



## Khop Kupi Marketing Strategy In Attracting Consumers In Banda Aceh City



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### Article Info

#### Keywords:

Marketing strategy  
Consumer satisfaction  
Coffee shop

### ABSTRACT

This study aims to determine the marketing strategy used by KUPI KHOP in Banda Aceh City. The approach used is qualitative with data collection methods using interviews, observation, and documentation. Informants in this study are business owners, employees, and consumers. The results of the study can be concluded that the products sold in the form of drinks made from coffee and non-coffee basic ingredients have gone well. The menu provided by KUPI KHOP is also very diverse. The price of each drink is determined taking into account the cost of raw materials. The location of KUPI KHOP is very strategic and is easily accessible to consumers because it is in an urban area. Maximum promotion on Instagram social media accounts is very good even though the social media used by KUPI KHOP is only Instagram, but KUPI KHOP often takes part in coffee festivals. In placing employees in accordance with their respective fields, there are employees in the service department, employees in the kitchen, employees specifically making coffee, so this shows that the organizational structure of KUPI KHOP is going well. KUPI KHOP prioritizes comfort and cleanliness. The process strategy includes ordering, serving, and paying in cash. Based on the results of this study it can be concluded that KUPI KHOP has used a good marketing strategy by implementing the 7p marketing mix.

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Received 1 April 2023; Received 8 April 2023; Accepted 30 April 2023

**How to cite:** Utami, A. R., Amrusi, Angraini, I., Mustofa, A., & Razak, A. (2023). Khop KUPI Marketing Strategy In Attracting Consumers In Banda Aceh City. *Journal of Economics Education and Entrepreneurship*, 4(1), 58-67. <https://doi.org/10.20527/jee.v4i1.8292>

## 1. INTRODUCTION

Marketing strategy is part of the environment which consists of physical and social stimuli. Included in these stimuli are products and services, promotions, places, and information about prices, then the application of marketing strategies involves placing these stimuli in the consumer's environment so that they can influence their affection, cognition, and behavior (Petter & Olson, 2013). Marketing strategy is one way to win a sustainable competitive advantage for companies that produce goods or services (Wibowo et al., 2015). Marketing

strategy has a very important role for companies working in a strong competitive market system. The accuracy and precision of the marketing strategy will determine success in pursuing sustainable profits. A good marketing strategy provides a clear and directed picture of what the company needs to do to take advantage of every opportunity in several target markets. To be able to survive in the business world with strong competitive conditions, a company is required to dominate the market by using the products it has produced. The right marketing strategy is one of the most powerful weapons for a company in developing and maintaining its business.

Marketing strategy is basically a plan that is comprehensive, integrated and unified in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing goals of a company. In other words, the marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and the references and allocations, especially as the company's response in facing the environment and competitive conditions that always changing. The increase in the number of business actors has resulted in increasingly fierce competition along with the swift flow of free trade which automatically makes competences come from all over, both domestically, regionally and globally. There is no single business, which is free to relax and enjoy sales and profits, because there will be competition that wants to enjoy it too. In fact, what often happens is a cruel competition, competition that knows no mercy.

Today coffee shops are a global phenomenon. Coffee shops can easily be found in various countries around the world, including in Indonesia. The coffee shop is used by the community as a space for various things. Historically, coffee shops have been known as places for intellectual discussion, political debate, and freedom of social expression. The activity of drinking coffee in the people of Aceh is generally carried out in coffee shops. The activity of drinking coffee at a coffee shop is usually carried out by many groups, from parents to youth, as well as from various social classes in society. This coffee activity becomes a habitual pattern in spending time before or after carrying out various routines.

Preliminary observations made by researchers on Kupa Khop, it can be seen that Kupa Khop has become one of the businesses that has become an attraction for visitors of various ages, especially students and office workers who want to enjoy coffee in a unique way, namely a coffee cup placed upside down. on a small plate and drink it by gently lifting the glass and drinking it through a straw. Kupa Khop is also very interesting for tourists visiting Banda Aceh because they are curious about the taste and way of serving coffee in a unique way that is different from other coffee presentations, so this makes Kupa Khop different from other coffee shops in Banda Aceh. Based on the explanation above, in building Kupa Khop, an optimal marketing strategy is needed by using elements of the marketing mix.

