

MARKETING MIX STRATEGY ANALYSIS IN INCREASING VISITOR INTEREST AND PURCHASE DECISIONS AT HIDDEN GEM SAUNG KOFFIE HIDEUNG, PUNCAK SEMPUR

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INTRODUCTION

A. Background

Tourism and culinary are two interrelated sectors that contribute greatly to economic growth in various regions. In the Puncak Sempur area, Saung Koffie Hideung is present as a cafe destination that offers uniqueness in terms of location, atmosphere, and concept which is called a "hidden gem." This cafe not only displays beautiful natural scenery, but also tries to present a unique culinary experience with traditional dishes and coffee variants that attract tourists. However, amidst the rapid development of the tourism industry and competition in the culinary business, Saung Koffie Hideung faces the challenge of attracting more visitors and encouraging sustainable purchasing decisions (Hasanah, 2019)

In an effort to increase the appeal to visitors and strengthen purchasing decisions, a comprehensive and structured marketing strategy is very important. The Marketing Mix strategy or known as the 4P concept (Product, Price, Place, Promotion) is the right approach to analyzing factors that can influence consumer interest and decisions. By understanding each element of the 4Ps, Saung Koffie Hideung is expected to be able to develop a marketing strategy that is in accordance with market needs and is more effective in reaching potential consumers (Firman, 2022)

Product Aspect is the first element that greatly influences the perception and satisfaction of visitors. Saung Koffie Hideung offers a variety of products, including Arabica Coffee, Robusta Coffee, Latte, Herbal Tea, and traditional dishes such as wet cakes. Based on the survey conducted, it is known that Arabica Coffee is the most popular menu with a popularity level reaching 30% among visitors, followed by Robusta Coffee (25%) and Latte (20%). In addition, the level of visitor satisfaction with the product

This product is quite high, where Latte gets the highest satisfaction of 90%, while other menus such as Arabica Coffee reach 85%. This data shows that the product that Quality and variety are one of the main attractions for Saung Koffie Hideung (Wibowati, 2021)

Table 1.1 Visitor Satisfaction

Menu	Popularity (%)	Visitor Satisfaction (%)
Arabica Coffee	30%	85%
Robusta Coffee	25%	80%
Latte	20%	90%
Herbal tea	15%	75%
Traditional Cake	10%	70%

Source: Koffie Hideung

In addition to the product aspect, the Price element also has a significant influence on consumer purchasing decisions. The price offered by Saung Koffie Hideung is positioned at a competitive level compared to other cafes in the Puncak Sempur area. Based on the survey results, the price appeal of Saung Koffie Hideung was rated at 80%, higher than several competing cafes that have an average price appeal in the range of 60-70%. This shows that the right pricing strategy can help this cafe compete in a tight market while attracting visitors. (Tengor et al., 2016)

The third element in the marketing mix strategy is Place, which plays a crucial role in ensuring accessibility and comfort for visitors. The cafe is located in a strategic location with adequate road access, making it easy for visitors to come from around Puncak Sempur or from other areas. Based on survey data, 85% of visitors gave a positive assessment of the location of Saung Koffie Hideung, while 90% stated that the comfort of the place was a factor that they really appreciated. In addition, the cleanliness and uniqueness of the cafe's interior also received high appreciation with each respectively 88% and 92% positive ratings. This shows that Saung Koffie Hideung has its own appeal in terms of location and the atmosphere of the place presented (Zahra, 2022)

Aspect	Positive Rating (%)
Location	85%
Comfort Place	90%
Cleanliness	88%
Interior Uniqueness	92%

Table 1.2 Koffie Hideung's assessment

Source: Koffie Hideung

Finally, Promotion is an important element in increasing awareness and attracting visitors. Saung Koffie Hideung has promoted through various social media platforms,

especially Instagram, which is considered the most effective in reaching target consumers. Based on the survey. The importance of this marketing mix analysis is not only limited to efforts to attract new visitors, but also to build good relationships with customers so that they remain loyal and support the sustainability of Saung Koffie Hideung's business amidst increasingly fierce competition. By optimizing the marketing mix strategy that focuses on products, prices, places, and promotions, it is hoped that this cafe can maintain its appeal and increase purchasing decisions from visitors (Martadinata et al., 2021)

