



Research Paper

Marketing Mix Strategy to Increase Sales Volume in Cafe Business

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ABSTRACT

Café is the place to look for nowadays to just chat about work issues and daily tasks so that the mind becomes calm. The development of the number of cafés is significant with the community's need for a place to relax. This study aims to determine the marketing mix strategy (product, price, promotion, location) in an effort to increase sales volume at the Bondowoso "Tiba Tiba Nangkring" Café. The research was conducted using a qualitative descriptive approach, where the researcher was the key instrument. Sampling of data sources was carried out purposively and snowball with the tri-angulation collection technique. The population in this study amounted to 12 informants, 1 cafe owner, 5 cafe employees and 6 cafe customers. The results of the analysis show that the marketing mix which consists of product, price, location, promotion, has a positive impact on the sales volume of Café Tiba Tiba Nangkring Bondowoso.

Keywords: *marketing mix strategy; sales volume; cafe.*

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I. INTRODUCTION

Every business owner, whether engaged in products or services, has a goal to survive and develop. The current condition of business growth is quite high, which can be seen from the growth of companies with similar products as competitors, so that there will be competition in fighting for market share and consumers. According to (Umar, 2002) in this case the company should know the market, where the product or service produced will be offered or marketed. According to (Cheng et al., 2011) stated that marketing strategy is a managerial social process, in which individuals and groups obtain what they need and want, through the creation and exchange of products and value with other parties. (Cheng et al., 2011) also provides an understanding that marketing is carried out with the aim of increasing consumers and increasing profits. It can be concluded that marketing strategy is a design of how someone can exchange or create products to achieve the goal, namely increasing profits. Therefore a marketing strategy is very important for a company or business in order to achieve its goals (Qomariah, 2016).

According to (Gitosudarmo, 2014), the efforts made by the organization cannot be separated from the role of the company's marketing department in carrying out the strategy. A good marketing strategy is how to use existing opportunities or opportunities to win over existing competition. By winning the competition, the company's position in the market can be maintained as well as improved. According to (Tjiptono, 2011), strategy is very important for companies where strategy is a way to achieve the goals of a company. According to (Basu. Swastha, 2016), strategy is a series of grand plans that describe how a company must operate to achieve goals (P. Kotler & Keller, 2016). Marketing is a managerial social process, in which individuals and groups obtain what they need and want, through creating and exchanging products and value with other parties (Susilo et al., 2018). The purpose of marketing is to understand the desires and needs of consumers so that products or services are suitable for consumers so that these products or services can be sold by themselves.

At present the Government of the Republic of Indonesia is currently actively increasing the number of MSMEs (small, micro and medium enterprises), so that with an increasing number of MSMEs it is hoped that they can assist the government in improving the Indonesian nation's economy, according to data from the Ministry of Communication and Informatics, currently there are as many as 59.2 million running SMEs. Various kinds of MSMEs engaged in various fields are rapidly emerging in various cities in Indonesia, one of which is the city of Bondowoso.

Cafés are one of the businesses that have sprung up a lot in recent years in the city of Manado, because currently food sellers have many sales media, both from their own hangout places and with online media that are able to make food and beverage sellers produce and sell their food from their own home. According to (Rosmadi, 2021), during the current Covid-19 pandemic, more and more businesses in the field of selling food and beverages are starting to operate. The large number of restaurants that have sprung up, there are also challenges that restaurant owners will definitely face. One of the most important challenges to note is competition in selling food and beverages.

According to (Safitri et al., 2018), a restaurant, whose main income comes from the number of products sold or the number of visitors who eat at the restaurant, makes a restaurant able to attract more customers to enjoy the food they sell. This is done in order to increase sales volume. Sales in the statement (B Swastha, 2005) is an interaction between individuals to create, improve, maintain exchange relationships between these individuals by delivering an item that is needed with a reward in the form of money according to a predetermined price. In order to attract customers and establish good relationships in order to increase sales volume, a good marketing strategy is needed to be implemented at the restaurant.