Marketing strategy is a series of goals and objectives, policies or rules that give direction to the company's marketing efforts from time to time, at each level and references and allocations, especially as the company's response in facing the ever-changing competitive environment and conditions. Marketing strategy is basically a plan that is comprehensive, integrated and unified in the field of marketing which provides guidance on the activities to be carried out to achieve the marketing objectives of a company. In other words, marketing strategy is a series of goals or objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response in facing the ever-changing competitive environment and conditions. change (Assauri, 2017:154).

The marketing concept is a management philosophy in the field of marketing that is oriented to the needs and wants of consumers supported by integrated marketing activities that are directed at providing customer satisfaction as the key to organizational success in achieving the goals set previously. As for the basic concepts of marketing according to (Kotler &

Armstrong, 2014), there are two basic concepts of marketing: (1) human needs, where human needs are conditions such as a feeling of loss within a person. Human needs are broad and complex which include basic needs, a sense of security, social, esteem and self-actualization. (2) human desire is a form that comes from human wholeness which is shaped by one's culture and personality (Assauri, 2017:81). The marketing mix is the set of controllable, tactical marketing tools that the company blends to produce the response it wants in the target market. The marketing mix is all the factors that can be mastered by a marketing manager in order to influence consumer demand for goods and services. Marketing mix is a combination of variables or activities which is the essence of the marketing system, variables that can be controlled and used by companies to influence consumer responses in their target markets. For this purpose, entrepreneurs can take actions consisting of seven elements of the marketing mix, namely: product, price, location, promotion, people, business processes, physical evidence (Koler & Armstrong, 2012). These variables or activities need to be combined and coordinated by the company as effectively as possible in carrying out marketing tasks or activities. Based on these definitions, it can be concluded that the marketing mix is a marketing tool that is used as a strategy in company activities in order to achieve optimal company goals.

Purchase intention is part of the behavioral component in the attitude of consuming. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase at an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations (Suyono et al. al., 2012). Interest is one of the psychological aspects that has a considerable influence on attitudes and behavior. Buying interest is defined as a happy attitude towards an object that makes someone try to get it by paying or other sacrifices. Purchasing decisions are a series of processes that start with the consumer recognizing the problem, seeking information about a particular product or brand, evaluating the product or brand, how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2015). ). Purchasing decisions are a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made by consumers and has an impact long after that. (Kotler & Keller, 2012).

## 2. METHOD

The research approach used in this research is qualitative research. Qualitative research is a research procedure that produces descriptive data in the form of speech or writing and observed behavior. A qualitative approach is expected to produce in-depth descriptions of speech, writing and/or behavior that can be observed by certain individuals, groups, communities and/or organizations in certain contexts which are studied from a holistic, comprehensive and holistic viewpoint. The place for this research was carried out in KUPI KHOP which is located on Jl. AMD, Batoh, Lueng Bata District, Banda Aceh City. The subjects in this study were business owners or those in charge of the business, employees and consumers who visited KUPI KHOP. Then the object of this research is KUPI KHOP. Data collection technique is the most strategic step in writing. Because the main purpose of research is to get data.

The type of data used in this writing consists of primary data and secondary data. Primary data in this study is data obtained directly from respondents as a source of information regarding the 7P marketing mix (product, price, place, promotion, people, process, physical) on consumer satisfaction through observation and interviews. Meanwhile, secondary data was obtained through literature studies such as books, journals, scientific works and related documents (Sugiyono, 2018). To analyze the descriptive method is used, which means the researcher wants

to record and explain data about the object being studied. The data analysis technique used in this study refers to the concept of Milles and Hubberman (in Monique & Nasution, 2019), namely an interactive model that classifies data analysis in three steps, namely:

1. Data reduction, which is a process of sorting, focusing on simplifying, abstracting and transforming raw data that emerges from written records in the field. Thus the researcher obtains clear data and makes it easier for the researcher to carry out further data collection and find the required data.
2. Presentation of data, namely this data is structured in such a way as to provide the possibility of drawing conclusions and taking action. The form commonly used in previous qualitative data is in the form of narrative text.
3. Drawing conclusions, in this study it will be revealed about the meaning of the data collected. From these data conclusions will be obtained which are tentative, vague, rigid and doubtful, so these conclusions need to be verified. Verification is done by looking again at data reduction and data display so that the conclusions drawn do not deviate.