Overall, the marketing mix strategy implemented at Saung Koffie Hideung has the potential to have a positive impact on visitor interest and purchasing decisions. A structured approach through in-depth analysis of each of the 4P elements can help this cafe strengthen its position in the market and attract more visitors in the future (Rachmad Edhie Yoesoep, Sudiarti Sri, Turi Ode La, Fajariana Endah Dewi, Kisworo Yudo, Suryawan Firdiansyah Ryan, Tanadi Hendy, Kusnadi, Susilawati Eka, Yusran Rahmat Rio, Juminawati Sri, Sukrisni Andy, 2022)

Based on the results of the description above, the researcher conducted research at the Karawang Civil Service Police Unit with the title "The Influence of Emotional Intelligence and Organizational Climate on the Performance of Civil Service Police Unit Employees, Karawang Regency"

LITERATURE REVIEW

a. Marketing Management

(Putra, 2020) states that marketing management is the process of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain beneficial exchanges with target markets in order to achieve organizational goals. According to Kotler, the core of marketing management is how companies can meet customer needs and achieve profits in an effective and efficient manner.

(Santosa et al., 2020) defines marketing management as a function that includes market analysis, determining marketing objectives, developing marketing strategies, and managing the implementation of marketing programs. Stanton emphasized that marketing management involves comprehensive planning and tight coordination to achieve successful marketing of products or services offered by the company.

(Firman, 2022) argues that marketing management is the art and science of selecting target markets and maintaining, attracting, and building relationships with customers through creating, delivering, and communicating value for consumers. This definition highlights the importance of understanding target markets and managing long-term relationships with customers.

Of the three definitions above, they have in common that marketing management is a

structured process to achieve marketing and organizational goals. Marketing management includes analyzing, planning, implementing, and controlling marketing strategies, with a focus on understanding customer needs and creating value for them. In addition, marketing management is not only oriented towards sales but also on developing long-term relationships with customers, which can provide sustainable benefits for the company.

b. Applied Theory

1) Marketing mix strategy

(Bagus Prayogo, 2020) states that the marketing mix is a combination of marketing variables that can be controlled by the company, such as product, price, place, and promotion, which are used to meet market needs. According to Kotler, each element in the marketing mix has a complementary role in delivering product value to customers and building long-term customer satisfaction.

(Armanto et al., 2022) developed the concept of 4P in the marketing mix, namely Product, Price, Place, and Promotion. He explained that these four elements must be designed and integrated to create an effective marketing strategy. According to McCarthy, the marketing mix is a tool for companies to reach target markets by adjusting each of the 4P variables to suit customer needs and desires.

(Afandi et al., 2021) calls the marketing mix a marketing strategy framework that helps companies design unique value propositions for consumers. Dickson focuses on the importance of the right combination of 4P elements so that companies can differentiate themselves from their competitors and create superior value that attracts consumers.

Of the three definitions above, it is emphasized that the Marketing Mix Strategy is a combination of marketing variables (4P: Product, Price, Place, Promotion) which used by companies to meet market needs, attract consumers, and increase competitive advantage. By integrating these four elements effectively, companies can build long-term relationships with customers and ensure continued satisfaction. Marketing mix strategies also allow companies to adapt to market dynamics and create unique and attractive value for consumers.

2) Visitor Interest

According to (Ghani et al., 2020), visitor interest is the interest that arises in a person to visit a place or tourist attraction, which is usually influenced by the needs, desires, and perceptions of the individual regarding the benefits that can be obtained from the visit.

(Indrapraja et al., 2020) stated that visitor interest is one aspect of consumer behavior related to the desire to visit a location or participate in an activity. This interest arises because of the appeal of the place or product in question and is driven by internal motivations such as

interest and curiosity.

