



Marketing Strategy Analysis in Coffee Shop House of Essentials with SWOT Analysis

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A B S T R A C T

Changes in people’s lifestyles in the current era of globalization can be marked by changing ways to style.. Therefore, a business must formulate a marketing strategy in accordance with existing conditions. House Of Essentials coffee shop with an industrialist and modern building concept that is comfortable for relaxing, doing assignments, and working . The aims of this research is to formulate a marketing strategy for House of Essentials using SWOT analysis. SWOT analysis is a strategy-making tool that systematically evaluates and identifies numerous elements in order to develop a company-based strategy. based on a logic that maximizes strengths and opportunities, while minimizing weaknesses and threats in a high-stakes market. Based on the IFAS and EFAS matrix, total internal factor weighting score (strengths and weaknesses) in the IFAS matrix was 3.2857 and the external factor weighting total score (opportunities and threats) in the EFAS matrix was 2.8005. The results show that cafe House Of Essentials is in quadrant I of the matrix grand strategy, which mean cafe can adopt an aggressive strategy.

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1. INTRODUCTION

Changes in people's lifestyles in the current era of globalization can be marked by changing ways to style. So it is not uncommon for hangouts to be the place to go to fulfill these needs. Companies today must adapt their business to existing developments in a targeted way. House of Essentials coffee shop with an industrialist and modern building concept that is comfortable for relaxing, doing assignments, and working. Location Coffee shop is very strategic because it is in downtown Mojokerto. Based on an interview with the owner coffee

shop House of Essentials has a problem, namely a decrease in income levels which can be seen from the decrease in average turnover coffee shop per month which results in losses for shop owners. Therefore, a business must formulate a marketing strategy in accordance with existing conditions. Formulation of marketing strategies that match the problems in coffee shop is using the SWOT method. This SWOT method can be applied to the House of Essentials to plan a marketing strategy by identifying internal and external factors cafe then analyzed by formulating several alternative strategies

through SWOT matrix analysis.

2. LITERATURE REVIEW

The definition of marketing according to the American Marketing Association (AMA) is a planning and execution process, starting from the conception, pricing, promotion, to the distribution of goods, ideas, and services (Anggreni, 2021). Analytical research in marketing science has specific areas of emphasis. (France, 2018) Marketing includes activities that can be useful in creating, developing, distributing, goods produced in accordance with the demand of potential buyers based on the ability to produce an item (Nurhadi, 2019). A product is one of the fundamental elements that a company offers to the market to satisfy customer needs and wants. It represents the tangible goods or intangible services that a business provides to its target customers (Muharri, 2021) Product indicators in the marketing are as product brand, product quality, product diversity, and product design (Wowor et al., 2021).

In general, strategy can be interpreted as critical set of choices for planning actions in achieving goals and target. (Mashuri, 2020) Price is an element of the marketing that has an important role for a company, because price occupies a special position in the marketing, and is closely related to other elements. (Mohamad & Rahim, 2021) There are four indicators that characterize price. The four indicators are price affordability, price match with product quality, price conformity with benefits, and price competitiveness. (Meilda et al., 2022) In the marketing, "place" refers to one of the essential elements that a company uses to bring its products or services to the target market. The easier the product is obtained means that the distribution process is getting better, and product sales have a great opportunity to increase (Pramesti, 2021) In the marketing, "promotion" refers to the element that encompasses all the activities and communication strategies used by a company to promote and create awareness of its products or services among the target audience (Wardani & Manalu, 2021).

Marketing strategy is a form of a directed plan in the field of marketing to obtain an optimal

result. Marketing strategy is a series of plans to reach market goals and consumers are changed to consume products owned and produced by the company continuously so that their products can be recognized and used by consumers forever (Maisaroh, 2023). Marketing strategy helps companies make important choices regarding marketing activities with the goal of creating, communicating, and delivering value to customers in return for achieving financial, market, and other objectives (Li, 2020). The choice of marketing strategy should be approached gradually (Ghoncarova, 2019) Over the past few decades, in increasing marketing, companies have used celebrities such as movie stars and Hollywood personalities as a means of established marketing strategy (Vrontis, 2020) Segmentation can assist businesses in identifying customer preferences (Ahani, 2019). In this case, the company involves the process of organizing buyers with similar needs, preferences, or behaviors into homogeneous groups (Dryglas, 2018). Marketing strategy is a form of planning directed at marketing to obtain maximum results. There are two factors related to the marketing strategy, namely: (a) The target/target market is the homogeneous consumer group that is the company's target, (b) The marketing mix is a form of controlled marketing variables that the company combines to achieve maximum results (Alfiana, 2023)