### 3. RESULTS AND DISCUSSION

Kupi Khop is a business located on Jl. AMD, Batoh, Lueng Bata District, Banda Aceh City. This business was founded by Rendi Arri Pratama in 2014, Kupa Khop is owned by an individual, there are no partners with others, and uses the owner's personal capital, the name Kupa Khop comes from the way of serving coffee with an upside down glass and this coffee dish originally came from the area Ujung Kareng Village, West Aceh District. Along with the times, the tradition or habit of drinking coffee in this way has begun to fade in the region of origin. The Kupa Khop manager himself said: "Initially this business was built because we came from Meulaboh and went to Banda Aceh to study, we thought at that time there would be no other activities besides lectures, so the idea emerged to bring a unique way of drinking coffee from Meulaboh, namely Kupa Khop. to be developed in Banda Aceh, this Kupa Khop was built by an owner who provided capital and was managed by close friends, at first it was just to spend free time so that it was not wasted and it turned out that the response from the community was good and this business began to be developed with Serious". Kupa Khop has an outdoor feel so it is perfect for relaxing and enjoying the urban atmosphere while enjoying a glass of coffee. Currently Kupa Khop only has one social media that is used to promote its products, namely Instagram with the Username "@kopi\_khop".

#### 3.1 Results

##### *Product Strategy*

Product is one of the most important factors in the marketing mix which has a major role in determining the activities of a business. Because without a product, a company cannot carry out activities to achieve the expected results. Products are fundamental in the marketing mix mechanism, if the products offered do not satisfy consumer needs, then no matter how big the promo, price discount, or even the location will not affect the consumer's decision to buy the product. Based on the results of the interview with the Kupa Khop manager, he said that "We use the number one raw material, the coffee used is the Robusta type and comes from Meulaboh and usually we spend 5 to 6 kg of coffee a day. Prices may be cheap but the quality must be good, if the requested menu is not available then another menu will be suggested, usually drinks such as Squash are often empty. The Kupa Khop employee also said the same thing, that when the researcher asked what do you think of the products offered by Kupa Khop, he also said "In terms of raw materials, Kupa Khop uses good and quality materials."

Likewise, when researchers asked consumers who visited KUPI KHOP about what the products offered were and what sensations they felt like, consumers said "The products offered here are very diverse and there are many choices, usually I often order KUPI KHOP and Churros. In my personal opinion, the taste is good and I am satisfied with the products offered here." Based on the results of research with observation, interviews and documentation, the results obtained at KUPI KHOP have several types of food and beverage products offered to each customer. KUPI KHOP is a line of business engaged in the culinary field, from the product aspect KUPI KHOP has been going well and the menu provided by KUPI KHOP is also very diverse. There are many choices so that visitors can easily choose and find out the product information available at KUPI KHOP in the menu book, in determining the raw materials for KUPI KHOP choose quality and good raw materials that are in accordance with consumer desires so that consumers are satisfied with the products offered.

### ***Pricing Strategy***

Affordable pricing greatly influences consumer purchasing decisions for the products offered. In setting the price there are two factors that influence the price itself including direct and indirect factors. Factors that directly influence are the price of raw materials, production costs, marketing costs, existence of government regulations, and other factors. Factors that are not directly but closely related in pricing, are the prices of similar products sold by competitors, discounts for dealers and consumers.

Based on the results of an interview with the KUPI KHOP manager, he said that "We determine the price according to the raw materials used and the constraints experienced in terms of price are if the price of raw materials rises and we cannot change the menu list at any time, therefore we must be able to adjust it". Likewise, when researchers asked consumers who visited KUPI KHOP about how the prices of the products offered here were appropriate, consumers said "The prices are affordable and in accordance with the products offered". KUPI KHOP offers products at very affordable prices, product prices offered to consumers range from IDR 10.000 to IDR 28.000 fast and easy payments by providing a menu sheet to consumers along with the price, buyers can provide a checklist on the menu ordered and when the payment process has been totaled by the cashier so it's fast. The pricing strategy has been well implemented by KUPI KHOP, this is in accordance with the explanation given by the KUPI KHOP manager and his opinion is supported by the opinions of consumers who visit KUPI KHOP.