In this study, the restaurant that will be used as the object of research is "Tiba Tiba Nangkring", a Café and Restaurant located in the city of Bondowoso. This cafe sells a variety of foods and drinks, with the main menu being Bondowoso coffee, where this drink is placed on the table and visitors will take the available drinks. Café "Tiba Arriving Nangkring" is not the only café in Bondowoso, but there are many other cafes that are also engaged in culinary and soft drinks, including: Café Gallery Bondowoso, Cak Wang, Rame Rame Hanging Out Places, Apple N Hot Cool, Ice Cream Palace Cafe and many other cafes. With so many cafes operating in the city of Bondowoso, the "Tiba Tiba Nangkring" Café must have a strategy that can win the competition in getting customers so that it can increase sales volume. Therefore the purpose of this research is to find out what strategy to do in order to increase sales volume.

II. THEORY REVIEW

According to (Sonatasia et al., 2020), marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders.

Marketing management is a target market to attract, retain and increase consumers by creating and providing good quality sales (K. Kotler & Keller, 2016).

According to (Kotler & Armstrong, 2010), a product is something that can be offered to the market to get attention for purchase, use, or consumption, so as to satisfy wants and needs. Products consist of a combination of goods and services offered by a company to target consumers.

According to (Makbul et al., 2020) price in a broad sense is not only the amount of money that is handed over to the seller to get the goods purchased but also includes outside things such as time, effort (search), psychological risk (a car can crash), additional expenses for guarantees (paying insurance).

According to (Makbul et al., 2020) place includes important decisions concerning: where? When? and how customers will access the offer, mostly related to distribution channels, the perception of favorable access will be determined by various variables such as location, service, method of payment.

According to (Tjiptono, 2011), promotion is an element in the company's marketing mix that is utilized to notify, persuade, and remind about the company's products.

In companies and organizations, the purpose of marketing is to increase the volume of product sales that are profitable in the sense that they can generate optimal revenue and increase profits. (Irawan, 2019).

III. RESEARCH METHODS

Research Approach

The research was conducted using a qualitative descriptive approach. Where the researcher is the key instrument, sampling of data sources is done purposively and snowball, collection techniques are tri-angulation (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization. This research uses a qualitative descriptive approach because this research will analyze and find out the circumstances, as well as events that exist in or around the cafe that can affect the sales volume of the cafe.

Population, Sample, Sampling Technique, Research Informants.

The population in this study amounted to 12 informants, 1 shop owner 5 employees 6 consumers. In qualitative research, the sample used is not respondents, but sources or participants or informants who will provide research-related information. The sampling technique used in this research is purposive sampling, namely the technique of determining the sample with certain considerations. The informants in this study came from direct interviews who were referred to as resource persons. In this study, informants were determined

using a purposive technique, namely selected with certain considerations and objectives, who really master an object that the researcher is researching.

Data and Data Sources

The data to be used in this study is primary data, data taken directly from the informant without any intermediary media. This data is also directly related to the focus of the research conducted. Secondary data is data obtained indirectly or from third parties such as information about restaurants as well as additional information that can be used as a reference in research on marketing mix. This data can be obtained from various sources such as books, journals, and articles.

Data collection technique

In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources and data collection techniques are more on observation and, in-depth interviews, and documentation.

Variable Operational Definitions

1. Product is something that can be offered to the market to get attention to be bought, used, or consumed, so that it can fulfill wants and needs, in this case, food and drinks from cafés such as Bondowoso coffee and shellfish satay.
2. Price is the total value exchanged by consumers to benefit from ownership of a product or service, such as for example the price of food from the Café Café “Tiba Tiba Nangkring” Bondowoso, which varies, one of which is the price of coffee and food package products, namely "Rp. 25,000 per person.
3. Place, has an influence on purchasing decisions and consumer satisfaction, where the right location, an outlet will be more successful than other outlets that are located less strategically, even though both sell the same product. The location of the Café Café “Tiba Tiba Nangkring” is located next to the Bondowoso square.
4. Promotion is carried out to provide information to people about the product and persuade buyers/target market, distribution channels and the public to buy the brand. At present it is known that the Café “Tiba Tiba Nangkring” only has a social media account, namely Instagram and does not carry out any form of promotion.

