

**ANALYSIS OF MARKETING MIX STRATEGY IN INCREASING SALES VOLUME AT DE VIJAS CAFE IN TEMPEL VILLAGE, KRIAN DISTRICT, SIDOARJO REGENCY (STUDY AT DE VIJAS CAFE, TEMPEL VILLAGE, KRIAN DISTRICT, SIDOARJO REGENCY)**

**Nisrina Zein<sup>1</sup>**

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia  
[zeinsrn6@gmail.com](mailto:zeinsrn6@gmail.com)



**Sumainah Fauziah<sup>2</sup>**

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia  
[sumainah.adbis@upnjatim.ac.id](mailto:sumainah.adbis@upnjatim.ac.id)

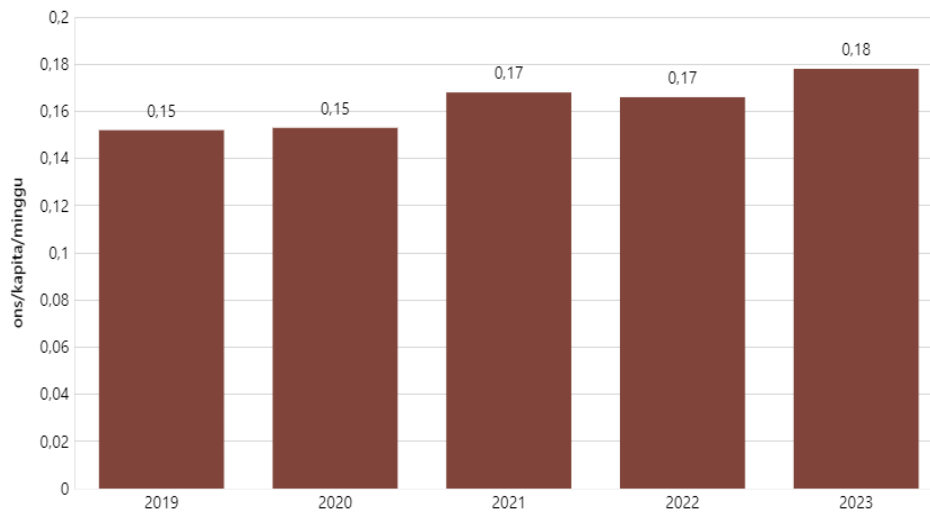
**Abstract**

This study aims to analyze the marketing mix strategy (7P) implemented by Kafe De Vijas in an effort to increase sales volume using the SWOT analysis approach. The method used is descriptive qualitative with data collection techniques through observation, interviews, and documentation. The results of the study indicate that Kafe De Vijas has a main strength in the use of the vintage concept which makes it different from other cafes. The main weakness is the location of the cafe which is not strategic and less than optimal promotion. On the opportunity side, the increasing trend of coffee consumption among Generation Z is a great potential for cafe growth. While the biggest threat comes from the many competitors around the operational area. Based on the results of the IFAS and EFAS calculations, Kafe De Vijas is in quadrant I of the SWOT matrix, which shows that the company's position is in a condition that supports an aggressive strategy, namely maximizing strength to seize opportunities. This study concludes that an effective marketing strategy by highlighting the uniqueness of products and services, accompanied by optimization of digital marketing and improvement of infrastructure, is the key to increasing sales volume.

**Keywords:** Marketing Strategy, Marketing Mix, Sales Volume, SWOT, Cafe

## INTRODUCTION

In the era of globalization, technological developments and increasing competition require business actors to have innovative and adaptive marketing strategies. Marketing strategy is an important tool in understanding the market, consumer behavior, and creating competitive advantages to increase sales volume. The concept of the marketing mix which includes seven elements (7P), namely product, price, place, promotion, people, process, and physical evidence is the main framework in designing an effective strategy. In addition, SWOT analysis is used to evaluate strengths, weaknesses, opportunities, and threats in formulating the right business strategy. One of the MSME sectors that has experienced significant growth is the cafe industry which is growing rapidly along with the increasing public interest in coffee culture.



