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Analysis of Marketing Strategies in Increasing Sales Volume of Palapa Coffee in Bandar Lampung

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ABSTRACT

The purpose of this study is to test marketing strategies to increase sales volume in Palapa Coffee and understand the strengths, weaknesses, opportunities, and threats in Palapa Coffee and formulate better competitive marketing strategy alternatives using the SWOT analysis method. This study used descriptive research method. This study used data collection techniques with observation, interview, documentary, and literature research methods. Technical data analysis using SWOT analysis with a SWOT matrix model. The results showed that marketing strategies to increase sales volume in terms of price, product, place, and promotion were based on the performance of Palapa Coffee employees. SO, ST, WO, and WT strategies also affect the performance of Palapa Coffee. Based on calculations using SWOT analysis, it can be concluded that Palapa Coffee is in quadrant I position which supports aggressive strategies by using its strengths to take advantage of opportunities. Meanwhile, the results of the IE matrix show that the company is in the position of quadrant I (one), namely Growth oriented strategy. This position signifies his company with its marketing strategy that supports an aggressive strategy on the various opportunities and strengths it has.

Marketing Strategy, Sales Volume, SWOT Analysis

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INTRODUCTION

Coffee shop competition in Bandar Lampung is getting denser, both on a small scale and on a large scale requires every business owner to maintain and improve marketing strategies so that the business management carried out can develop and can adapt to the outside environment that can keep up with the times that are advancing very rapidly. (Amalia et al., 2023) With a variety of coffee shops that exist, this can cause consumers to move from one place to another. Seeing this phenomenon, requires managers to be able to meet and read what opportunities consumers need and expect. The implementation of a

good marketing strategy can increase sales and can survive in the face of competition in this era of globalization.

According to (Atmoko, 2018) marketing strategy is a comprehensive system of business activities through planning, pricing, promoting, and distributing goods and services to satisfy and meet buyer needs. An effective marketing strategy can be seen from the stability of sales levels or increasing sales from year to year in accordance with the quantity / quality of products that can be produced by the place of business. Therefore, management must create a strategy that can be utilized on various opportunities and try to reduce the impact of existing threats and become an opportunity (Naeem et al., 2022). In a business, it is necessary to compare its business processes with competitors, in order to master the market and achieve the expected sales target (Mulyana et al., 2023). Therefore, business actors need to provide an understanding of the importance of coffee product competitiveness, one of which is Palapa Coffee.

Palapa coffee is a business in the field of food and baverage. Before becoming Palapa Coffee, the name of this shop was called Warkop WOW which was established in 2019 and was a franchise. In 2021 this shop decided to stand alone under the name Kopi Palapa. Strategically located close to the city center, especially campuses and highways, Kopi Palapa also provides outdoor and indoor rooms with fairly complete facilities in the form of prayer rooms, toilets and diverse menus and the most typical of this café is coffee-based drinks (Hendriyati & Santoso, 2017). In addition, the calm atmosphere is the main attraction for Kopi Palapa, because it is very comfortable to study and calm down. Visitors to Palapa Coffee come from various ages and circles. In the last 10 months, Palapa Coffee has earned an average income of 2% every month. However, the problem of Kopi Palapa is the lack of marketing in the field of digital marketing, for example the lack of Instagram activity and the unavailability of this business product in e-commerce (Go food, Shopee food, and Grab Food). Thus the purpose of this study is to find out the marketing strategy of Palapa Coffee to increase sales volume.

RESEARCH METHODE

The research method used in this study is descriptive research qualitative method, which is a method in examining human status, an object, a condition, a system of thought, or an event in the present with the aim of making descriptions, images or paintings systematically, factually, and accurately about the facts, properties, and relationships between the phenomena studied (Pangastuti & Nurhadi, 2021) The object of this study is Palapa Coffee.

Data collection techniques in this research use interviews, observations, and document collection techniques, as well as journals and articles that support research. The source of data in this study is the manager of Kopi Palapa regarding strengths, weaknesses, opportunities, threats and marketing mix. Data analysis techniques use the 4P marketing mix and SWOT analysis methods with SWOT matrices.

RESULT AND DISCUSSION

Result

Table 1.
January - October 2023 Revenue at Caffe Kopi Palapa

No	Month	Income	Revenue Growth (%)
1.	January	Rp. 19.000.000	-
2.	February	Rp. 18.000.000	-5,26
3.	Maret	Rp. 20.000.000	11,11
4.	April	Rp. 22.000.000	10
5.	From	Rp. 26.000.000	18,18
6.	June	Rp. 19.000.000	-26,9
7.	July	Rp. 21.000.000	10,52
8.	Agustus	Rp. 18.000.000	-14,28
9.	September	Rp. 18.000.000	0
10.	October	Rp. 21.000.000	16,66
	Sum	Rp. 202.000.000	20,03
	Average		2,003

Source : Data that has been processed in 2023

Based on table 1. so that it can be seen in January - October 2023 that Palapa Coffee revenue tends to increase by an average amount and rounded up to 2%

Analysis Matriks Internal Factor Analysis Summary

According to (Rangkuti, 2014) SWOT analysis compares between external factors of opportunities and threats with internal factors of strengths and weaknesses. External factors included in EFAS (External Factor Analysis Summary) are focused on existing conditions and trends that arise from outside.