IV. RESULTS AND DISCUSSION

Result

Product Strategy

The products offered by the Café “Tiba Tiba Nangkring” for its customers are in the form of food and drinks typical of Bondowoso. In addition to various types of food, Shell Sate also implements two systems for consumers to choose the food and drink they want to consume. The first system is the coffee method buffet system which can be seen from the aroma and can be recommended which is usually available from opening hours, namely 09.00 in the morning until after lunch. This buffet system is a ready-to-serve system that allows consumers to choose and take the type of coffee they want for consumption. Every day, what is usually in demand for lunch time for office, ASN, and private employees who are around the main square and even those who are not around the city of Bondowoso usually come at lunch time.

Pricing Strategy

The price offered to consumers is one of the most attractive factors for a consumer to buy a product. With this, affordable prices will certainly attract the attention of consumers. Café “Tiba Tiba Nangkring” offers very affordable prices for a buffet system that provides ready-to-eat food. At the beginning of opening the restaurant, the price offered by RM. Solideo is very affordable and even relatively cheap, where for 1 adult it is only priced at IDR 20,000 and you can already enjoy a wide selection of Bondowoso specialties. This relatively low price treat was maintained until it reached the first 2 years of the opening of the Café “Tiba Tiba Nangkring”. In the following year, the Café Arriving Nangkring implemented a price increase of IDR 5,000 to IDR 25,000/adult head and half the price per child's head. The price increase that was applied initially resulted in some consumers protesting and some even feeling that the price was too high. Things like this cannot be avoided, because consumers are used to the low prices being offered, so they have resisted for a while about price increases that occur. After some time, this price increase finally received a positive response from consumers.

Location Strategy

The owner determines the location of the Café “Tiba Tiba Nangkring” business by first determining what kind of market segmentation he wants to target for this business. After determining the desired target market, namely office employees, civil servants and the private sector, the owner then looks for and surveys

several places to see the most strategic locations with adequate distribution of the target market. After conducting a site survey, the owner then decided that the most suitable location for this business was Bondowoso square.

Promotion Strategy

Doing promotions to introduce products to many people is an important part of doing business. Even though business can run normally with existing consumers until now, promotion is still something that is very much sought after to get more consumers. At the beginning of the opening of the business, Café “Tiba Tiba Nangkring” did not promote their food products. Even so, Café “Tiba Tiba Nangkring” can get consumers without doing promotions in the early years of opening the business. In the following years, the owner felt that doing promotions was an important thing for business growth. Until now, the Café “Tiba Tiba Nangkring” has been promoting through Facebook social media. Café “Suddenly Nangkring” has a personal Instagram page that consumers and people who are interested in Café “Tiba Tiba Nangkring” can follow. In addition, the owner also promotes food through the owner's personal account to reach more people.

V. Discussion

A product is something that can be offered to a market to get attention for purchase, use or consumption so as to satisfy a want or need. Products consist of a combination of goods and services offered by a company to target consumers. The products offered by the Café “Tiba Tiba Nangkring” for its customers are in the form of food and drinks typical of Bondowoso (halal) dishes. In addition to various types of food, the Café “Tiba Tiba Nangkring” also implements two systems for consumers to choose the food they want to consume, namely the buffet system and the menu order system. The buffet system is the flagship product of Café “Tiba Tiba Nangkring”. RM owner. Solideo upholds the quality of food and beverages provided to consumers. The quality of the food provided by the Café “Tiba Tiba Nangkring” can be said to be quite competitive with their competitors engaged in the food sector. The owner believes that the quality that has been cultivated for consumers has reached 8/10. This figure is a fairly high figure for the quality of the cafe business. In addition to the owner's rating, the figures for this quality are also agreed upon by the consumers.