After conducting market segmentation, the evaluation process is considered a critical decision because it influences decisions related to marketing strategy. The company needs to evaluate the resulting segments (Ghorabee, 2017). SWOT analysis is a tool that systematically evaluates and identifies many elements to develop a company strategy (Rizki, 2021). SWOT is used as a model in analyzing an organization. The main purpose of SWOT is to know the state of an organization more comprehensively (Yusuf, 2022). Internal and external factors are very important to map the business strategy in the future (Lee, 2021) SWOT analysis is used in various fields such as education, industry, and agriculture (Benzaghta, 2021).

3. RESEARCH METHOD

The study uses quantitative data obtained from direct interviews with the owner of the coffee

shop House Of Essentials and a questionnaire with the aim of determining the weighting score of each internal factor and external factor of the Coffe Shop House Of Essentials in the IFAS (internal factor analysis strategy) matrix and EFAS (external factor analysis strategy) matrix using a Likert scale. The total of respondents are 65 people consisting of 8 cafe management and 59 cafe consumers. The analysis method can be seen in Figure 1.

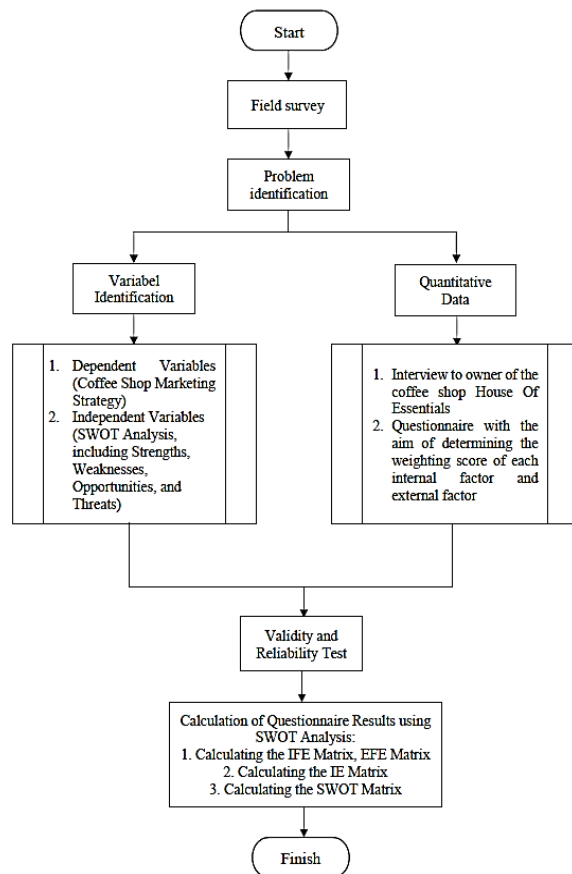


Figure 1. Flow chart analysis stages

4. RESULT AND DISCUSSION

This research is using the SPSS program. The testing technique that is often used by researchers to test validity is using Bivariate Pearson correlation (Pearson Moment Product). This analysis is done by correlating each item's score with the total score. The total score is the sum of all items. Question items that are significantly correlated with the total score indicate that these items are able to provide support in uncovering what you want to reveal à Valid. If $r \text{ count} \geq r \text{ table}$ (2-tailed test with sig. 0.05) then the instrument or question items have a significant correlation with the total score (declared valid).

Validity and reliability are important concepts in quantitative research. Validity refers to the extent to which a study actually measures what it purports to measure, whereas reliability refers to how consistent the results of a study are when repeated in the same way.

The results of the questionnaire are said to be valid if the value of $r \text{ count} > r \text{ table}$. In this study, the significance level used was 5% with 65 respondents, so the value of $df = N - 2 = 65 - 2 = 63$. The value of the $r \text{ table}$ used was 0.2441. The results of the validity test of internal and external factors on the questionnaire can be seen in Table 1.

Based on the results of the validity test in Table 1, it can be seen that all $r \text{ count}$ values for internal and external factors are greater than $r \text{ tables}$ ($r \text{ count} > 0.2441$), so that all factors used are valid. The results of calculating the validity test of internal factors and external factors using SPSS software. After all the questionnaire items are valid, then the reliability test can then be carried out.

