

Marketing Strategy To Increase Sales At Pipikoro Coffee

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Abstract

The intensifying competition within the coffee shop industry demands that local businesses implement precise marketing strategies to survive and scale up sales. This study aims to analyze the internal and external factors influencing the marketing strategy of Pipikoro Coffee and to formulate the most appropriate strategy to increase sales and competitiveness. This study employs a qualitative descriptive method, combining SWOT analysis with the 7P marketing mix framework. Data were gathered through observation, in-depth interviews with six informants (the owner, employees, and regular customers), and documentation. The data were then analyzed using the IFAS-EFAS matrices, the SWOT quadrant diagram, and the SWOT matrix (SO, ST, WO, WT). The results reveal a total IFAS score of 2.68 and an EFAS score of 2.55, positioning Pipikoro Coffee in Quadrant I (an aggressive/growth position), where internal strengths can be optimally leveraged to seize market opportunities. The primary strengths include a strategic location, taste quality, friendly service, and competent human resources, whereas the main weaknesses lie in menu limitations, suboptimal digital promotion, low brand awareness, inflexible operational hours, and a less aesthetic interior design. The greatest opportunities stem from youth coffee consumption trends and digital marketing growth, while the main threats are fierce competition and rising raw material prices. The 7P analysis reinforces these findings, identifying people and place as strengths, while product, promotion, and physical evidence require improvement. The recommended approach is an aggressive growth strategy (SO) executed through digital branding reinforcement, menu innovation, and aesthetic venue enhancements. This study contributes practically as a strategic reference for local culinary MSMEs, particularly in Central Sulawesi, and academically enriches the application of SWOT and 7P frameworks for MSMEs outside major metropolitan areas.

INTRODUCTION

The current growth in the world's economy is booming, with sales increasing and competition increasingly tight across the business sector. This situation requires companies to keep their growth and sustainability relevant in the midst of rapidly changing market dynamics. Proper strategy, therefore, is crucial because it not only determines the continued business, but also enhances the company's ability to meet market challenges (Ibrahim *et al.*, 2024). Facing increasingly rigorous competition, companies need accurate business planning and competitive advantages in order to maintain their market position (Suparman *et al.*, 2023).

High levels of competition drive companies to innovate and strengthen their marketing strategies in order to stay competitive. Innovation plays a key role in boosting performance and creating competitive excellence, while also supporting economic growth (Zahara *et al.*, 2022). Generally, the development of the strategy aims to set targeted goals and conform to the company's perspective, position, and plan (Pasaribu *et al.*, 2021). In the context of marketing, marketing strategies are the key ingredients of business success because they guide customers in gifting added value and excellence, ultimately increasing satisfaction, purchase intent, electronic

word-of-mouth promotion (e-wom), and customer loyalty (Nasution *et al.*, 2022). Marketing outlets are a set of strategies and policies that are used effectively to adjust marketing programs involving products, prices, places, promotions, people, processes, and physical evidence according to market opportunities to achieve business goals (Nawir *et al.*, 2024).

One thriving business sector is the coffee shop industry, which is now part of an urban way of life that is no more than where people enjoy drink. The competition in this sector is based not only on quality of taste and service but also on aesthetics of interior design to attract customers. Coffee shop is present on a scale from MSMEs to big corporations with a national network and even international. In the face of such a rigorous competition swot analysis becomes an effective method for formulating a business strategy, which helps identify strengths, weaknesses, opportunities and threats so that internal potential can be optimized and external challenges can be strategically adjusted (Astuti & Ratnawati, 2020).

One of the coffee shops that faces that challenge is pipikoro coffee on the street. Jl. Tanjung tururuka no. 42. The implemented marketing strategies still have weaknesses, such as a lack of product differentiation, a limited digital promotion, interior deformity that does not follow aesthetic trends, and a competitive price but is superior to competitors. In addition, weak visual identities contribute to consumer appeal. These conditions require an evaluation of marketing strategies with a swot approach to formulate strategic steps to increase sales and competitiveness.

