

DETERMINATION ANALYSIS SEGMENTATION, TARGETING AND POSITIONING (STP) ON THE LEVEL SALES AT UPNORMAL COFFEE IN PALU

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Abstract

This study intends to evaluate and analyze whether Upnormal Coffee Beach in Palu has implemented the marketing strategy STP (Segmentation, Targets, and Position) to the level of sales during the course of more than one year (2021–2022). Quantitative descriptive research is this kind of study. All Upnormal Coffee employees made up the study's population, and all 36 respondents were drawn from the company's workforce using the sampling approach known as saturation sampling, which involves drawing a sample from the entire population. A questionnaire, interviews, and questionnaires were used as the data gathering techniques. Regression equation $Y = 8,944 + 0,164 X_1 + 0,061 X_2 + 0,032 X_3 + e$ is based on the findings of this study's multiple linear regression analysis. The indicators in this study are valid, and the variables are trustworthy, according to data from statistical analysis. According to the conventional wisdom, if the indicator were otherwise normal distributed and correlated Segmentation, Targeting, and Positioning are all having a positive direction and not significantly influencing the level of sales in Upnormal Coffee in the city of Palu. The relationship between each independent variable and the dependent variable is linear.

Keywords: *Segmentation, Targeting, Positioning and Sales Rate.*

1. INTRODUCTION

Everything is marketed. People and organizations engage in a wide range of activities that we may label marketing, whether formally or informally. The success of a corporation is increasingly dependent on effective marketing. Marketing greatly affects our daily life. Target market selection is both an art and a science in marketing management to reach and communicating superior customer value. Buchari Alma (2018: 2) argues that "Marketing is a business or activity that distributes goods and services from producers to consumers". As is well known that marketing is a branch of Economics which is currently experiencing rapid development. In accordance with economic developments in general and the business world, especially those engaged in the culinary field. Atmoko (2018) Marketing involves Since there are numerous parties involved in the business, marketing is the process of moving

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products or services from producers to consumers. The increasing number of businesses that have sprung up, both SMEs and large businesses, have an impact on the culinary field in tight competition between entrepreneurs, both similar and dissimilar. Ali (2020) In order to survive and surpass the competition, businesses must create a strategy to act as the cornerstone for management decision-making based on an analysis of multiple factors, both internal and external. Increasing the caliber of your goods is one strategy to win the competition. Producers must constantly innovate and develop their products to meet consumer preferences and increase product quality. A successful marketing plan and product design are related. To retain and boost sales, any business must continually design new items or develop existing ones. Aderafika & Nuri (2022) A marketing strategy is needed to win the competition and strengthen sales volume. This is because to the vulnerability of their current products to modifications in consumer wants and tastes, the introduction of new technology, and heightened competition. As is known, the development of tourist objects in South Sulawesi is very developed. Many entrepreneurs manage tourist objects that have their own charm to attract consumers, for example, Talise Beach and The Gade & Gold Coffee in Palu City. Both of them turn the tourist attraction into a cafe for a cool and cool gathering place. One of the culinary businesses in Palu City is Upnormal Coffee. Upnormal Coffee provides food and drinks like cafes or warkop in general. Not only culinary, Upnormal Coffee has also become a tourist attraction in Palu City. This is due to its location not far from the coast. So that visitors/consumers who come can enjoy food and drinks while enjoying the atmosphere of the beach. In this case, there is competition between culinary businesses in Palu City, every business engaged in the culinary industry is required to attract and retain consumers. The role of marketing strategy is needed in facing an increasingly competitive environment. It is necessary to know and implement marketing strategies as well as how to view the market (segmentation), optimize the target market (target), and determine market position (position).

Upnormal Coffee, which has been in operation for about a year, has not implemented segmentation, targets, positioning, and the type of business, so it is necessary to create a STP so that the company's goals are more focused. As a result, the author wants to provide an example of who the segment is, the target, and how the product is positioned. The sales information for meals and drinks from Upnormal Coffee is listed below.

