

ANALYSIS OF PROMOTION MIX AND PLACE IN INCREASING SALES AT MURAI COFFEE GUNUNGSITOLI

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Abstract

This research is motivated by the phenomenon of cafe business competition in Gunungsitoli City, which demands effective marketing strategies, particularly in the utilization of promotional mixes and business location selection. The purpose of the study is to analyze how promotional mixes and location aspects play a role in increasing sales at Murai Coffee Gunungsitoli. The research method used is a qualitative approach with data collection techniques through interviews, observation, and documentation. The research informants consisted of the owner, employees, and customers of Murai Coffee. Data were analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The results show that Murai Coffee has implemented promotional strategies such as simple advertising, sales promotions, personal selling, public relations, and direct marketing that gradually increase customer interest. Meanwhile, the location factor, although not located in the city center, still provides sales opportunities through a comfortable atmosphere and quality service. However, challenges are still found in the comfort aspect, such as noise from outside and hot room temperatures, so that improvements to supporting facilities are needed. This research is useful for Murai Coffee in designing more optimal promotional strategies and location arrangements, for Nias University as a contribution to the development of marketing science, and as a reference for future researchers who want to study marketing strategies in the culinary sector.

Keywords: Promotion Mix, Place, Sales, Marketing, Murai Coffee

INTRODUCTION

In today's era of globalization, marketing is crucial, given the intense competition between companies and entrepreneurs competing for customers across all segments and within a sales area. Marketing is one aspect that drives increased sales volume, thereby achieving company goals. Consumers often make purchasing decisions based on the marketing aspects of a product or service offered by a company.

Table 1. Murai Coffee Sales Data

No.	Year	Results
1.	2022	Rp. 363,201,500
2.	2023	Rp. 328,502,250
3.	2024	Rp. 299,513,000

Source: Murai Coffee, 2024

Based on the sales table above, it can be seen that Murai Coffee Gunungsitoli's sales trended downward from 2022 to 2024. One of the main obstacles faced by Murai Coffee is its suboptimal promotional mix, as social media usage remains limited and inconsistent. In the current digital era, creative and intensive promotion through digital platforms like Instagram and Facebook is crucial for expanding customer reach and increasing brand awareness. Furthermore, the business's location is less strategic, making it difficult to reach and less well-known to the wider public. This has resulted in low visitor numbers, particularly from new customers who prefer cafes with easy-to-find locations. Furthermore, the high level of competition in Gunungsitoli adds to the challenge, given that many other cafes are located closer to the city center and entertainment areas, making it easier to attract customers.

The decline in sales experienced by Murai Coffee Gunungsitoli has had a direct impact on operational efficiency and the business's ability to innovate. One impact is evident in the live music activities, previously a major draw for customers, which have now been discontinued. Limited revenue has forced management to implement cost-effectiveness measures, resulting in the elimination of entertainment activities that require additional funding. This not only reduces added value for visitors but also has the potential to decrease customer interest, weaken competitiveness, and hinder efforts to create unique experiences that were once a hallmark.

THEORY

Marketing Mix

According to Kotler and Keller, translated by Benyamin Molan in (Ritonga, 2020), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. According to (Soviyanti, 2024) The marketing mix is a combination of tools and tactics used by a company to achieve business objectives and meet market needs. The marketing mix consists of four main elements, known as the 4Ps: product, price, place, and promotion. In the context of service marketing, this mix is often expanded to 7Ps, which include three additional elements: people, physical evidence, and process.

In short in (Syarifuddin et al., 2022), the marketing mix consists of two words, namely mix which means integrated or a mixture consisting of various elements (the mixture of elements) where each supports and influences each other to achieve goals. According to Gronroos in (Syarifuddin et al., 2022), the majority of marketing practitioners consider the marketing mix as a transactional marketing tool and a basic pattern for operational marketing planning. Marketing Mix Elements in (Dewi & Setiawan, 2024) are product, price, place, promotion, people, process, physical evidence, payment, packaging

Promotion Mix

According to Tjiptono in (Syarifuddin et al., 2022), said that the promotional mix is one element in the marketing mix that emphasizes efforts to inform, invite, and remind consumers about the company's brand and products. Kotler and Armstrong in (Walapatra et al., 2023), promotional mix is a specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to persuasively communicate customer value and build customer relationships, a combination of

promotional tools designed to achieve objectives and provide information that leads consumers to be persuaded to make purchases. In general, in (Haque-fawzi et al., 2022), here are some promotional media that are often found today, namely print media, electronic media, outdoor media, below the line media.