Previous research proved the effectiveness of daam swot analysis formulating a coffee shop marketing strategy. Research on Tiam coffee shop found that IFAS analysis EFAS was able to recommend the right marketing strategy (Islami *et al.*, 2024). Another study on full cafes confirmed the importance of mapping internal and external factors in boosting the competitiveness of the cafe business (Polewali *et al.*, 2025). In the context of MSMEs, research in the high hills suggests that swot analysis helps local coffee shop chart the market's strengths and opportunities more accurately (Amilusholihati *et al.*, 2025). In addition, zoe's research for dessert cafe and sidoarjo's coffee room provides evidence that marketing, digital promotion, and enhanced visual identity boosters (Yulius & Wu, 2024; Ilmiah 2025). The interior design aspect also proved to be significant to the interest of buying consumers in the coffee shop (Azizah *et al.*, 2021). However, much of the research is done more in large urban areas and has not thoroughly highlighted the challenge of medium-scale local coffee shop, particularly with regard to the limitations of digital advertising and aesthetic interior design in areas such as central sulawesi.

Therefore, the study aims to examine internal and external factors affecting the pipikoro coffee marketing strategies and to formulate an optimal strategy for boosting sales and competitiveness in the coffee-shop industry. The study also has a scientific contribution to make by filling swot based marketing strategies for local MSMEs in central sulawesi, and it is expected to be a guide for developing the appropriate adaptive strategies for changing consumer trends.

METHODS

The study used qualitative descriptive methods based on post-positivism philosophy (sugiyono, 2019:8). This method makes a perfect study of objects in natural conditions with researchers as the principal instruments. Data is collected through observation, interviews, and documentation. Research is in pipikoro coffee, street. Jl. Tanjung tururuka no. 42, the Palu city, in March - July 2024. The location is predominantly selected because it is a thriving local coffee shop facing the challenges of marketing, and the relevant analysis is using swot approaches and marketing baits. Researchers act as the principal instrument directly involved in data collection and

interpretation. To maintain objectivity, researchers systematically take field accounts, maintain a professional distance with informants, and triangulate as a cross-examination. Reflexes also applied to minimizing bias during research.

Data sources consist of primary and secondary data. Primary data obtained through direct observation and in-depth interview with the owner, employee, and customer of pipikoro coffee. Secondary data come from the literature of marketing strategies, scientific journals, internal documents of the company, sales reports, and promotional records. The informant was selected using an impressively sampling based on the ability to provide relevant information regarding the marketing strategy. The informant is made up of Mr. Obhy harri ramadhani (owner), two employees with three months 'minimum work experience, and three regular customers who have visited over three times, with a total of six. This number is considered to be adequate saturation data, marked by the absence of new data from supplemental interviews.

Data collection is done through three main techniques: (1) observation to observe operational processes, interior design, service, and the interaction of employees. (2) semi-structured interviews with flexible guidelines for obtaining information on business products, prices, promotions, places, and dynamics (3) are archived photos of activities, sales reports, promotional archives, and internal documents of the company.

Research instruments include an interview guide based on marketing channels (products, prices, places, promotions, people, processes, physical evidence) and swot analysis, field notes, and audio recording devices. This instrument ensures the data gathered is relevant to the focus of the research. Research procedures consist of the following steps: (1) preparation: develop research designs, specify informants, and prepare interview guidelines. (2) data collection: observe, interview deep, and record activity in the field. (3) data analysis: through reduction, presentation, and deduction. (5) data validation: with source triangulation, technical triangulation, and member check to verify the validity of data. (5) drafting articles: integration of analysis into a scientific article.

Data analysis USES the Miles and Huberman models with steps: data reduction, data presentation in narrative and chart, and deduction based on the finding pattern and theme. Further, swot analysis involves the internal and external factor identification phase, the qualitative capitulation of ifas and efas matrix, and the formulation of alternative strategies so, st, wo, and wt that give an overall picture of the strategic condition of pipikoro coffee. Data validity is guaranteed through source and engineering triangulation, and member checks requesting confirmation of the informant to the interpretation of the data.

RESULTS AND DISCUSSION

Internal Factors Analysis Strategy (IFAS) Matrix

Table 1. Pipikoro Coffee's Internal Strategic Factors

No.	Strength	Weight	Rating	Score
1.	Pipikoro Coffee is strategically located and easy to find	0,10	4	0,40
2.	Excellent food and consistently friendly and courteous service	0,10	4	0,40

3.	We focus on service, product variety, and a comfortable atmosphere so that customers can feel safe and comfortable while at Pipikoro Coffee	0,08	4	0,32
4.	Human resources/employees who are competent in their respective fields	0,08	4	0,32
5.	Sells coffee and non-coffee beverages, and provides space for snack vendors	0,07	3	0,21
	Subtotal	0,43		1,65
	Weakness	Weight	Rating	Score
1.	The products sold are still limited to beverages; they do not yet have their own main food menu	0,12	2	0,24
2.	Not yet active in digital marketing (social media is underutilized)	0,13	2	0,26
3.	The Pipikoro Coffee brand or name is not yet widely known	0,10	2	0,20
4.	The hours of operation aren't flexible yet (for example, they don't open in the morning or close too early)	0,11	1	0,11
5.	The café's interior design is unappealing and does not reflect the aesthetic trends that today's consumers prefer.	0,11	2	0,22
	Subtotal	0,57		1,03
	Total	1.00		2,68

