarketan+barang+According+para+ahli+2020&hl=en&as_sdt=0&as_vis=1&oi=scholar
- Siagian, 2016 <https://journal.trunojoyo.ac.id/jkim/article/download/11595/5908> SIAGIAN 2016
- Suprpto, 2020 <http://eprints.polsri.ac.id/7041/3/File%20III.pdf>
- Sedjati, 2015 http://repository.itbwigalumajang.ac.id/1348/3/Bab%202_watermark.pdf
- Smarwan & Tjiptono, 2018:5
<http://repo.iain-tulungagung.ac.id/14483/10/DAFTAR%20PUSTAKA.pdf>
- Suyonto, 2017:17 <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/43982/40211>
- Sari & Batubara, 2016:38
<https://openjournal.unpam.ac.id/index.php/PSM/article/download/35127/16473>
- Swastha, 2014:38
https://scholar.google.co.id/scholar?q=lingkungan+pemarketan+According+para+ahli+2014&hl=en&as_sdt=0&as_vis=1&oi=scholar
- Yuliana and Ardansyah. “Marketing Strategy Analysis to Increase Sales of Square Coffee House Drinks in Bandar Lampung City”. Advances in Sinimika Journal, Scientific Publication in the Field of Economics & Accounting. E-ISSN: 2829-9701. Faculty of Economics and Business, Bandar Lampung University.
<https://publish.ojs-indonesia.com/index.php/SINOMIKA/article/download/265/240>.
- Jonah, 2016 <http://repository.unpas.ac.id/51863/4/5.%20BAB%20II.pdf>
- Yusi, 2022:75 https://repository.uin-suska.ac.id/13829/7/7.%20BAB%20II_2018506MEN.pdf Yusi, 2022:75
- Zein Azhar, 2020:226
https://scholar.google.co.id/scholar?q=process+According+para+ahli+2020&hl=en&as_sdt=0&as_vis=1&oi=scholar