Table 1. Sales Data Of Upnormal Coffee Food And Beverages In 2022

Month	(Rp)	(%)
Marc	125.384.000	-
April	269.674.000	115.1
Mei	226.543.000	-16
June	353.816.000	56.2
July	285.979.000	-19.2

August	184.353.000	-35.5
September	193.955.000	5.2
Oktober	112.282.000	-42.1
November	139.266.000	24.0
Desember	158.830.000	14.0

Source : Upnormal Coffee (2022)

The data above shows the amount of Cafe Upnormal food and beverage sales in 2022 from March to December, the authors cannot accept data for January and February because the recording process is still ongoing in January and February this year. From the data above from March to April shows an increase in sales. From July to August sales of food and beverages tend to decrease and fluctuate during December. Seeing the data above shows that in June there was an increase in profits on food and beverage sales of Rp. 353,816,000. this is a phenomenon caused by the abundance of holidays in June, particularly those associated with schools, colleges, and offices. As a result, many people want to visit Upnormal Coffee to take advantage of their free time. In addition, in June 2022, Ramadan will fall during this month, making it possible to break the fast at Upnormal Coffee.

Considering the results of the investigation, it can be said that segmentation based on research results can be seen the ease of obtaining information, the accuracy of information about products so that it helps respondents in making credit decisions, targeting based on research results shows that targeting strategies influence consumer decisions to buy products, positioning research results show that positioning strategies influence consumer decisions to buy products.

2. RESEARCH METHOD

Sugiyono (2021: 2) The research method is a series of tasks that include gathering data, analyzing it, and offering interpretations in relation to the study's goals. Three independent variables and one dependent variable make up this study. The independent variable consists of X1 segmentation, X2 target, X3 position while the dependent variable is Y Sales Level. Variable measurement in this study, using a questionnaire compiled based on a Likert scale. The research data obtained were analyzed quantitatively. The population of this research is Upnormal Coffee's 36 employees, consisting of several divisions. Sugiyono (2021: 127) suggests that the population's size and characteristics are similar to those of the sample. In this study, a saturated sample was used, namely a sampling technique in which all populations were sampled in the study. The sample in this research was 36 people, in this case Upnormal Coffee employees.

To obtain data in this study includes questionnaires, observations, interviews and additional data obtained through the web or the internet and other electronic media. basic

linear regression analysis, validity and reliability checks, and hypothesis testing (t-test/partial test) are all used for data analysis.

Descriptive Analysis

Sugiyono (2021: 64) descriptive analysis is study done to determine whether independent variables, either one or more (stand-alone variables), exist without making comparisons of the variables themselves and looking for relationships with other variables. Researchers collected data by distributing questionnaires using a Likert scale. Sugiyono (2021: 146) is a scale used to measure a person's or a group's attitudes, views, and perceptions of social issues.

Multiple Linear Regression Analysis

Sugiyono (2021: 213) explains that multiple regression analysis is a kind of analysis used to forecast changes in the value of some variables as a result of changes in other variables. The multiple linear regression method uses the model, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where: Y = Sales Level

X3 = Position

X1 = Segmentation

bi(0,1,2,3,) = Parameters

X2 = Target

e = Error Rate

Based on the calculation results from the analysis model above, it can be used to solve problems using statistical tests as follows:

t test (partial test)

To discover how much the independent variables have an effect on the dependent variable, apply the t test. The test was performed by comparing the t test's significance value (sig.) with a tolerable error rate of 5% (0.05). The independent variable significantly affects the dependent variable if the tcount > ttable. Besides that, this test is also simultaneously used to find out how much influence each of these independent variables has on the level of sales at Upnormal Coffee in Palu City.