Table 2.
Palapa Coffee IFAS Matrix

Internal Strategy Factors	Weight	Rating	Score
Strenght (S)			
1. Product quality	0,15	4	0,62
2. Product variants offered	0,12	3	0,35
3. Price the product against competitors	0,12	3	0,35
	0,15	4	0,62
4. Employee Service to consumers			
5. Number of Employees	0,12	3	0,35
6. Strategic location	0,12	3	0,35
Sub Total	0,77	20	2,62
Weakness (W)			
7. Promotion Effectiveness	0,8	2	0,15
8. Target monthly sales	0,8	2	0,15
9. Employee complaints against consumers	0,8	2	0,15
Sub Total	0,23	6	0,46
Total	1,00	26	3,08

Source : Data that has been processed in 2023

In table 2. It can be known that the strength of Palapa Coffee is, the first product quality and product variants offered with a score of 0.62, and the second product variations offered, product prices against competitors' prices, the number of employees, and strategic locations with a number of 0.35. While the first weakness is from production effectiveness, product quality, and monthly sales targets with a score of 0.15.

External Factor Analysis Matrix Analysis Summary

Internal factors are included in the IFAS Internal Factor Analysis Summary matrix). Focused on assessing achievement/performance which is a factor of strengths and weaknesses that exist to achieve organizational goals.

Table 2.
Palapa Coffee EFAS Matrix

External Strategy Factors	Weight	Rating	Score
Opportunity (O)			
1. Consumer purchasing ability	0,20	4	0,80
2. Good relationship with consumers	0,20	4	0,80
3. Consumers buy products in large quantities	0,15	3	0,45
4. Cooperation with suppliers	0,15	3	0,45

Sub Total	0,70	14	2,50
Threat (T)			
5. Permanent suppliers	0,05	1	0,05
6. Many competitors in the area of business premises	0,05	1	0,05
7. Product similarity with competitors	0,10	2	0,20
8. The effect of weather on sales	0,10	2	0,20
Sub Total	0,30	6	0,50
Total	1,00	20	3,00

Source : Data that has been processed in 2023

In table 3. It is known that the opportunity in the first order of consumer purchasing ability, good relations with consumers with a score of 0.80. The second is that consumers buy products in large numbers and cooperate with suppliers with a score of 0.45. Then the threat in the first order, the similarity of products with competitors and the influence of weather on sales with a score of 0.20. And the second place of permanent suppliers and many competitors in the area of business has a score of 0.5.

SWOT Diagram Analysis

From the results of the identification of internal and external factors, the SWOT analysis cartesius diagram is the next stage of analysis after the IFAS and EFAS tables are made based on, based on the next IFAS and EFAS tables, each factor can be detailed, strenght 2.62, weakness 0.46 and opportunity 2.50 and threat 0.50 while the difference between strenght and weakness factors is 2.16 while the difference in total opportunity and threat factors is 2.00. From the results of the identification of these factors, a diagram can be drawn in the SWOT analysis cartesius diagram, it can be seen in the following figure:

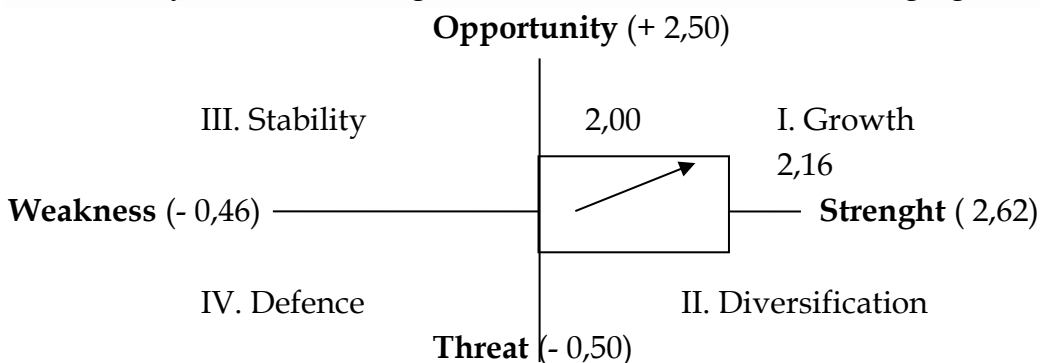


Figure 1 :
Cartesius Diagram SWOT Analisis Palapa Coffee

The results of the SWOT analysis diagram on Palapa Coffee are in quadrant I position which supports aggressive strategies by using their strengths to take advantage of opportunities. Meanwhile, the results of the IE matrix show that the company is in the position of quadrant I (one), namely Growth oriented strategy. This position signifies his company with its marketing strategy that supports an aggressive strategy on the various opportunities and strengths it has.