Table 1. Result of validity test

Internal Factors				
No.	Strenghts	R Count	R Tabel	Result
1.	The theme of industrial and modern cafe buildings is sought after by consumers for various activities (work, study and leisure)	0.442	0.2441	Valid
2.	Strategic cafe location (in downtown of Mojokerto)	0.474	0.2441	Valid
3.	Availability of good facilities (wifi, toilet, and mushollah)	0.271	0.2441	Valid
4.	It has a best seller menu, namely varied and delicious coffee, as well as many other menu variations such as non-coffee drinks and food	0.309	0.2441	Valid
5.	Consistent with taste for all menus	0.397	0.2441	Valid
6.	The price of the food and drink are affordable	0.427	0.2441	Valid
No.	Weakness	R Count	R Tabel	Result

1.	Parking area is less extensive, especially for car	0.333	0.2441	Valid
2.	The indoor cafe area which has air conditioning and a non-smoking area is not too wide	0.426	0.2441	Valid
3.	The outdoor cafe area on the top floor is open and not roofed so it is hot during the day and cannot be used when the rainy season arrives	0.430	0.2441	Valid
4.	This cafe has not made sales through an online application	0.482	0.2441	Valid
5.	Less in promotion	0.512	0.2441	Valid
External Factors				
No.	Opportunities	R Count	R Tabel	Result
1.	The trend of coffee consumption continues to increase and is in great demand	0.428	0.2441	Valid
2.	The café can develop business by adding new products, and always hold maintenance on the cafe	0.695	0.2441	Valid
3.	The development of increasingly advanced technology can facilitate promotion and sales	0.379	0.2441	Valid
4.	Loyalty of customers (maintaining good and friendly relations with customers)	0.405	0.2441	Valid
5.	Product quality is recognized by consumers	0.413	0.2441	Valid
No.	Threats	R Count	R Tabel	Result
1.	There are many new cafe competitors around	0.525	0.2441	Valid
2.	Competitors that provide lower prices	0.352	0.2441	Valid
3.	Competitors who utilize information technology in marketing their products	0.545	0.2441	Valid
4.	Weather during the rainy season/summer is a threat because the cafe area that can be used optimally is still limited	0.569	0.2441	Valid
5.	Many competitors have made sales through online applications	0.449	0.2441	Valid

After all the questionnaire items are valid, then the reliability test can then be carried out in Figure 2.

Cronbach's Alpha	N of Items
.732	22

Figure 2. Result of reability test

The analysis with SPSS software can be seen Cronbach's alpha value of 0.732 and can be said to be reliable because it has a value of $r_{count} > r_{table}$ or $0.732 > 0.6$. The data obtained has been maximized, then the IFAS Matrix is used to evaluate the internal factors of the cafe. The fill in the weighting score on the IFAS matrix based on Table 2.

Table 2. Table of internal factor variable values

Factor	Variabel	Variabel score
Strenghts	S1	290
	S2	279
	S3	291
	S4	284
	S5	292
	S6	269
Weakness	W1	271
	W2	281
	W3	271
	W4	280
	W5	281
Total		3089

The rating scale for each factor is as follows: Strenghts factor:

- Rating 1 = low power/no effect
- Rating 2 = strength equal to competitors
- Rating 3 = quite good/influential strength
- Rating 4 = very good strength/very influential

Weakness factor:

- Rating 1 = very big/very influential weakness
- Rating 2 = significant/significant weakness
- Rating 3 = same weakness with competitors
- Rating 4 = low weakness/no effect

The following calculation is an example of the no.1 strength weight (S1)

$$\text{Weight} = ai = \frac{Xi}{\sum_{t=1}^n Xi}$$

$$= \frac{290}{3089}$$

$$= 0.0939 \tag{1}$$

$$\text{Score of weight} = 0.0939 \times 3$$

$$= 0.2816 \tag{2}$$

Table 3 is summary result of calculation from IFAS matrix for strength and weakness

Table 3. Result of IFAS matrix

Internal Factors				
No.	Strengths	Weight	Rate	Score
1.	The theme of industrial and modern cafe buildings is sought after by consumers for various activities (work, study and leisure)	0.0939	3	0.2816
2.	Strategic cafe location (in downtown of Mojokerto)	0.0903	4	0.3612
3.	Availability of good facilities (wifi, toilet, and mushollah)	0.0942	4	0.3768
4.	It has a best seller menu, namely varied and delicious coffee, as well as many other menu variations such as non-coffee drinks and food	0.0919	4	0.3676
5.	Consistent with taste for all menus	0.0945	4	0.378
6.	The price of the food and drink are affordable	0.0870	3	0.261
Total score of strengths				2.0262
No.	Weakness	Weight	Rate	Score
1.	Parking area is less extensive, especially for car	0.0877	3	0.2613
2.	The indoor cafe area which has air conditioning and a non-smoking area is not too wide	0.0909	3	0.3727
3.	The outdoor cafe area on the top floor is open and not roofed so it is hot during the day and cannot be used when the rainy season arrives	0.0877	2	0.2613
4.	This cafe has not made sales through an online application	0.0912	2	0.1824
5.	Less in promotion	0.0909	2	0.1818
Total score of weakness				1.2595
Total Score of Weight		1.000		3.2857