Test f (Simultaneous Test)

The F test is used to check whether the overall regression equation has a significant effect by comparing F count and F table. If F count > F table, it means that overall the attitude variables and subjective norms have a significant relationship and influence on behavioral interest variables. However, if F count < F table, it means that overall the attitude variables and subjective norms have no significant relationship and influence on the purchasing decision variable.

Coefficient of Determination (R^2)

By examining the size of the determinant coefficient (R^2) in this multiple linear model, one may determine the effects of the independent variables' and dependent variable's contributions. The model is claimed to better explain the relationship between the independent and dependent variables if the obtained (R^2) is close to 1 (one). On the other hand, the lesser the effect of the factors on the dependent variable, the closer (R^2) is to 0 (zero).

3. RESULTS AND DISCUSSION

Table 2. Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		36
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16474285
	Absolute	.125
Most Extreme Differences	Positive	.125
	Negative	-.058
Kolmogorov-Smirnov Z		.747
Asymp. Sig. (2-tailed)		.632

a) Test distribution is Normal.

b) Calculated from data.

Source : SPSS21 data processing results, 2022

According to the table above, the Asymp.sig.(2-tailed) significance value is 0.632, which is greater than 0.05. Consequently, it is easy to conclude that the data are distributed normally based on the normality data supplied above.

Table 3. Linearity Test Results

Variable	Sig, Devanation from Linearity	Description
Segmentation	0,153	Linear
Target	0,246	Linear
Positioning	0,297	Linear

Source : SPSS21 data processing results, 2022

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The results of the test indicate that there is a substantial linear relationship between each independent variable and the dependent variable, as indicated by the significance value of Devanation from Linearity for each of the aforementioned variables.

Table 4. Heteroscedasticity Test Results

Variable	Sig, <i>Devanation from Linearity</i>	Description
Segmentation	0,906	No Heteroscedasticity
Target	0,374	No Heteroscedasticity
Positioning	0,024	No Heteroscedasticity

Source : SPSS21 data processing results, 2022

Based on the Glejser test results for the regression model shown above, it can be seen that the segmentation and target variables, which are independent variables, have significance values above the 5% confidence level or greater than 0.05 and are declared to not have heteroscedasticity, while the positional variables' significance values are below the 5% confidence level or less than 0.05, and heteroscedasticity is declared. Heteroscedasticity is used to determine whether there is deviation from the classical assumption of heteroscedasticity. The meaning of heteroscedasticity is one of the factors that causes the simple linear regression model to be inefficient and inaccurate.

Table 5. Results of Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient ^s	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.944	7.182		1.245	.222
Segmentation	.164	.124	.248	1.318	.197
Target	.061	.158	.072	.385	.703
Positiom	.032	.153	.036	.211	.835

a. Dependent Variable: Sales Level

These findings can be used to create a regression equation model, which can be represented as the regression equation.

$$Y = 8,944 + 0,164 X_1 + 0,061 X_2 + 0,032 X_3 + e$$

The regression equation can be explained as follows:

- Assuming segmentation, target, and position are constant or fixed, the constant value is positive (8.944), indicating that the sales level of Upnormal Coffee is 9.944 units. This indicates that segmentation, target, and position have an impact on the sales level.

- b) The segmentation variable's positive regression coefficient, which is equal to 0.164, indicates that with every increase in segmentation value level of one, Upnormal Coffee's sales level rises by 0.164.
- c) The goal variable's regression coefficient is positive and equal to 0.061, which suggests that for every level increase in the target value, Upnormal Coffee's sales level rises by 0.061.
- d) The position variable's regression coefficient, which is positive and equal to 0.032, indicates that the sales level of Upnormal Coffee rises by 0.032 for every level of growth in the position value.

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283 ^a	.080	-.009	2.377

a. Predictors: (Constant), Position, Target, Segmentation

The results of the regression calculation show that the coefficient of determination (R²) is 0.80. This indicates that segmentation, target, and position all have an impact on 80% of sales level. While the remaining 20%, the study's other factors have an impact on sales volume.