**Figure 1**  
**Indonesian Coffee Consumption**  
Source: databoks.kadata.co.id (2024)

According to the report of the Ministry of Agriculture, over the past five years, Indonesian people's coffee consumption has increased. The average consumption of ground coffee or coffee beans per week in 2019 was around 0.15 ounces per person (excluding instant coffee). Coffee consumption gradually increased to 0.18 ounces per capita per week in 2023, which is the highest record. This condition requires every cafe to have an effective marketing strategy to survive and thrive amidst the tight competition. The author will examine the marketing mix strategy at Kafe De Vijas, Kafe De Vijas is a cafe that has been established since 2021 by offering a vintage interior concept and has quality products, especially the coffee beans used, but still offers products at affordable prices. Despite having a unique appeal and having quality products at affordable prices, this cafe still experiences sales fluctuations. Based on sales data during January-December 2024, there was a fluctuation in sales with a decrease in the number of sales in certain months. So, the author wants to analyze the marketing mix strategy implemented by Kafe De Vijas and formulate a new strategy that can increase sales volume by using the SWOT analysis approach.

## REVIEW OF LITERATURE

### Marketing Strategy

Marketing strategy, according to Kotler in Syarifuddin et al., (2022) is a marketing strategy is a logical framework or guideline designed to help companies achieve marketing goals. The main focus of the marketing strategy lies in the target consumer by selecting the market and dividing it into several segments. According to Putri et al., (2023) marketing strategy is used as the main tool to achieve company goals by creating competitive advantages through the market they want to reach. Marketing strategy can be interpreted as a framework or guideline designed to help companies achieve marketing goals in a logical and structured way. This strategy focuses on selecting specific target consumers by dividing the market into certain segments to understand needs and preferences.

### Marketing Mix

According to Saleh & Said (2019) Marketing Mix is a series of marketing elements used by companies to achieve targeted sales targets. According to Syarifuddin et al., (2022) Marketing mix is a concept in marketing strategy that combines seven main interrelated elements, namely Product, Price, Promotion, Place, Process, People, and Physical Evidence. This concept aims to increase the attractiveness of the product in the eyes of potential consumers. The marketing mix can be interpreted as a group of marketing strategy elements used by companies to increase consumer appeal and achieve sales targets.

### Sales Volume

According to Tjiptono in Tambunan (2021), sales volume is the addition of economic value generated through the activities of companies that offer business products for sale to consumers. According to Adoe & Permadi (2024), sales volume is the total number of goods sold by a company during a certain period of time. The potential for the size of a business profit is determined by the number of goods sold, where the greater the number of sales generated by the company, the potential profit that a company can obtain increases. Sales volume can be interpreted as the total number of goods sold by a company in a certain period of time, which illustrates how effective the company is in meeting the needs and desires of buyers.

## RESEARCH METHOD

This research was conducted at Kafe De Vijas located on Jl Kali Pelayaran Dusun Bakalan RT 01 RW 03 Desa Tempel, Kec. Krian, Sidoarjo Regency. The research method applied was descriptive qualitative and data collection was carried out through triangulation through interviews with several sources, including one owner, three employees, and three consumers who met the criteria as consumers of Kafe De Vijas. Data analysis was carried out using the SWOT approach by utilizing the IFAS and EFAS tables.

## RESULTS AND DISCUSSION

### SWOT Analysis

SWOT analysis is a systematic identification of various factors to formulate a marketing strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats.

**Internal Factors**

**1. Strengths**

- a. Using quality raw materials, especially the coffee beans used
- b. A place with a vintage concept
- c. Affordable prices
- d. Fast and friendly service
- e. Availability of cash and non-cash payments (QRIS)
- f. Availability of free parking for consumers

**2. Weaknesses**

- a. Less strategic location
- b. Limited capacity for consumers
- c. Less than optimal promotion on social media

**External Factors**

**1. Opportunities**

- a. The existence of new menu innovations by creating new variants of drink/food flavors
- b. Opening new branches
- c. Collaborating with influencers to expand consumer reach

**2. Threats**

- a. Increasingly tight competition due to the increasing number of similar competitors
- b. Increasing raw material prices
- c. Weather conditions, especially during the rainy season