After knowing the results of internal weighting calculations using the IFAS Matrix, then calculations are carried out with the EFAS matrix to determine the external factor weighting. The ratings and calculations used are the same, the difference is the value of the variables used that can be seen in Table 4.

Table 4. Table of external factor variable values

Factor	Variabel	Variabel Score
	O1	271
	O2	266

Factor	Variabel	Variabel Score
Opportunities	O3	279
	O4	282
	O5	279
Threats	T1	278
	T2	279
	T3	278
	T4	283
	T5	275
Total		2770

Table 5 is summary result of calculation from EFAS matrix for opportunities and threats.

Table 5. Result of EFAS matrix

External Factors				
No.	Opportunities	Weight	Rate	Score
1.	The trend of coffee consumption continues to increase and is in great demand	0.0978	3	0.2934
2.	The café can develop business by adding new products, and always hold maintenance on the cafe	0.0960	3	0.288
3.	The development of increasingly advanced technology can facilitate promotion and sales	0.1007	4	0.4028
4.	Loyalty of customers (maintaining good and friendly relations with customers)	0.1018	4	0.4072
5.	Product quality is recognized by consumers	0.1007	4	0.4028
Total score of oportunities				2.0262
No.	Threats	Weight	Rate	Score
1.	There are many new cafe competitors around	0.1003	3	0.3009
2.	Competitors that provide lower prices	0.1007	2	0.2014
3.	Competitors who utilize information technology in marketing their products	0.1003	2	0.2006
4.	Weather during the rainy season/summer is a threat because the cafe area that can be used optimally is still limited	0.1021	2	0.2042
5.	Many competitors have made sales through online applications	0.0992	1	0.0992
Total score of threats				1.0063
Total Score of Weight		1.000		2.8005

In determining the best position, the grand strategy matrix is used. Determination of the point coordinates used in this matrix is based on the difference in internal factor scores and the difference in external factor scores.

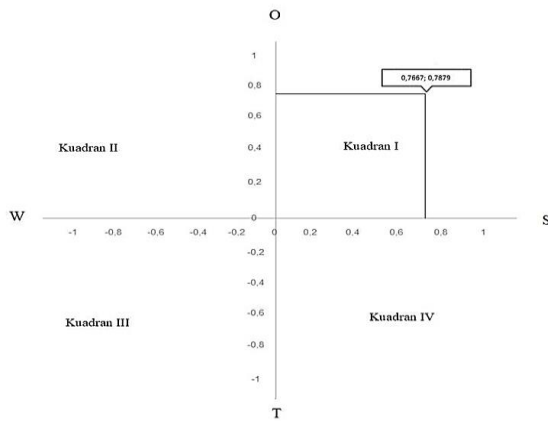


Figure 3. Result of grand strategy matrix

Determination of these points as follows:

Point X:

$$\begin{aligned} &\text{Difference between the Total Score of} \\ &\text{Strengths} - \text{Total Score of Weaknesses} \\ &= 0.7667 \end{aligned} \tag{3}$$

Point Y :

$$\begin{aligned} &\text{Difference of Total Opportunity Score} - \text{Total} \\ &\text{Threat Score} \\ &= 0.7879 \end{aligned} \tag{4}$$

From the Figure 3, it can be seen that the House Of Essentials café is located in quadrant I, meaning that the House Of Essentials café can apply an aggressive strategy because it is in favorable conditions. This Café can take advantage of internal strengths and existing opportunities to provide benefits for business growth.

In this study, the SWOT Matrix is used to develop a cafe strategy based on internal and external factors. This matrix can produce four types of alternative strategies, namely S-O (Strengths-Opportunities) strategies, W-O (Weakness-Opportunities) strategies, S-T (Strengths-Threats) strategies, and W-T (Weakness-Threats) strategies. Determination of the strategy applied is based on the position of the cafe in the grand strategy matrix.