Utami stated that there are three types of promotional tools that are often used, namely advertising, direct selling, and sales promotions. Bunn and Banks in (Syarifuddin et al., 2022), formulates promotion as a set of tactical marketing techniques, designed within a strategic framework, with the main objective of increasing value while achieving certain sales and marketing targets. The purpose of promotion according to Alma Bukhari in (Lupi & Nurdin, 2021) that is :

1. Disseminate information about products to potential markets.
2. To increase sales and profits, as well as attract new customers and maintain customer loyalty.
3. To maintain sales stability during a market downturn,
4. Differentiate and highlight products compared to competitors' products.
5. Building a product image in the eyes of consumers according to their desired expectations.

Place/Location (Place)

Swastha in (Rubiyani, 2020) Location is the place where a business or activity is carried out. Before discussing location theories in depth, it is necessary to first understand the definition of location itself. According to Kotler and Keller, (Syarifuddin et al., 2022), Location is a group of independent organizations that provide goods or services that can be accessed. According to Tjiptono in (Dewi & Setiawan, 2024), Place refers to various marketing activities, including promotion and arranging for delivery or distribution of goods and services from producers to consumers.

As stated by previous researchers by Noviyanti et al. in (Sofiah et al., 2023), that the Place Variable influences purchasing decisions at the Cipondoh branch of Alfamart. This is because a strategic location can provide benefits for the company, considering easy accessibility for consumers, Lupiyoadi, in (Sofiah et al., 2023). Choosing a good location in (Alawiyah, 2019), is a very important decision, due to several reasons, namely:

1. Location is a long-term resource commitment that can reduce the future flexibility of the business, whether the location is simply purchased or leased.
2. Location will affect future growth, the area chosen must be able to grow economically so that it can maintain the survival of the business.
3. The local environment can change at any time, if the value of the location deteriorates then the business location must be moved or closed.

Sale

According to (Sani, 2019) Sales can be defined as a program consisting of various marketing activities that seek to expedite and facilitate the delivery of goods or production from a company to consumers so that they are used as needed. According to Swasta Basu in (Syarifuddin et al., 2022), "Selling is the science and art of influencing individuals carried out by sellers to persuade other people to be willing to buy the goods and services offered.

Kotler and Armstrong (Syarifuddin et al., 2022) argue that the sales concept orientation is that business actors can sell products from all brands using marketing strategies, such as advertising promotions and personal selling. According to Abdullah (in(Fauziah & Muniarty, 2024), sales are complementary or supplementary activities to purchases to enable transactions to occur. According to Basu Swasta, in(Gulo et al., 2024), types of sales such as trade selling, missionary selling, technical selling, new business selling, and responsive selling. According to Mukarromah (in Fauziah & Muniarty, 2024), the factors influencing sales include:

1. Seller Conditions and Capabilities
2. Market Conditions
3. Capital or funds
4. Company Organization Conditions
5. Other factors

RESEARCH METHODS

The type of research used in this study is qualitative research, which aims to understand social phenomena or human behavior through the collection of non-numerical data, such as interviews, observations, and documents. This type of research refers to the category or type of research conducted based on the objectives, approach, and methods used. Selecting the appropriate research type is crucial to achieving valid and relevant results.

The research approach and type used by the researcher in this study are useful for examining the research problem, collecting data, and analyzing information. The choice of approach depends heavily on the research objectives, the type of data needed, and the analytical methods to be used. Data collection techniques can include interviews, questionnaires, observations, and a combination of the three (Sugiyono inNashrullah et al., 2023).

When collecting data, researchers need to identify who, what, when, and where the data will be collected. Data sources can include informants selected based on the researcher's needs, using commonly used methods such as interviews, observation, and documentation.

RESULTS AND DISCUSSION

Promotion Mix to Increase Sales at Murai Coffee Gunungsitoli

According to Wangsa et al. in(Manik et al., 2021)There are five promotional mix indicators, including Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing.