**SWOT Matrix**

**Table 1**  
**IFAS**

No	Strengths	Bobot	Rating	Skor
1	Using quality raw materials, especially the coffee beans used	0,13	4	0,52
2	A place with a vintage concept	0,13	4	0,52
3	An affordable price	0,13	4	0,52
4	Fast and friendly service	0,12	3	0,36
5	Cash and non-cash payments available	0,13	4	0,52
6	Free parking is available for consumers	0,13	4	0,52
<b>Total Factor Strengths</b>		<b>0,77</b>		<b>2,96</b>
No	Weakness	Bobot	Rating	Skor
1	Less strategic location	0,06	2	0,12
2	Limited capacity for consumers	0,09	3	0,27
3	Less than optimal promotion on social media	0,08	2	0,16
<b>Total Weakness Factor</b>		<b>0,23</b>		<b>0,55</b>
<b>Total Internal Factors</b>		<b>1</b>		<b>3,51</b>

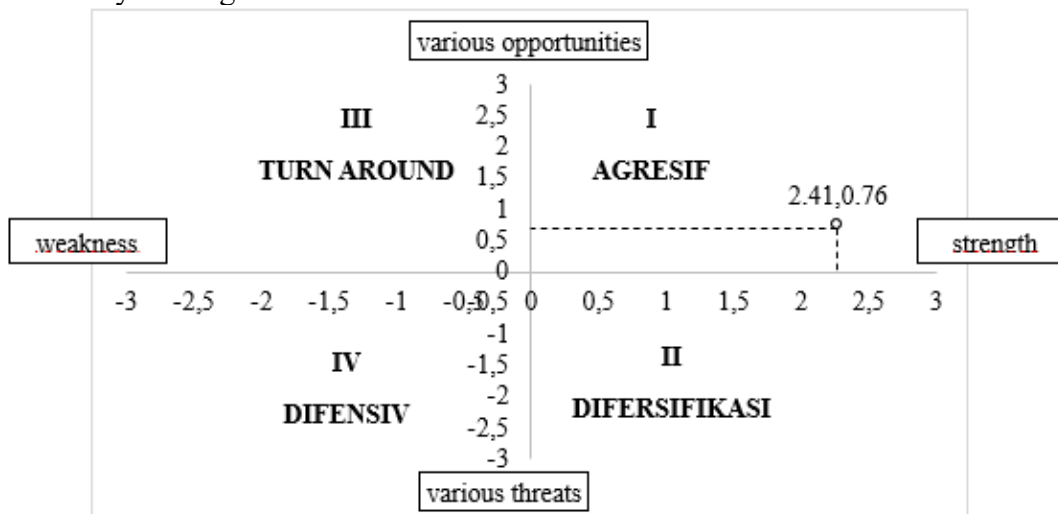
Overall, each internal factor received a strength score of 2.96 and a weakness score of 0.55, indicating that the sum of the strength scores was +2.41 superior to the weakness score.

**Table 2**  
**EFAS**

No	Opportunities	Bobot	Rating	Skor
1	There is a new menu innovation by creating new drink/food flavor variants	0,17	3	0,51
2	Opening a new branch	0,19	3	0,57
3	Collaborating with influencers to expand consumer reach	0,21	4	0,84
<b>Total Opportunities Factor</b>		<b>0,57</b>		<b>1,92</b>
No	Threats	Bobot	Rating	Skor
1	Competition is getting tighter because there are more and more similar competitors	0,15	3	0,45
2	Increase in raw material prices	0,13	2	0,26
3	Weather conditions, especially during the rainy season	0,15	3	0,45
<b>Total Threats Factor</b>		<b>0,43</b>		<b>1,16</b>
<b>Total External Factors</b>		<b>1</b>		<b>3,08</b>

Overall, each external factor received an opportunity score of 1.92 and a threat score of 1.16, indicating that the sum of the opportunity scores was +0.76, superior to the threat score.