Source: 2024 data analysis

Total score = 2.68

Based on the analysis in Table 1, the IFAS strengths and weaknesses factors have a total score of 2.68; since a total score above 2.5 indicates that the company's internal conditions are in good shape.

External Factors Analysis Strategy (EFAS) Matrix

Table 2. External Strategic Factors for Pipikoro Coffee

No.	Opportunity	Weight	Rating	Score
1.	The trend of coffee consumption continues to rise among young people in	0,10	4	0,40
2.	Potential for collaboration with MSMEs (e.g., selling snacks)	0,09	3	0,27
3.	Growth in social media and digital platform users (online promotional opportunities)	0,10	3	0,30
4.	Government support for MSMEs and local food businesses	0,07	3	0,21
5.	The lifestyle of people who love hanging out at cafes	0,09	4	0,36
	Subtotal	0,45		1,54
	Threat	Weight	Rating	Skor
1.	Fierce competition with other, better-known coffee shops	0,14	2	0,28
2.	Rising prices of raw materials (coffee, milk, etc.)	0,12	2	0,24
3.	Changes in beverage trends (e.g., viral non-coffee beverage trends)	0,10	2	0,20
4.	Reliance on outside vendors for snacks	0,10	2	0,20

5.	Bad weather or external conditions that could reduce visitor numbers	0,09	1	0,09
	Subtotal	0,55		1,01
	Total	1.00		2,55

Source: 2024 data analysis

Total score = 2.55

Based on the analysis of Table 2 of the EFAS, the score is above the neutral point of 2.5, meaning that the Company's response to external opportunities and threats is fairly good; however, there is still much room for improvement, particularly in dealing with competition and adapting to trends.