Price is a component that has a direct effect on company profits. The price level set affects the quantity sold. In addition, price indirectly affects costs, because the quantity sold affects the costs incurred in relation to production efficiency. Café “Tiba Tiba Nangkring” considers several factors in determining the price that will be served to consumers. The owner stated that the price determination was calculated from the cost of the product to get the product material until it became ready-to-serve food. In addition, the owner also stated that the price of drinks and food also depended on the type of coffee and ingredients served, as well as the size of various types of fish and meat were also included in the price consideration. Of all the considerations, the owner has determined the most effective food price which is considered affordable but still profitable for the owner, namely Rp. 25,000/adult head, and half the price per child's head. The owner considers that this affordable price is very competitive when compared to other competitors.

The location of the café can determine the consumer's decision to buy or not buy the company's products. In addition, easy access and frequently passed and seen by many people is a good location to be used as a marketing strategy. The Café “Tiba Tiba Nangkring” is located in the town square of Bondowoso. The owner determines the location of the Café “Tiba Tiba Nangkring” business by first determining what kind of market segmentation he wants to target for this business. After determining the desired target market, namely office employees, civil servants and the private sector, the owner then looks for and surveys several places to see the most strategic locations with adequate distribution of the target market. Starting from the beginning of the business plan until now, the owner has felt the impact of the strategic location of the town square of Bondowoso for the opening of the Café “Tiba Tiba Nangkring” business. The strategic business location of the Café “Tiba Tiba Nangkring” has also received recognition from consumers as well as a parking lot from consumers which can be monitored directly from the CCTV inside the eating or drinking place.

Promotion is one of the biggest forms of marketing strategy. Marketing strategies using promotions are very common in most companies. The type of promotion carried out by each company can also vary depending on the size of the targeted scale, target market, products to be marketed and many other things that can affect the portion of a company's promotion. Café “Tiba Tiba Nangkring” is promoting through Instagram social media. Café “Tiba Tiba Nangkring” has a personal Facebook page that consumers and people who are interested in the Café “Tiba Tiba Nangkring” can follow. In addition, the owner also promotes food through the owner's personal account to reach more people. The owner stated that the determination of the use of Facebook social media as a form of promotion is supported by an assessment of the media that is widely used by the public and the existing target market.

VI. CONCLUSIONS AND RECOMMENDATIONS

By conducting qualitative research which aims to find out how the marketing mix relates to sales volume at one of the research objects, namely the UMKM Café "Tiba Tiba Nangkring", the authors can conclude that the marketing mix which consists of product, price, location, promotion, has a positive impact on volume. Café sales "Suddenly Perched". Based on the results of the interviews, research results and the results of the author's interpretation, Café "Tiba Tiba Nangkring" has implemented a marketing mix strategy in running a business, and has received a positive impact from Café "Tiba Tiba Nangkring" Café "Arrival Nangkring". Even though they haven't paid much attention to and don't really understand marketing mix, Café "Tiba Tiba Nangkring" has naturally considered all elements of the marketing mix in providing the best for consumers, which has led to Café "Tiba Tiba Nangkring" increasing sales volume. By conducting this research together with interviews, the authors can share and exchange knowledge with the owners, employees and even some consumers of RM. Solideo regarding the marketing mix on the sales volume of the Café "Tiba Tiba Nangkring" so that this research also makes the authors learn new things from new perspectives and can bring the owner to awareness of the importance of understanding and deep application of marketing mix. to increase sales volume Café "Tiba Tiba Nangkring".

The suggestions that can be given are as follows: Café "Tiba Tiba Nangkring" " adds more to the level of promotion on social media so that it reaches even more to add to the community outside Bondowoso, you can use accounts from tiktok, Facebook and YouTube, you also have to maintain service and quality the best that exists for the future so that we can make the best use of all the means to improve marketing strategies that will increase sales volume.

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