SWOT Analysis Diagram



**Figure 2**  
**SWOT Analysis Diagram**

From the results of the SWOT analysis diagram above, it is known that Kafe De Vijas is located in quadrant I so that the right strategy used by Kafe De Vijas is an aggressive strategy because an aggressive strategy is a strategy that is implemented based on strength to be used as an opportunity. This indicates that Kafe De Vijas has internal strengths that can be optimized to take advantage of available opportunities, thus potentially increasing sales volume and strengthening competitiveness with competitors in the same industry.

From the results of the SWOT matrix analysis, De Vijas Cafe can be determined by a combination of internal and external factors. The combination of the two factors is shown in the SWOT analysis results diagram:

**Table 3**  
**SWOT Analysis Results Diagram**

<b>EFAS</b>	<b>IFAS</b>	<b>STRENGTH (S)</b> 1. Using quality raw materials, especially the coffee beans used 2. A place with a vintage concept 3. Affordable prices 4. Fast and friendly service 5. Availability of cash and non-cash payments (QRIS) 6. Availability of free parking for consumers	<b>WEAKNESS (W)</b> 1. Less strategic location 2. Limited capacity for consumers 3. Less than optimal promotion on social media
	<b>OPPORTUNITY (O)</b> 1. Having new menu innovations by creating new drink/food flavor variants 2. Opening new branches 3. Collaborating with influencers to expand consumer reach	<b>SO STRATEGY</b> 1. Maintaining quality raw materials and friendly service to consumers so that consumers come back 2. Opening new branches in more strategic locations such as city centers or near campuses 3. Collaborating with influencers to increase promotions on social media and attract more consumers	<b>WO STRATEGY</b> 1. Adding seats to accommodate more consumers 2. Holding events at the cafe so that more people know about Kafe De Vijas 3. Increasing promotions on social media such as Instagram and TikTok by creating interesting content and using paid advertising to increase reach
	<b>THREAT (T)</b> 1. Increasingly tight competition due to the	<b>ST STRATEGY</b> 1. Emphasizing the uniqueness of the vintage concept, affordable	<b>WT STRATEGY</b> 1. Renovate or rearrange the layout of tables and

increasing number of similar competitors 2. Increase in raw material prices 3. Weather conditions, especially during the rainy season	prices, and fast and friendly service as advantages to face increasingly tight competition 2. Maintaining affordable prices by seeking more stable raw material suppliers and establishing long-term cooperation to anticipate increases in raw material prices	chairs to accommodate more consumers 2. Maintain consumer loyalty by providing quality products and certain promotions 3. Expand the reach of e-commerce such as Shopeefood and Grabfood so that consumers who are constrained by the weather can order only through the application
---	--	--

In this discussion section, the author will explain the results of the previous research. Kafe De Vijas is expected to be able to adjust its marketing strategy according to current market conditions in order to help Kafe De Vijas achieve its business goals by creating competitive advantages through the desired market share because marketing strategy plays an important role in supporting business success in facing market dynamics and business competition. Based on the researcher's analysis using SWOT analysis, the strategy formulation at Kafe De Vijas is determined to be in quadrant I, which is a very profitable position because Kafe De Vijas has opportunities and strengths so that Kafe De Vijas can take advantage of existing opportunities supported by the strengths it has. The strategy that needs to be applied in this condition is to support an aggressive growth policy (growth-oriented strategy).

The following is a marketing strategy formulated through the marketing mix: In an effort to increase sales volume, the marketing mix strategy (7P) is an important analytical tool for understanding the key elements in Kafe De Vijas' operations. However, after analyzing all elements of the marketing mix, it was found that not all elements required a comprehensive follow-up. Some aspects have actually run optimally, while other aspects still require further attention. Therefore, future marketing strategies need to be focused on elements that are still the main obstacles. In terms of products, Kafe De Vijas has presented a varied menu, ranging from coffee drinks, non-coffee, snacks, to main dishes. All products are served using quality raw materials, especially grade 1 coffee beans which are the main characteristic. Consumers give positive assessments of the taste, quality, and variety of menus so that the product aspect can be said to have run well and is sufficient to be maintained with regular menu innovations.