Based on the interview results, it can be concluded that Murai Coffee utilizes three primary digital media platforms for its advertising activities: Instagram, Facebook, and Google Ads. The use of these three platforms aims to expand promotional reach, increase sales, and strengthen Murai Coffee's presence and public awareness. These platforms are considered effective in reaching consumers more precisely and introducing Murai Coffee to a wider audience.

This is in line with the results of previous research conducted by (Ardi, 2021), which showed that the promotional mix and place mix in increasing sales of HPA herbal products in Pontianak City, all promotional mix factors have been applied, but the implementation of the advertising aspect is still not optimal. In the place mix, HPA Pontianak does not yet have

an official branch, so location management still depends on the initiative of stockists, agents, resellers, or members. Therefore, it is recommended to maximize the use of advertising media, both print, electronic, and internet to increase sales promotion innovation, strengthen public relations by emphasizing product benefits for consumers, and improve location access to make it more accessible to all groups. Furthermore, this is also supported by Alma Bukhari's opinion in (Lupi & Nurdin, 2021) that one of the objectives of the promotional mix is to increase sales and profits, as well as attract new customers and maintain customer loyalty.

Place In Increasing Sales at Murai Coffee Gunungsitoli

Place or area is one of the 4Ps in a marketing strategy or marketing mix. Location is one aspect that influences business. Therefore, choosing an ideal or suitable location is crucial. This means choosing a strategic and appropriate location. According to Tjiptono (in Dewi & Setiawan, 2024), place refers to various marketing activities, including promotion and arranging the delivery or distribution of goods and services from producers to consumers. Business actors must pay attention to the concept of location, as choosing the wrong location can directly hinder the continuity of their business. According to Tjiptono (in(Iffan & Suharlin, 2022), the business location indicators used as benchmarks in this study are Access, Visibility, Environment, and Competition.

Based on the interview results, it can be said that Murai Coffee has good potential for business development, although there are several areas that still need improvement. In terms of access and visibility, the use of light boxes has been a visual promotional strategy that is quite helpful in attracting attention from a distance, especially to potential customers who are not familiar with the cafe's location. The exterior design of the front of the cafe is expected to provide a distinctive character so that Murai Coffee's presence is more easily recognized. In terms of the environment, although the cafe is not in a strategic location such as the city center, the calm atmosphere is actually a distinct advantage for customers. However, there are obstacles to comfort expressed by customers, namely the hot room conditions. This indicates the need for additional facilities such as fans or air conditioning. Meanwhile, in terms of competition, Murai Coffee is able to positively utilize it by continuing to innovate and maintain the quality of service and products. Competition actually motivates them to remain superior and consistent in providing the best experience for customers.

This is in line with the results of previous research conducted by Yuni(Puspitaningrum & Aji Damanuri, 2022), shows that the impact of sales on Grosir Berkah on the location chosen by Mr. Soib as the business owner/owner has a positive impact, namely stable sales without any obstacles. The success of the business at Grosir Berkah Doho Dolopo Madiun is due to the factors considered in selecting the location, there are seven factors, namely accessibility, visibility, traffic, parking, expansion, environment and competition. Furthermore, this is also supported by the opinion of Swastha in(Rubiyani, 2020)Location is the place where a business or activity is conducted. Place, as an element of the marketing mix, refers to the ease with which consumers can access services.

Based on the interview results, it can be concluded that Murai Coffee Gunungsitoli has good potential for growth, primarily due to its comfortable atmosphere and quality service. Although not located in the city center, Murai Coffee has successfully attracted customers

through its quality service. Its location, which is quite far from the city center, means its existence is not yet fully known to the wider public, especially to potential customers who are not familiar with the cafe's location. This condition makes the cafe's presence less visible or prominent. In terms of environmental comfort, the condition of Murai Coffee's room temperature which tends to be hot is also a challenge that needs attention to ensure customer comfort is maintained. In response, Murai Coffee provides two area options for customers: a closed room equipped with air conditioning for a more comfortable atmosphere, and an open space with lesehan facilities that are suitable for use as a gathering place with family or for customers who smoke.