Table 4.
SWOT Matrix Strategy Formulation

IFAS EFAS	Strenght (S)	Weakness (W)
Opportunity(O)	Strategi (SO) 2,62 + 2,50 = 5,12	Strategi (WO) 0,46 + 2,50 = 2,96
Threat (T)	Strategi (ST) 2,62+ 0,50 = 3,12	Strategi (WT) 0,46 + 0,50 = 0,96

Source : Data that has been processed in 2023

Known based on the calculations of Table 4. above, the combined values of the SWOT matrix strategy are as follows: Strenght-Opportunity (5.12), Weakness - Opportunity (2.96), Strenght - Threat (3.12) and Weakness - Threats (0.96).

SWOT Matrix

From the IFAS and EFAS matrix strategies in table 1 and table 2, SWOT matrices have also been compiled to analyze the formulation of alternative strategies Strenght - Opportunity (SO), Weakness - Opportuninty (WO), Strenght - Threat (ST), and Weakness - Threat (WT). The SWOT matrix analysis can be seen in table 5 below:

Table 5.
SWOT Matrix Strategy Combination

Factor Internal External Factors	Strength (S) 1. Product quality 2. Product variants offered 3. Price the product against competitors 4. Employee Service to consumers	Weakness (W) 1. Promotion Effectiveness 2. Target monthly sales 3. Employee complaints against consumers
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	5. Number of Employees 6. Strategic location	
Opportunity (O) 1. Consumer purchasing ability 2. Good relationship with consumers 3. Consumers buy products in large quantities 4. Cooperation with suppliers	Strategy (SO) 1. Maintain quality products and innovate more often in order to upgrade the menu for the better. 2.Maintain raw materials used 3. Strategic place of business allows consumers to easily search for the desired product 4. Pay attention to consumer capabilities so as to make consumers easy to buy products	Strategy (WO) 1. Improve existing services so that consumers often buy products in large quantities. 2. Establish a good relationship with consumers so that consumers feel comfortable with service
Threat (T) 1. Permanent suppliers 2. Many competitors in the area of business premises 3. Product similarity with competitors 4. The effect of weather on sales	Strategy (ST) 1. Strategic location makes it easy to find raw materials 2. With a lower selling price than competitors will attract consumers to buy products 3. Improve product quality so that consumers continue to buy products by taking away even in rainy weather	Strategy (WT) 1.Less than maximum monthly sales target makes Palapa Coffee further improve quality in sales 2. Due to the large number of competitors and the similarity of Palapa Coffee products, it further increases promotion on social media and e-commerce

Source : Data that has been processed in 2023

Discussion

SWOT analysis of the opportunities, threats, strengths, and weaknesses of Palapa Coffee has been carried out, so that it has obtained results that Palapa Coffee has a great opportunity because of the high interest of the public and coffee drink lovers, this condition must be utilized because it is an opportunity in the development of Palapa Coffee sales volume. By improving the quality of service provided, consumers will feel satisfaction and ultimately develop a loyal attitude towards Kopi Palapa. There is also a threat where there are many new and existing competitors and product similarities with competitors.

Palapa coffee has strengths such as strategic locations that consumers can easily reach to that location, affordable product prices and diverse variants make consumers not hesitate to spend money because they are satisfied with what is purchased according to the price. And the weakness of low intensity Palapa Coffee which is characterized by incessant promotional activities, as it is known that promotion is one of the keys to the marketing mix that plays an important role so that there needs to be effort and attention from Palapa Coffee.

CONCLUSION

Based on the results of research that has been conducted on Palapa Coffee, the conclusions of the study are as follows:

1. The results showed that the marketing strategy used was an indicator of the 4P mix marketing mix. In the case of (Product) providing quality raw materials. The price offered is quite affordable for consumers, both teenagers and adults with guaranteed quality. Place (Place) strategic location, unique and comfortable design brings a good impression on consumers so as to make consumers feel satisfied. Promotion is carried out using social media, utilizing strategic business locations.
2. In running its business, Palapa Coffee has several internal environmental factors and external environmental factors. In the internal environment factors, the strengths are strategic location, many product variants and affordable prices, optimal service and receiving input from consumers. Meanwhile, the external environmental factors are the lack of marketing mix strategies in increasing sales volume and raw materials that are less durable. In the external environment that becomes an opportunity, namely maintaining weather that affects sales opportunities, good relations with consumers and consumers can buy in large quantities while the threat is the absence of suppliers and the number of competitors and the similarity of products.
3. The results of the SWOT analysis diagram on Palapa Coffee are in the quadrant position (one) that supports aggressive strategies by using their strengths to take advantage of opportunities. Meanwhile, the results of the IE matrix show that the company is in the position of quadrant I (one), namely Growth oriented strategy. This position signifies his company with its marketing strategy that supports an aggressive strategy on the various opportunities and strengths it has.

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