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## Analysis of Coffee Shop Digital Marketing Strategy through Social Media to Increase Product Sales

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### ABSTRACT

This research aims to analyze coffee shop digital marketing strategy through social media to increase product sales. The approach in this investigate may be a quantitative approach. The population in the study was 30 Coffee Shops in Medan City. Samples were taken randomly from as many as 30 Coffee Shops in Medan City. Theory testing in this inquire about path analysis. Theory testing in this inquire about path analysis. The research results show that digital marketing strategy has a significant effect on social media in Coffee Shops in Medan City. Digital marketing strategy has a significant effect on increase product sales in Coffee Shops in Medan City. Social media has a significant effect on increase product sales in Coffee Shops in Medan City. Digital marketing strategy has a significant effect on increase product sales through social media in Coffee Shops in Medan City.

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## INTRODUCTION

A marketing strategy is an integrated, unified, and comprehensive plan in the field of marketing goods or services. A marketing strategy is a method used by a company to increase revenue or a method for a company to determine marketing targets to determine consumers. A marketing strategy can also be interpreted as one of the bases used in compiling a comprehensive company plan (Mariani et al., 2023; Pandiangan, 2024).

The development of information technology is developing very rapidly and also has an impact on business actors in supporting various business activities, both large and small so that they can be recognized globally. The developing era

supports business actors in always following digital trends in marketing their products. The marketing strategy in digital form is starting to be widely used by business actors because, in addition to increasing sales value, digital marketing can make a brand more effective and targeted.

On the one hand, digital marketing strategies make it easier for business actors to monitor and provide all the needs and desires of prospective consumers, and vice versa, from the perspective of prospective consumers, digital marketing makes it easier to find and obtain information about a desired product without having to visit the store directly.

The Indonesian Internet Service Providers Association stated that internet users in Indonesia in 2022 reached 210 million people or 77.02 percent of the Indonesian population. This figure has increased compared to the previous period which was 196.71 million people and 2018 which was 171.17 million people.

Social media is an internet-based marketing model that aims to achieve marketing goals by contributing through various social media networks (Pandiangan et al., 2024). By displaying interesting content and good product displays, this can make visitors interested in making purchases. One of the social media that is currently widely used is TikTok.

A coffee shop is a restaurant and drink that sells drinks with a main menu of coffee and other complementary menus. The coffee menu offered is made from coffee from regions in Indonesia, served with a mixture of milk, mocha, chocolate or other mixtures according to taste. The quality of coffee as a raw material for coffee shops served by entrepreneurs is coffee with premium aroma and taste quality.

The existence of digital marketing and social media strategies in business activities is a driving force to maintain the existence of organizations and businesses in order to increase product sales, get maximum profit, capture a large market share, and be able to compete (Tambunan et al., 2024).

This research aims to analyze coffee shop digital marketing strategy through social media to increase product sales.

## **RESEARCH METHOD**

The approach in this investigate may be a quantitative approach, specifically investigate that looks for to supply verification of the truth of truths within the field and is evaluated logically based particle a hypothetical system relating to the issues raised utilizing numbers and calculations (Gultom et al., 2024). Quantitative inquire about is generally conducted utilizing factual strategies that are utilized to gather quantitative information from inquire about

ponders. This inquire about strategy employments a scientific system and hypotheses related to the amount in address. A quantitative approach is an approach that basically employments a post positivist worldview in creating science such as considering around cause and impact, lessening to factors, theories, and particular questions utilizing estimation and perception as well as hypothesis testing, utilizing investigate methodologies such as tests and overviews that require factual information. So in quantitative inquire about, as the title proposes, numerous are required to utilize numbers, beginning from information collection, elucidation of the information, and the appearance of the comes about.

Population is the overall number of objects or subjects that have certain qualities and characteristics determined by analysts to be examined and after that conclusions drawn (Pandiangan et al., 2023). The population in the study was 30 Coffee Shops in Medan City. A sample is a portion of the number and characteristics of the population (Fransisco et al., 2024). Samples were taken randomly from as many as 30 Coffee Shops in Medan City.