In terms of price elements, the strategy implemented is also in accordance with the target market. The prices offered start from IDR 6,000 to IDR 25,000 which are considered affordable, especially for students. Price adjustments are made while maintaining quality and consumers are satisfied with the suitability between price and service provided. Therefore, the price element is not the main focus of improvement, but is maintained consistently.

In terms of location, although the location of Kafe De Vijas is less strategic because it is in a rural area, the use of private land is actually an advantage in terms of operational

cost efficiency. To overcome the rather difficult access, Kafe De Vijas has utilized Google Maps. However, Kafe De Vijas should be able to expand or open new branches considering the limited capacity of the place for consumers if entering the high season or busy times such as weekends and holidays, many consumers cancel their intention to visit because the place is already full.

In terms of promotion, it is the most prominent element as a weakness. The promotional strategy carried out is still limited, especially on social media due to the limited human resources that manage it. In fact, effective promotion is very important to increase visibility, reach more consumers, and build customer loyalty. Therefore, the promotional element is the main focus that needs to be improved, namely by recruiting digital marketing staff, collaborating with local influencers, holding events at the cafe and utilizing platforms such as TikTok and Instagram.

In the people element (employees), Kafe De Vijas has shown a commitment to maintaining service quality through routine training for employees. Consumers consider the service provided to be quite friendly, fast, and professional. This shows that the HR aspect has supported the creation of customer satisfaction so that it is sufficient to be maintained and improved periodically through training.

The process element also shows good performance, where the presentation of orders is done within a maximum of 5 minutes. Flexible payment methods, both cash and non-cash (QRIS) and online ordering services through GoFood also support transaction efficiency. However, expansion to other platforms such as GrabFood and ShopeeFood can complement long-term strategies.

The physical evidence element, namely the vintage-style interior concept that has been applied, has become its own attraction and has succeeded in building an identity that distinguishes Kafe De Vijas from competitors. The selection of wooden furniture, thematic decorations, and supporting facilities such as Wi-Fi and free parking areas provide convenience for consumers. Therefore, this element is strong and can be maintained.

Through the explanation above, the marketing mix strategy (7P) at Kafe De Vijas can be concluded that not all elements of the marketing mix are the main problems that need to be followed up. After evaluating each element, it was found that several aspects such as products, prices, employees (people), processes, and physical evidence have been running well and have become the strengths of Kafe De Vijas. For example, the quality of superior products such as the use of grade 1 coffee beans and affordable prices have received positive responses from consumers. Likewise, fast and friendly service and a comfortable cafe atmosphere have succeeded in creating customer satisfaction. So the element that needs to be optimally improved is promotion. The promotion carried out by Kafe De Vijas until now is considered still not optimal, especially in the use of social media as a digital marketing tool.

Based on the results of interviews with consumers and field observations, it is known that limited human resources are one of the main obstacles in implementing optimal promotional strategies. Social media management has not been carried out professionally and consistently so that the published content has not been able to attract attention or reach a wider market segment, especially the younger generation who are active and responsive to digital promotions. Consumers who were informants in this study also said that consumers knew about the existence of Kafe De Vijas from word of mouth recommendations or when

they saw it at the location, not through social media. This shows that the reach of cafe promotion is still very limited and has great potential to be increased through more aggressive and structured strategies. Given the characteristics of Kafe De Vijas' target market, which is mostly generation Z and millennials, the use of social media such as Instagram and TikTok is very important to build an image, expand reach, and create closeness with consumers.

As a follow-up to these weaknesses, in April 2025 Kafe De Vijas began to make efforts to increase promotion through concrete strategies. One form of implementation is holding a collaborative event entitled Beads Party with SparkleandShine Accessories. In the event, consumers are given the opportunity to string beads or jewelry directly according to their respective tastes so that a unique and memorable interactive experience is created. This strategy not only increases the attractiveness of visits, but also strengthens Kafe De Vijas' positioning as an active, creative hangout that supports fellow local MSMEs.

In addition to the collaboration event, Kafe De Vijas also collaborated with a local celebrity, Khafiliadi, who has active followers on social media to conduct general promotions about the atmosphere, menu, and advantages of Kafe De Vijas through reels content on Instagram. This collaboration was carried out with the aim of expanding market reach and increasing brand awareness among social media users in the Sidoarjo area and its surroundings. The results of this promotional strategy showed a significant impact on increasing sales volume.