### ***Location Strategy***

Location is defined as a distribution channel, while for service industry products, location is defined as a place of service. Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect. Location relates to decisions made by the company regarding where its operations and staff will be located. The location strategy is very influential for consumers to buy products, the location of KUPI KHOP is very strategic and close to cities so it is very easy to reach for consumers who want to visit.

Based on the interview results, the KUPI KHOP manager said that "location is not a problem, because it depends on promotions, in our opinion the business location is very strategic and easy to reach". This is as stated by the respondent as an employee of KUPI KHOP when the writer asked how KUPI KHOP was located "strategically close to the crowd of people". This statement is also in line with what was conveyed by a respondent who is also a KUPI KHOP customer that "In my opinion KUPI KHOP has a strategic location because it is in a city close to

the crowds, so for us visitors it is very easy to reach, besides that KUPI Khop is also very well known. among the people".

KUPI Khop's location strategy is very good, as can be seen from the results of interviews with managers, employees, and consumers who visit KUPI Khop. Strategic location, easy access for the public to visit because it is in an urban area and can easily be passed by visiting consumers, KUPI Khop is also in a crowded area.

### ***Promotion Strategy***

Promotion is a variety of activities carried out to explain the features of the product and persuade consumers to want to buy the product offered. Promotion is a tool to introduce new goods and remind consumers of the existence of an old item so that they know, remember and will also be interested in buying it so that consumers buy back the product offered because they are satisfied with the product.

Based on the results of the interview with the KUPI Khop manager, he said that "We only use Instagram social media as a medium to introduce businesses, and also usually use celebrity services in marketing products so that they can promote to the wider community, KUPI Khop also often takes part in coffee festivals as a place for promotion and who is responsible for promotion is the owner. When researchers interviewed consumers, regarding how to find out KUPI Khop, namely "Tawnya from a campus friend". The same thing was also asked to other consumers about how you know KUPI Khop "I initially knew KUPI Khop from high school, and also saw KUPI Khop's Instagram which actively promotes KUPI Khop, many celebrities come here."

The promotion strategy implemented by KUPI Khop has been very good and very profitable for KUPI Khop. The social media used by KUPI Khop is only Instagram and every day it posts the atmosphere of the place, food and drinks in KUPI Khop as a way of introducing business to the wider community so that it attracts consumers to visit. Another promotion carried out is by participating in coffee events organized by business people or the Banda Aceh city government.

### ***People Strategy***

People, namely those who serve or who plan services to consumers. Because most services are served by people, these people need to be selected, trained, motivated so that they can provide satisfaction to customers. Every employee must compete to do good to consumers with attitude, attention, responsiveness, initiative, creativity, good problem solving, patience, and sincerity. Based on the results of the KUPI Khop manager's interview in terms of determining employees, he said "We look at it from the side, there are kitchen, waiter and bar sections. In terms of the kitchen, you have to be good at cooking, for the waiter's part, you have to be neat, clean and look good. The owner said that in terms of increasing employee morale, bonuses will be given every Saturday night. The same thing was said by KUPI Khop employees when the writer asked how the employee's relationship with the owner was, the employee said "Very good, close and kinship". Based on the results of interviews with consumers who visited KUPI Khop, the authors asked how the employees were serving, consumers said that "The employees' response was fast and the people were also friendly".

The people strategy has been well implemented by KUPI Khop. KUPI Khop places employees according to their fields. There is a section for waiters, a kitchen, specifically for making coffee, so this shows that the organizational structure of KUPI Khop is going well. In the world of work, motivation is needed by every employee so that the work given can be completed properly and produce satisfactory results, KUPI Khop gives bonuses to employees

every Saturday night. This good service to consumers is in accordance with consumer opinion, namely that KUPI KHOP has employees who are friendly and fast in serving consumers who visit KUPI KHOP.