The advantages of Murai Coffee

Based on research results, Murai Coffee has advantages that set it apart from other cafes in the area. The main advantage identified is its signature, hand-crafted coffee blends. This factor not only provides a unique experience for consumers but also contributes significantly to increased customer numbers and sales. According to Rizka Rifdatus Safitri, in (Syarifuddin et al., 2022) The definition of marketing mix is a business marketing strategy concept to increase the attractiveness of potential customers to a product by using four main factors that are interrelated, namely Product, Price, Promotion, and Place.

One of the key aspects that distinguishes Murai Coffee from other cafes is its signature coffee blend, created in-house. This blend not only reflects the owner's creativity in creating flavors but also serves as a defining characteristic of Murai Coffee. Murai Coffee leverages this strategy through its signature coffee blend, providing a new taste experience for consumers. Interviews also revealed that Murai Coffee's primary uniqueness lies in its use of its signature coffee blend. This uniqueness not only serves as an identity and distinguishes it from other cafes but also provides added value, increasing customer appeal and interest in returning. Furthermore, the experience customers gain through the distinctive flavors, comfortable atmosphere, and excellent service creates a unique sense of satisfaction that fosters loyalty. The combination of product uniqueness and positive customer experiences significantly impacts sustainable sales growth. Therefore, this signature coffee blend serves not only as a product but also as an effective marketing tool in attracting and retaining customers.

Increased Sales

Sales is the process of selling goods or services to consumers with the goal of making a profit. According to Swasta Basu (in Syarifuddin et al., 2022), "Selling is the science and art of influencing people to persuade others to purchase the goods or services offered. Therefore, sales can create a process of exchange of goods and services between sellers and buyers."

The ultimate goal of utilizing the promotional mix and location in Murai Coffee's marketing activities is to create a targeted strategy that impacts sales growth. The ultimate goal of implementing these two elements is to encourage sustainable business growth by increasing the number of customer visits, purchase transactions, and customer loyalty to the products and services offered. Through the promotional mix, Murai Coffee builds brand awareness and creates closer relationships with consumers, both through social media, which attracts customer interest. Meanwhile, the location aspect is maximized through strategic

location arrangements, comfortable atmosphere, and easy accessibility, thus supporting a positive experience for consumers while in the cafe. The ultimate goal of using this promotional mix and location is not only focused on increasing sales, but also includes operational efficiency, creating a positive business image, and strengthening the business's position amidst market competition.

Thus, the right promotional mix and location can make a significant contribution to ensuring business continuity, achieving sales volume, generating profits, and supporting Murai Coffee's growth. This aligns with the opinion expressed by Alma Bukhari (Lupi & Nurdin, 2021), who stated that one of the objectives of the promotional mix is to disseminate product information to potential markets, increase sales and profits, and attract new customers and maintain customer loyalty. Furthermore, (Alawiyah, 2019) also stated that choosing a good business location is a crucial decision, as location will influence future growth. The chosen area must be capable of economic growth to maintain business viability.

By combining effective promotions and the right location, Murai Coffee can increase profits, reach a wider market, and remain competitive amidst fierce business competition to boost sales. Murai Coffee's uniqueness is further enhanced by its signature homemade coffee blends and attractive interior, which differentiate it from other cafes and encourage repeat customers.

CONCLUSION

From the results of research conducted by researchers at Murai Coffee Gunungsitoli, it can be concluded that:

1. Murai Coffee has implemented a promotional mix to increase its sales, with five main elements: advertising, sales promotions, personal selling, public relations, and direct marketing. Advertising strategies through digital media such as Instagram, Facebook, and Google Ads have been quite effective, but their consistency still needs to be improved. Sales promotions have successfully attracted initial customer interest, but have not significantly increased sales due to the lack of consistent product quality and service.
2. Murai Coffee Gunungsitoli enjoys a strategic and easily accessible location, providing a significant advantage in terms of visibility. Furthermore, its well-designed exterior contributes to attracting attention and increasing the interest of new customers. The tranquil environment is a key factor in enjoying Murai Coffee's atmosphere. However, there is still a challenge in the form of the room feeling hot at certain times. To address this, Murai Coffee has divided the cafe area into two sections: a more enclosed space and an open space. The more enclosed space provides comfort for customers seeking a shady atmosphere to relax, while the open space features a seating area suitable for spending time with family or friends, and is more welcoming to customers who smoke.

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