Based on sales data, there was an increase from 1,094 items in the period before the promotion to 1,569 items after the promotion, which is an increase of around 40% from the previous month. This increase reflects that the promotional strategy designed has proven to be able to attract more consumers and encourage an increase in sales volume and turnover obtained. With these results, it can be concluded that the promotional element is the main factor that needs to be focused on in the marketing strategy of Kafe De Vijas.

## CONCLUSION

Based on the results of the study, the conclusions obtained by the author conducted at Kafe De Vijas are as follows:

1. The results of the study indicate that the marketing mix strategy using the 7P indicator is, for products offering a varied menu and made from quality raw materials, the prices offered are affordable and in accordance with the quality offered, a place with a vintage theme that is different from other cafes in the area, promotions by implementing discount prices to commemorate certain moments, people always hold refresh training for all employees once a year to maintain and improve work skills, the process is by providing friendly and fast service no more than 5 minutes after ordering and the availability of cash and non-cash payments, physical evidence by using vintage interior and exterior designs such as wooden tables and chairs and other vintage decorations ranging from hanging lamps to wall displays.
2. Based on the results of the analysis using IFAS and EFAS, Kafe De Vijas has a strength of 2.96, a weakness of 0.55, an opportunity of 1.92, and a threat of 1.16 in its business. Then, the results of the SWOT analysis diagram show that Kafe De Vijas is in quadrant I, so it can be seen that the main strategy for Kafe De Vijas is a strategy that supports an aggressive growth policy (growth-oriented strategy).

## REFERENCES

- Adi Ahdiat. (2024). Coffee Consumption per Capita in Indonesia Increases in 2023. <https://databoks.katadata.co.id/agroindustri/statistik/670f30434a092/konsumsi-kopi-per-kapita-indonesia-meningkat-pada-2023>
- Adoe, V. S., & Permadi, I. (2024). Textbook of Sales Management and Entrepreneurship. Pangkalpinang: CV Science Techno Direct.
- Agustini, et al. (2023). Qualitative Research Methods (Theory & Practical Guide to Qualitative Data Analysis). North Sumatra: PT. Mifandi Mandiri Digital.
- Andriani. (2020). The Influence of Service Quality and Restaurant Atmosphere on Purchasing Decisions at the Sugar Rush Café and Resto in Bontang. *eJournal of Business Administration*.
- Antonius Purwanto. (2024). Why Are Cafes and Coffee Shops Increasingly Popular in Indonesia?. <https://www.kompas.id/baca/riset/2024/08/15/mengapa-kafe-dan-kedai-kopi-kian-marak-di-indonesia> (accessed on December 11, 2024)
- Ayatillah, A & Prabowo, B. (2023). Marketing Strategy in Increasing Sales Volume at Complex Coffee Cafe Businesses in Surabaya. *Journal of Management & Business*. 456-466. <https://journal.stieamkop.ac.id/index.php/seiko/article/view/4272/2773>
- Ayuni, R., & Permatasari, S. (2022). Analysis of Marketing Strategy in Increasing Sales Volume at Donkent Café Bengkulu. *Jurnal Multi Displin Dehasen (MUDE)*. 495-489. <https://doi.org/10.37676/mude.v1i4.2519>
- Caseriana, et al. (2022). Purchase Decision Model Through Consumer Satisfaction in the Marketplace. *Journal of Educational Management and Social Sciences*
- Desembrianita, E., Utami, N. H., & Irmadiani, N. D. (2023). Strategic Marketing. West Sumatra: PT Mafy Media Literasi Indonesia.
- Darsana, et al. (2021). Marketing Strategy. Bali: In Intellectual Publisher Manifest Media.
- Erniati, et al. (2021). The Influence of Innovation and Product Quality on Consumer Satisfaction Through New Products at PT. Prapta Makassar. *Unismuh Journal*.
- Erwin, et al. (2024). Marketing Management (Theory and Strategy). Yogyakarta: PT Green Pustaka Indonesia Editorial.
- Faris Julda Haldar & Sulistyodewi Nur Wiyono. (2023). Coffee Shop Marketing Strategy to Increase Sales Volume (Case Study at Serumah Kopi, West Cikutra, Bandung City). *Journal of Scientific Community Thought with Agribusiness Insight*. <https://jurnal.unigal.ac.id/mimbaragribisnis/article/view/9759/pdf>
- Firmansyah, et al. (2022). Sales Volume: Analysis of Panel Data Regression Approach. *Asian Journal of Management Analytics (AJMA)*. <https://journal.fovrmosapublisher.org/index.php/ajma/article/view/1479/1166>
- Hartini, Acai Sudirman, & Aditya Wardhana. (2022). Marketing Management. Bandung: CV Media Sains Indonesia.
- Heny A. (2023). Analysis of the Implementation of the 7P Marketing Mix Strategy in Tempe Mendoan Business. *RESWARA; Journal of Engineering Science Research*.
- Hendrayani, et al. (2021). Marketing Management. Bandung: CV Media Sains Indonesia.
- Junaedi, et al. (2021). Marketing Management (Implementation of Marketing in the Era of Society 5.0). Purbalingga. CV. Eureka Media Aksara
- Kasmi M, et al. (2023). Marketing Principles. Bojonegoro: Mazda Media.
- Coordinating Ministry for Economic Affairs. (2021). MSMEs Become Important Pillars in