### ***Physical Evidence Strategy***

Physical Evidence is a real thing that also influences consumer decisions to buy and use the products or services offered. Elements included in Physical Evidence include the environment or physical buildings, tools, equipment, logos, colors and other items (Kotler and Armstrong, 2016: 62). Based on the results of an interview with the manager, he said regarding Physical Evidence "The wifi is there but it is being repaired, there is also a prayer room and for employees who come from outside Aceh, accommodation is provided, but in terms of parking space we lack parking space for consumers who bring cars." The same thing was said by consumers who visited KUPI KHOP "In my opinion the facilities here are adequate, there is wifi, and there is a prayer room too". Likewise, when the writer asked the same thing about facilities to other consumers, he said "Clean, can make it comfortable to hang out".

When the writer was at KUPI KHOP, the writer saw that the atmosphere there was very comfortable and in terms of facilities, KUPI KHOP provided wifi for those who came there to do assignments. At the time of prayer, there is also a prayer room and worship equipment. The marketing mix strategy for the Physical Evidence aspect is quite good, KUPI KHOP provides wifi, prayer rooms and toilets. Seating and motorbike parking are sufficient, but in terms of car parking, it is not sufficient because the land is not large. The attractive, clean and comfortable appearance of KUPI KHOP is also supported by consumer opinion.

### ***Process Strategy***

Processes are all the procedures, mechanisms and practices by which a service is created and delivered to a customer, including policy decisions regarding any customer involvement and employee discretion issues. Based on the results of the interview with the manager, he said "That this business has survived until now because of commitment and continuing to renovate according to consumer interests. The obstacle faced when it rains is that it will be difficult because the KUPI KHOP theme is Outdoor". Likewise, when the author asks about how employees serve, consumers say "In terms of KUPI KHOP service it is good, if I am a new customer arriving and want to order, the waiter immediately comes to the table and gives a menu book, the same goes if we want to order additional menus. fast service". The same thing was asked of employees, regarding the relationship between employees and consumers, employees said "Customers who visit here do not act unpleasantly, although occasionally there are those who talk a little more but everything can be overcome and it's not a serious problem".

The process strategy implemented at KUPI KHOP is quite good. KUPI KHOP has made it easy for consumers to buy and select products directly by providing the product along with the product name and price. The decoration itself is determined by the owner with an outdoor feel. KUPI KHOP was once a sponsor of the Aceh Wedding Expo 2021, which is an event to preserve Aceh's cultural customs. This is also one of the venues to introduce KUPI KHOP to the wider community.

## **3.2 Discussion**

The results of research and interviews that the author conducted with KUPI KHOP. Respondents have answered questions about KUPI KHOP Marketing Strategy in Lueng Bata District, Banda Aceh City. The presence of KUPI KHOP can answer that people need a space that can be used as a place to gather with family, school friends, offices and other friends while chatting over a cup

of their favorite drink in a comfortable and pleasant atmosphere. Now many office people choose to hold meetings with business relations in cafes, because they are not too formal and representative enough so that the atmosphere of familiarity will be felt more when compared to meetings in the office. KUPI KHOP is a business that provides many types of products and the most featured menu here is the KUPI KHOP drink, this is a very good attraction.

Consumers also say the same thing that KUPI KHOP provides a variety of products and in terms of quality it is also very good so that consumers are satisfied with what is served, and the featured menu that is most often ordered at KUPI KHOP is KUPI KHOP drinks and also snacks. KUPI KHOP is a place that is in demand by various groups of people in Aceh, especially the City of Banda Aceh. This business is the only KUPI KHOP in Banda Aceh. They brought elements of the Meulaboh area, which is a unique way of drinking coffee. Businesses that are engaged in products or that produce food and beverages certainly have great hopes to continue to maintain quality and service to consumers so that every visiting consumer is satisfied with the products offered and wants to want to return to that place.

Population growth and per capita income in Aceh Province, especially in Banda Aceh City, have become a stimulus for increasing various community activities, including recreational or leisure activities. The activity of eating while traveling is currently the main attraction for tourism in Indonesia. Every time there is a tourist location, there must also be a cafe/shop and this will be an economic driver for the community. Business opportunities must be utilized as best as possible to create a cafe/shop business that brings profits to business actors.

