



Analysis Of Marketing Strategies To Increase Sales In The Coffee Shop H. Anto Kendari City

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Abstract: The growth of the food and beverage industry in Kendari City has created intense competition in an effort to maintain and improve products. One of the MSMEs in Kendari City, The Coffee Shop H. Anto, has successfully marketed and maintained its products. The purpose of this study is to determine the marketing strategies used by The Coffee Shop H. Anto to increase sales. To collect data, qualitative research uses observation, interviews and documentation. This research aims to determine the strategy used by The Coffee Shop H. Anto to increase the number of customers. In addition, the purpose of this analysis is to determine the most suitable strategy to be implemented by The Coffee Shop H. Anto to compete with its competitors in the future. The results show that The Coffee Shop H. Anto should focus more on maintaining the image of an authentic local coffee shop and always prioritize customer loyalty in ways such as being polite and friendly. It is expected that The Coffee Shop H. Anto will consider implementing these strategies

Keywords: Marketing strategy, competitive advantage.

INTRODUCTION

One of the continuously growing industries in Kendari City is food and beverages, with significant growth from year to year. This growth not only creates opportunities for entrepreneurs, but also increases competition in this sector. One of UMKM's enterprises, The Coffee Shop H. Anto, managed to market and maintain its products amid increasing competition. In situations like this, marketing strategies are the key to gaining and expanding competitive advantage.

Many compete hard, which means they have to learn to adapt to changes in the business environment. Running a business requires a good strategy to face this competition. This strategy will help business owners anticipate the impact of events and make them able to compete.

A competitive advantage in the science of marketing management is a condition in which a company or product has an advantage that distinguishes it from its competitors in the market. These competitive advantages can be factors such as product quality, competitive prices, innovation, superior customer service, or a strong brand image.

LITERATURE REVIEW

A strategy is an integrated plan designed to a specific goal by choosing the right action and organizing resources intelligently.

Marketing strategy is a plan relating to the way a company markets its products or services to the target market, including market segment selection, pricing, promotion, distribution, and other measures to marketing goals. It's part of the company's overall strategy to its business goals through marketing efforts.

In the business world, marketing is a vital process for selling goods or services to consumers. More than just promotion or sales, marketing involves a variety of strategic activities that include planning, pricing, distribution, and interaction with customers. The primary goal of marketing is to know what the consumer wants and needs, and then offer a product or service that meets their expectations.

According to Rangkuti (2017:101), "marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. The result of the influence of these factors is that each individual or group obtains needs and desires by creating, offering, and exchanging products that have commodity value.

Besides, marketing also includes analysis of markets and competitors, as well as the use of data and market research to identify business opportunities and develop relevant strategies. In general, marketing is a strategic foundation that allows companies to their business goals by linking products or services offered to the needs and desires of the market According to Effendi, et al (2022:52) Marketing strategy is a process or model to allow companies or organizations to focus their limited resources on the best opportunity to increase sales and thus a competitive advantage.

Through this analysis, it is expected to find strategic recommendations that are relevant and can help The Coffee Shop H. Anto to continue to advance and thrive amidst the increasingly fierce business competition in Kendari City. It will be an important contribution in supporting local economic growth and the viability of UMKM enterprises in the city.

METHODS

The study applies qualitative research methods. The objectives of this research are as follows: firstly, gain an understanding of the marketing strategies used by The Coffee Shop H. Anto to increase sales; secondly, identify the advantages of such strategies in the Self-Governing City; and thirdly, determine which marketing strategy will help H. Anton Coffeehouse overcome competition in the future. Therefore, to understand the mechanisms of a competitive strategy, it is essential to study how information flows. This includes information that comes from global marketing competition. The investigators went to the location. The researchers looked at the marketing transactions and sales in the Coffee Shop H. Anto in person.

RESULT AND DISCUSSION

Based on interviews with the owner of the Coffee Shop H. Anto, Anto produced valuable insights into the marketing strategies that have been implemented and strategic recommendations that need to be taken into account. Here's the outcome and discussion of the interview:

Marketing Strategy Implemented:

Coffee shop owner H. Anto explains that one of the marketing strategies yang has been successful is keeping the image of the local coffee shop authentic. It gives an appeal to customers who are looking for a unique and different coffee experience. It's a smart move given the fierce competition in the food and beverage industry.

They also emphasize the quality of coffee products by establishing partnerships with quality coffee suppliers. Owners understand that the quality of the product is one of the main factors that distinguish them from competitors.

In terms of customer service, The Coffee Shop H. Anto always ensures that customers are treated with courtesy and kindness. It creates a positive experience for customers to return.

Competitive Advantages Found:

From the interviews, it can be seen that the competitive advantages of The Coffee Shop H. Anto lie in a combination of these factors. Their presence as authentic local coffee shops, high quality coffee products, and good customer service make them stand out in the market.

They have managed to build a strong brand image as a reliable coffee shop to provide a unique coffee experience.

Strategic Recommendations to Increase Future Sales:

Based on the interview, there are some strategic recommendations that can help The Coffee Shop H. Anto keep growing:

More focus oning the image of authentic local coffee shops, as this is one of the strong competitive advantages. Maintaining an atmosphere that makes customers feel at home and unique should be a priority.

Continue to improve the quality of coffee products and maintain cooperation with quality suppliers. Product quality is the foundation of their business, and needs to be carefully ined.

Keep good customer service. Customer loyalty is a key element for business growth, so this should be a priority.

By implementing these recommendations, The Coffee Shop H. Anto can strengthen its position in the market and remain the top choice for customers in Kendari City. Marketing strategies that include authentic image, product quality, and good customer service will help them compete with competitors and thrive further. Contribution to Local Economy and UMKM: The results of the analysis and strategic recommendations in this study have the potential to make important contributions in supporting local economic growth in Kendari City. In addition, it also helps to maintain the viability of UMKM, such as The Coffee Shop H. Anto, in the face of increasingly fierce business competition. His strategic recommendations can be a valuable guide for similar business owners who want to compete in an increasing market.

CONCLUSIONS

In the context of the development of the food and beverage industry in Kendari City, The Coffee Shop H. Anto is one of the successful examples of Micro, Small and Medium Enterprises (UMKM) that have succeeded in marketing its products in the midst of increasingly tight competition. Based on the analysis of their marketing strategy, some important findings emerged. One is thatining an authentic image of a local coffee shop has helped H. Anto's coffee shop stand out from its competitors. In addition, the emphasis on the quality of coffee products and good customer service also contributes significantly to their success. As a suggestion for the future, The Coffee Shop H. Anto can focus more oning the image of authentic local coffee shops. This is an element that is highly appreciated by customers who are looking for a different experience. In this case,ining an atmosphere that makes customers feel at home and unique should be a priority. Furthermore,ining the quality of coffee products and establishing strong cooperation with quality suppliers is crucial. The

quality of the product is the foundation of their business, and must be carefully lined. Lastly, lining good customer service and building customer loyalty must remain a priority. Customer loyalty is a key element in business growth. By implementing these recommendations, The Coffee Shop H. Anto can strengthen its position in the market and contribute to local economic growth as well as the sustainability of UMKM business in Kendari City.

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