Table 6. SWOT matrix analysis

<p>INTERNAL</p> <p>EXTERNAL</p>	<p>Strength (S)</p> <ol style="list-style-type: none"> The theme of industrial and modern cafe buildings is sought after by consumers for various activities (work, study and leisure) Strategic cafe location (in downtown of Mojokerto) Availability of good facilities (wifi, toilet, and mushollah) It has a best seller menu, namely varied and delicious coffee, as well as many other menu variations such as non-coffee drinks and food Consistent with taste for all menus The price of the food and drink are affordable 	<p>Weakness (W)</p> <ol style="list-style-type: none"> Parking area is less extensive, especially for car The indoor cafe area which has air conditioning and a non-smoking area is not too wide The outdoor cafe area on the top floor is open and not roofed so it is hot during the day and cannot be used when the rainy season arrives This cafe has not made sales through an online application Less in promotion
	<p>Opportunities (O)</p> <ol style="list-style-type: none"> The trend of coffee consumption continues to increase and is in great demand The café can develop business by adding new products, and always hold maintenance on the cafe 	<p>Strategi S-O</p> <ol style="list-style-type: none"> Keeping the concept and updating the interior design cafe to attract customer attention so customers feel comfortable to take photos and uploaded on social media which can be an indirect means

<ol style="list-style-type: none"> 3. The development of increasingly advanced technology can facilitate promotion and sales 4. Loyalty of customers (maintaining good and friendly relations with customers) 5. Product quality is recognized by consumers 	<p>of promotion (S1;S2;O1;O3;O5)</p> <ol style="list-style-type: none"> 2. Do quality control (raw materials and flavors) and service quality to maintain customer satisfaction (S3;S4;S5;S6;O2;O4) 3. Creating interactive content through social media as a marketing tool and a 2-way communication tool and can expand the target market (S3;O5) 	<ol style="list-style-type: none"> 2. Cooperate and establish good relations with suppliers so that quality is guaranteed and selling prices are stable, primarily if raw material price volatility occurs (W3;W4;O1;O3;O4) 3. Rearranging the use of space and using multifunctional furniture to get a more optimal area for use (W2;W4;W5;O1;O3)
<p style="text-align: center;">Threats (T)</p> <ol style="list-style-type: none"> 1. There are many new cafe competitors around 2. Competitors that provide lower prices 3. Competitors who utilize information technology in marketing their products 4. Weather during the rainy season/summer is a threat because the cafe area that can be used optimally is still limited 5. Many competitors have made sales through online applications 	<p style="text-align: center;">Strategi S-T</p> <ol style="list-style-type: none"> 1. Provide special promotions/discounts on event certain, example promo for customers who have a birthday (S4;S5;S6;T1;T2;T3) 2. Do a comparison with cafe others or surveys to consumers in order to improve the quality of products and services (S3;S4;S5;S5;T1;T2;T3 ;T5) 3. Has a special menu (featured) that can compete with competitors (S4;S5;S6;T1;T2;T3) 4. Follow the event with the community to expand the target market (S1;S2;S4;S5;S6;T1;T2; T3;T5) 	<p style="text-align: center;">Strategi W-T</p> <ol style="list-style-type: none"> 1. Using an umbrella outdoor or vines in a hot and unroofed area so that customers feel comfortable (W2;W4;W5;T4) 2. Create menu variants that are updated regularly (seasonal menus) according to customer interests (W3;T1;T2;T3;T5) 3. Provide delivery services to reach more consumers and maximize areacafe limited (W1;W2;W3;W4;T1; T2;T3)

Based on Table 6, comparing of the previous research, there are four alternative strategies that can be implemented by the House Of Essentials coffee shop. The S-O strategy supports an aggressive strategy by using strengths and taking good advantage of existing opportunities. In terms of the advantages and opportunities that House Of Essentials has. The S-T strategy supports the diversification strategy by leveraging strengths by avoiding threats that might harm business conditions. The W-O strategy supports the turnaround strategy by overcoming weaknesses and taking advantage of existing opportunities. Last, the W-T strategy This strategy supports a defensive strategy to overcome all existing weaknesses and threats.

5. CONCLUSION

Based on the IFAS and EFAS matrix, total internal factor weighting score (strengths and weaknesses) in the IFAS matrix was 3.2857 and

the external factor weighting total score (opportunities and threats) in the EFAS matrix was 2.8005. The results show that *cafe* House Of Essentials is in quadrant I of the matrix *grand strategy*, which mean *cafe* can adopt an aggressive strategy. The results of this research is expected to improve the company's business processes so that the company can continue to grow their business. In the next study, it can increase the number of respondents so that the research results become more accurate.

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