According to (Hasanah, 2020), visitor interest is an individual's tendency to visit a place as a response to various stimuli, such as advertising or promotions, which build a positive perception of the place.

Visitor interest can be understood as an individual's interest and desire to visit a location that arises from internal and external drives. According to Kotler and Keller, Schiffman and Kanuk, and Assael, this interest is formed through a combination of positive perceptions of the attractiveness of the place in question, personal needs, and promotional influences that encourage curiosity and enthusiasm. Overall, visitor interest is the result of a psychological process involving motivation and response to stimuli that increase a person's desire to visit.

3) Purchase Decision

According to (Firman, 2022), purchasing decisions are a process in which consumers deciding to choose a particular product or service after going through a series of stages including problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

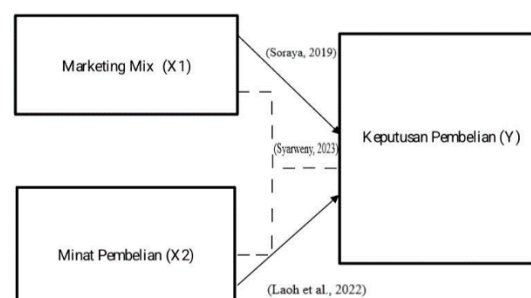
(Zahra, 2022) states that purchasing decisions are the result of consumer thinking about the various options available, which are influenced by internal factors (such as motivation and attitude) and external factors (such as culture and recommendations from others) resulting in the final choice to purchase a product or service.

According to (Mendrofa, 2020), a purchasing decision is an action taken by consumers after assessing and evaluating available information, where consumers choose the product or service that is considered most appropriate to their needs and desires.

Purchasing decisions are a complex process in which consumers decide to buy a product or service after going through several stages of evaluation. According to Kotler and Armstrong, Schiffman and Kanuk, and Engel, Blackwell, and Miniard, this decision involves identifying needs, searching for and evaluating information, and considering various internal and external factors. Purchasing decisions are basically the final action taken after consumers feel confident that the choice of product or service best suits their desires, needs, and expectations.

RESEARCH FRAMEWORK AND HYPOTHESIS

Framework



Gambar 2.1 Paradigma Penelitian
Sumber : Diolah oleh Penulis 2024

HYPOTHESIS

Based on the formulation of the problem, the framework of thought, and the results of previously conducted research, the hypothesis proposed is:

1: There is a significant influence of the Marketing Mix on purchasing decisions. 2: There is a partial influence of visitor interest on purchasing decisions. 3: There is a simultaneous influence of Marketing Mix and Visitor Interest on purchasing decisions

RESEARCH METHODS

a. Research Design

The research design used is quantitative descriptive, which aims to identify and analyze the influence of marketing mix strategies on visitor interest and purchasing decisions at Hidden Gem Saung Koffie Hideung. This design allows data collection through surveys to measure variables related to interest and purchasing decisions.

b. Population

The population in this study is all visitors to Hidden Gem Saung Koffie Hideung, Puncak Sempur who have come to enjoy the cafe's products or services. This population was chosen because it has a direct relationship with the study.

c. Sample

A sample is a portion of the visitor population selected to represent the entire population in this study. The sample size can be determined based on a specific calculation method or following the provisions proposed by statisticians.

d. Sampling Technique

The sampling technique used is purposive sampling, where the sample is selected based on certain criteria, such as having visited Hidden Gem Saung Koffie Hideung at least once. This technique helps ensure that respondents have direct experience with the research object.

e. Data Collection Techniques

The data collection technique used was a closed questionnaire distributed to visitors to Saung Koffie Hideung. The questions in the questionnaire focused on perceptions, respondents to the elements of the marketing mix and their interests and decisions in purchasing the products or services offered.

f. Data Source

The data source in this study is primary data, which is obtained directly from the results of the questionnaire filled out by the respondents. This primary data is actual and relevant information because it is collected directly from the research subjects.

g. Analysis Techniques

The data analysis technique used is multiple linear regression analysis, which aims to

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