The increasingly advanced conditions of the times make the elements of the marketing mix expand into the 7p namely, product, price, place, promotion, people, process and physical evidence. Product is a collection of physical and chemical properties that are tangible and collected in a similar and well-known form, while the broad meaning of the product is a group of tangible and intangible characteristics, which includes color, price, packaging, manufacturer's good name, the good name of the retailer, and the services provided by producers and retailers that can be well received by consumers as the satisfaction offered against the desires of consumer needs (Budianto, 2015). The results (Razak et al., 2021) showed that partially the product quality and service quality variables had a positive and significant effect on customer satisfaction in terms of products. KUPI KHOP has provided various types of products, the most superior is KUPI KHOP with clean presentation and good product quality, the coffee used is Robusta type which comes from Meulaboh. The results of another study conducted by (Mustofa et al., 2022) found a positive effect on product quality and service quality on consumer satisfaction. Between product quality and service quality, the quality that is more dominant is service quality.

Price is the most important and most complicated factor faced by company managers, so pricing is the most important problem that must be faced by executives (Budianto, 2015). In setting the company's price, of course it has a goal, namely, for the company to obtain maximum profit, get a certain market, achieve maximum acceptance levels, achieve targeted profits and promote products (Assauri, 2017). Product prices offered to consumers range from IDR 10.000 to IDR 28.000. Fast and easy payment by giving a menu sheet to the consumer along with the price, the buyer can provide a checklist on the menu ordered and when the payment process has been totaled by the cashier so it is fast and easy.

Setiawan and Akbarini (2016) reveal that it is important to prepare human resources that are superior and able to compete in any field. The people strategy is all actors who play a role in providing services so as to influence buyer perceptions. The elements of people are companies, consumers, and other consumers in the service environment. Customers often judge the services received based on the ratings of the people providing the services. The people



variable can be measured through: employees, recruiting, training, motivation, reward, teamwork, costumer and education (Hurriyati: 2010).

Place is a strategic store location that is used to maximize profits. Choosing a place to trade is a very important decision in a business that is used to persuade customers to come to a place of business. Location decision making is very important because location is related to potential sales or profits, competitiveness and business continuity. If the company takes or chooses the wrong location, it will have an impact on the business being carried out. In terms of where Kupi Khop is in the middle of the city so that it is very easy for consumers to pass, consumers who come to Kupi Khop increase in the late afternoon because Kupi Khop has an outdoor feel, so the afternoon is the right time to rest or relax with family and friends. It can be said that the existence of Kupi Khop with a strategic location can provide a solution for its customers regarding the location.

Promotion is one of the variables in the marketing mix which is very important for companies to market their products (Sunyoto, 2014). In marketing activities, it is not just marketing good products, setting attractive prices and making these products affordable to customers, but companies also need to communicate and promote their products effectively to consumers. Companies in carrying out promotional activities usually do not only use one promotion tool but use several combinations of several existing means. Kupi Khop requires various kinds of promotional activities which aim to make their products known by consumers and experience an increase in sales. Kupi Khop in carrying out its promotional program utilizes promotional tools such as promoting via Instagram, participating in coffee festivals and other events.

The marketing strategy carried out by Kupi Khop uses the 7p marketing mix, namely product, price, people, place, promotion, process, physical facilities. to be known by the general public. Therefore Kupi Khop needs to increase production and be able to present a quality menu as expected by consumers and continue to be able to innovate so that consumers are satisfied with what is served. In terms of Kupi Khop marketing, it has maximized its marketing strategy by using the 7p marketing mix.

#### 4. CONCLUSION

Based on the results of the research that has been carried out, and based on the results of the discussion, the researchers can conclude that Kupi Khop has implemented a marketing mix strategy using the 7P variable. The product produced by Kupi Khop is Robusta coffee from Meulaboh and there are also many other menus. The prices set by Kupi Khop are relatively affordable and competitive. The price offered varies depending on the type of product. The location of Kupi Khop is very strategic because it is in the middle of the city and the center of the crowd. Promotional activities have been implemented by Kupi Khop in the form of using social media, participating in coffee festivals, word of mouth marketing and other promotions. In terms of resources, Kupi Khop has placed employees according to their respective fields, and the relationship between employees and owners is like family, as well as the response of employees to consumers is friendly and fast. The Kupi Khop process has made it easy for consumers to buy and select products directly by providing the product along with the product name and price. Physical facilities, the atmosphere there is very comfortable and in terms of facilities, Kupi Khop provides Wifi for those who come there to do assignments and complete things related to the internet, so they can use the wifi that has been provided.

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