- the Indonesian Economy. <https://ekon.go.id/publikasi/detail/2969/umkm-menjadi-pilar-penting-dalam-perekonomian-indonesia>.
- Marissa, et al. (2021). Marketing strategy Concept, theory, and implementation. South Tangerang: Pascal Books.
- Muhammad Hasan, T. K. H., et al. (2022). Qualitative research methods. Makassar: CV Tahta Media Group.
- Mukminin, et al. (2024). The Influence of Physical Evidence on Consumer Purchasing Decisions at Snake Coffee. Journal of Economics, Management, Accounting and Business
- Oktaviani, R. (2022). Marketing strategy. Surabaya: Cipta Media Nusantara.
- Putri, A. S. L. A., Tanjung, P. A., Hotimah, U., & Muljadi, M. (2023). Marketing Strategy Analysis in Increasing Product Sales Volume at Hijab Chic Square. Proceedings of the National Multidisciplinary Symposium (SinaMu). <http://dx.doi.org/10.31000/sinamu.v4i1.7885>.
- Rangkuti, F. (2018). SWOT analysis, a technique for dissecting business cases. Gramedia Pustaka Utama.
- Riyanto R, et al. (2021). SWOT Analysis as Organizational Strategy Development. Yogyakarta. CV. Bintang Surya Madani
- Rokhamah, et al. (2024). Qualitative Research Methods. Bandung. Widina Media Utama.
- Saleh, M. Y., & Said, M. (2019). Marketing Concepts and Strategies. Makassar: In CV Sah Media.
- Sugiyono. (2023). Quantitative, Qualitative, and R&D Research Methods. Bandung. ALFABETA.
- Sulistiyawati. (2023). Qualitative Research: Qualitative Research Methods. Yogyakarta: In K-Media (Issue January).
- Syarifuddin, L. Mandey, S., & J.F.A Tumbuan, W. (2022). History of Marketing and Marketing Mix Strategy. Yogyakarta: In Istana Agency.
- Syuhada, R., & Isyanto, P. (2023). Analysis of Marketing Strategy in Increasing Sales at Kokok Petok Café & Restaurant in Cimalaya Wetan. 24(1), 54–65. Journal of Economics, Management and Business. <http://dx.doi.org/10.29103/e-mabis.v24i1.1011>.
- Tambunan, Willy, A. al. (2021). Marketing Strategy Analysis to Increase Sales Volume at Café Haagendazs Beachwalk Kuta. Jurnal Stie Semarang. 10.3374. <http://jurnal3.stiesemarang.ac.id/index.php/jurnal/article/view/499>
- Uluwiyah. (2022). Promotional Mix Strategy in Increasing Public Trust. Yogyakarta. CV Multi Pustaka Utama