Theory testing in this inquire about path analysis. Path analysis may be a factual examination method created from different relapse investigation. Utilized to analyze relationship designs between factors. This show is to decide the coordinate or roundabout impact of a set of autonomous factors particle the subordinate variable (Sihombing et al., 2024; Yoppy et al., 2023).

## **RESULT AND DISCUSSION**

### **General Description**

A coffee shop is a place that provides food and drinks and mainly sells coffee. A coffee shop whose place is attractively designed and provides many coffee menus. According to the International Coffee Organization Indonesia, currently the development of coffee in Indonesia continues to progress. Several regions in Indonesia are known as coffee producers. On the island of Sumatra, many types of quality coffee can be seen which are also known abroad, such as Sidikalang Coffee from North Sumatra, Mandailing Coffee and Gayo Coffee from Aceh, South Sumatra coffee, and so on. In Java, for example, Malang coffee is also known which is similar to Lampung, Bali coffee, and many other types of coffee. Indonesia as an archipelago has the charm of a very diverse taste of Indonesian coffee and its taste is also a taste that meets export quality standards. Therefore, Indonesia is one of the largest coffee producers in the world, and related to agricultural commodities, coffee is the fourth largest foreign exchange earner for Indonesia after palm oil, rubber, and cocoa. Opportunities for business people to process it into a processed drink made from coffee because coffee drinks have

become a habit or lifestyle for some people. This has resulted in coffee consumption in Indonesia becoming one of the largest in the world. The increasing level of coffee consumption is also inseparable from the style of urban society who like to gather. With such large coffee consumption, it has resulted in the rise of coffee houses.

### Hypothesis Result

**Table 1.**  
**Hypothesis Result**

| Hypothesis  | P-Value | Decision    |
|---|---------|-------------|
| Digital Marketing Strategy->Social Media                          | 0.000   | Significant |
| Digital Marketing Strategy->Increase Product Sales                | 0.000   | Significant |
| Social Media->Increase Product Sales                              | 0.000   | Significant |
| Digital Marketing Strategy->Social Media-> Increase Product Sales | 0.000   | Significant |

Digital marketing strategy has a significant effect on social media in Coffee Shops in Medan City. Digital marketing strategy is the main choice for marketers because it has several advantages, including its wide reach, strong interaction, the most recent and up-to-date information dissemination, and an easy and useful purchasing process. Digital marketing is basically a marketing strategy that is carried out through social media on the internet.

Digital marketing strategy has a significant effect on increase product sales in Coffee Shops in Medan City. On the one hand, digital marketing strategies make it easier for business actors to monitor and provide all the needs and desires of potential consumers, and vice versa, from the perspective of potential consumers, digital marketing makes it easier to find and obtain information about a desired product without having to visit the store directly.

Social media has a significant effect on increase product sales in Coffee Shops in Medan City. Social media is a web-based technology that transforms communication into interactive dialogue to support social interaction. Social media is used as a medium to convey information quickly, accurately, and spread to many people. With this social media, business actors can more easily inform their products globally by doing social media marketing.

Digital marketing strategy has a significant effect on increase product sales through social media in Coffee Shops in Medan City. The rapid development of information technology has also influenced business actors in supporting various business activities, both large and small so that they can be recognized globally.

The developing era supports business actors to always follow digital trends in marketing their products. Digital marketing strategies are starting to be widely used by business actors, because in addition to increasing sales value, digital marketing strategies can make a brand more effective and targeted.

## **CONCLUSION**

The research results show that digital marketing strategy has a significant effect on social media in Coffee Shops in Medan City. Digital marketing strategy has a significant effect on increase product sales in Coffee Shops in Medan City. Social media has a significant effect on increase product sales in Coffee Shops in Medan City. Digital marketing strategy has a significant effect on increase product sales through social media in Coffee Shops in Medan City.

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