In general, this study showed satisfactory results. The results of the analysis show that the level of sales at Upnormal Coffee in Palu City as a whole has a positive influence. This can show the percentage of respondents who responded to questions about food and beverage goods, in this case, product innovation, location, and the level of customer service that can be offered under each study variable's parameters. These results further obtained that the variables Segmentation, target and position on the level of sales have a positive effect and not significant. This is due to the fact that by establishing a marketing strategy the STP concept (Segmentation, Target and Position) can clarify the products we make for consumers in any circles and make the products sold by Upnormal Coffee more focused and make Upnormal Coffee a very popular place for consumers.

The study's findings for the segmentation variable (segmenting) indicate that it has a small but beneficial impact on the volume of sales. These findings offer factual proof that the segmentation of foods and beverages in this context is determined by quality and service increased sales but the effect is not too large. According to Swahsta and Handoko (2000), market segmentation is the activity of dividing heterogeneous markets into homogeneous

market units. But for Upnormal Coffee in this study it provides food and drinks for all groups as well as the place provided by Upnormal Coffee.

The research results for the target variable (targeting) show that it has a positive and insignificant effect on the level of sales. These results provide empirical evidence that innovations and modifications are made to food and beverage products to improve the quality of taste as well as a means of promoting Upnormal Coffee as a tool, so that the audience gets references to Upnormal Coffee. The influence on sales is determined by this, however it is not very significant. Kasali (2001) claimed that choosing, choosing, and reaching the market are all parts of targeting or setting a target market. Target markets, or a particular market sector that will be the focus of marketing efforts, are the end results of targeting. In fact, visitors who come to Upnormal Coffee are visitors who want or enjoy places to eat and drink that are unique and also provide comfort, which is of course different from other cafes.

The research results for the position variable (Positioning) show that it has a positive and insignificant effect on the level of sales. These results provide empirical evidence that in categorizing Upnormal Coffee as a cafe that comes with a cafe that has a feel of natural beauty in accordance with the location of this cafe on the coast which can be used as a place to gather with family and provide comfort for consumers who visit Upnormal Coffee. Although the impact is not very significant, this also affects the volume of sales. Arif (2012), market positioning (Positioning) is the process of designing a product's and company's image in order to leave a distinctive and particular impression on the target market and position the product or company as being superior to rivals. Judging from the location of Upnormal Coffee which is on the coast, which can produce views with nuances of natural beauty, so that it can give a special impression and comfort for visitors visiting Upnormal Coffee, which can be an option to be used as a place to gather with family.

4. CONCLUSION

The regression equation is discovered to be as follows based on the outcomes of the study's multiple linear regression analysis.

$$Y = 8,944 + 0,164 X_1 + 0,061 X_2 + 0,032 X_3 + e$$

Regression coefficient is positive, as can be seen from the regression equation. Then it can be concluded as follows:

- a. The results of the analysis show that the segmentation variable (segmenting) in this study is X1, which has a regression coefficient of 0.164 (signed positive) to the level of sales (Y) and the value of tcount is 1,318 with a significance level of 0.197 (>0.05).

This means that segmentation (X1) has a positive and insignificant effect on the level of sales (Y).

- b. The results of the analysis show that the targeting variable in this study is X2, which has a regression coefficient of 0.061 (signed positive) for the level of sales (Y) and a tcount of 0.385 with a significant level of 0.703 (> 0.05). This shows that Target (X2) has a positive and not significant effect on the level of sales (Y).
- c. The results of the analysis obtained by the positioning variable in this study are that X3 has a regression coefficient of 0.032 (positive sign) on the level of sales (Y) and a tcount of 0.211 with a significant level of 0.835 (> 0.05). This means that position (X3) has a positive and insignificant effect on the level of sales (Y).
- d. The R square value is 0.80. This shows that 80% of sales level (Y) can be explained by Segmentation (X1), Target (X2) and Position (X3) variables, while 20% can be explained by other causes not examined in this study.

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