4-Quadrant SWOT Matrix

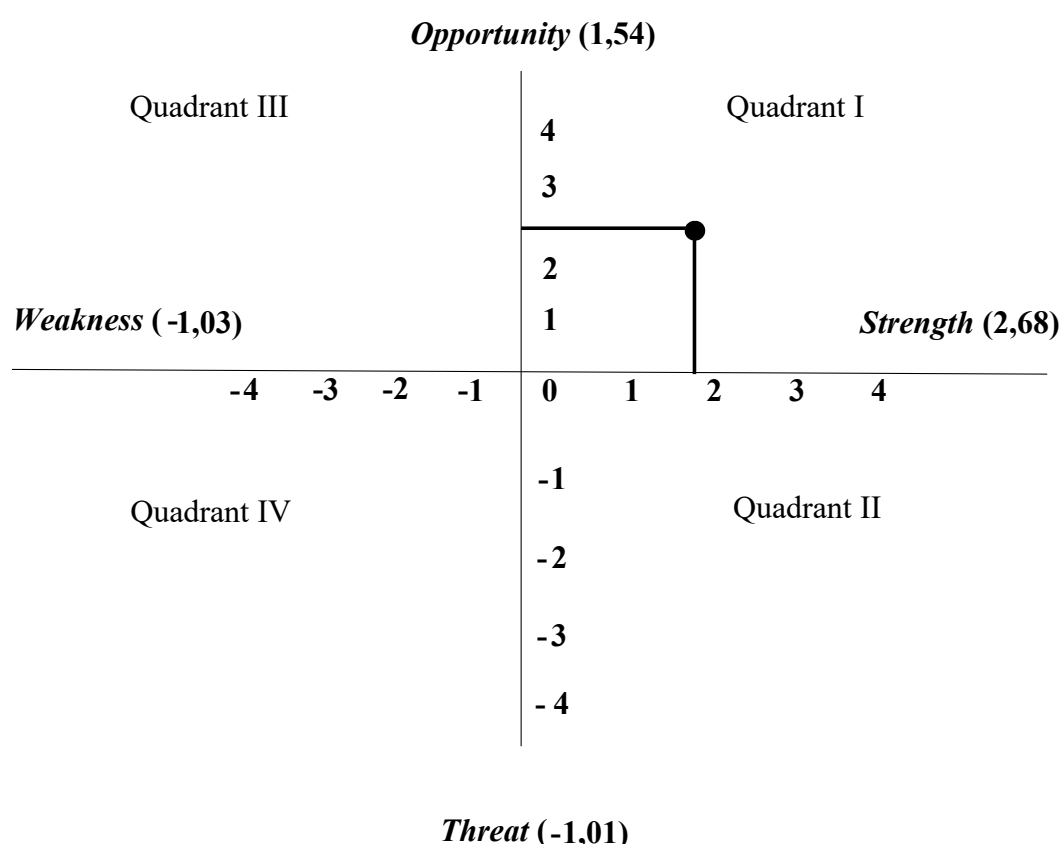


Figure 1. 4-Quadrant SWOT Matrix

Source: Data Analysis 2024

Results of the SWOT Matrix Analysis

Table 3. Pipikoro Coffee SWOT Matrix

STRENGTH (S)	WEAKNESS (W)
1. Pipikoro Coffee is strategically located and easy to find 2. Great taste and friendly, courteous service 3. Focus on service, product variety, and a comfortable atmosphere so that customers can feel safe and comfortable while at Pipikoro Coffee 4. Competent human resources/employees 5. Selling coffee and non-coffee beverages, and providing space for snack vendors	1. The menu is still limited (it doesn't have its own main dishes yet) 2. Lack of digital marketing and social media engagement 3. The Pipikoro Coffee brand is not yet widely known 4. Operating hours are not yet flexible 5. The café's interior design is unappealing and does not reflect the aesthetic trends that today's consumers prefer

OPPORTUNITY (O)	STRATEGY (SO)	STRATEGI (WO)
1. Coffee consumption is on the rise 2. Potential for collaboration with local MSMEs 3. Growth in social media users and digital marketing 4. Government Support for MSMEs 5. The lifestyle of people who love hanging out at cafes	1. Leverage the strategic location and quality of service to attract visitors who enjoy hanging out and drinking coffee 2. Establish broader partnerships with local MSMEs, since there is already a platform for vendors 3. Use friendly service and a comfortable environment to build customer loyalty through online promotions	1. Expanding the main food menu to support the habit of hanging out and capitalize on the coffee consumption trend 2. Increase digital marketing activities to keep up with social media trends and attract the attention of the younger market 3. Build your brand through digital campaigns to increase visibility and expand your market.
THREAT (T)	STRATEGY (ST)	STRATEGY (WT)
1. Fierce competition with other coffee shops 2. Rise in raw material prices 3. Changes in beverage trends 4. Reliance on outside vendors for food 5. Bad weather or other external conditions	1. Improve service quality and the comfort of the venue to compete with other cafes 2. Optimize your skilled workforce to maintain service consistency when trends change or new competitors emerge 3. Leverage the flexibility of partnerships with food vendors to mitigate the impact of rising raw material prices	1. Develop a more flexible menu and operating hours to reduce dependence on specific times and vendors 2. Developing relevant and creative social media content strategies to stay relevant even as trends change or strong competitors emerge 3. Carrying out renovations and interior design updates to make the space more

		aesthetically pleasing in order to address the threat of competition from other cafes with more attractive interiors
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DISCUSSION

Internal Factor Analysis Summary (IFAS) Matrix Analysis

Based on the results of the IFAS analysis, the strengths and weaknesses affecting Pipikoro Coffee can be identified. Regarding strengths, there are four very important factors that received a rating of 4, with the following scores: Pipikoro Coffee's strategic location and ease of access (0.40), the quality of the coffee's taste and friendly, polite service (0.40), a focus on service, product variety, and a comfortable atmosphere so that customers feel safe and at ease at Pipikoro Coffee (0.32), and competent staff (0.32). There is one factor that received a rating of 3: selling both coffee and non-coffee beverages, as well as providing space for snack vendors (0.21). As for the weaknesses, there are four factors that received a rating of 2: the products sold are still limited to beverages, the business does not yet have its own main food menu (0.24), it is not yet active in digital marketing (social media is underutilized) (0.26), the Pipikoro Coffee brand or name is not yet widely recognized (0.20), the café's interior design is unappealing and does not follow the aesthetic trends preferred by today's consumers (0.22); and there is one factor that received a rating of 1: operating hours are not flexible (e.g., the café does not open in the morning or closes too early) (0.11).

External Factor Analysis Matrix (EFAS) Summary

Based on an analysis of the external environment using the External Factor Analysis Summary (EFAS) matrix, the opportunities and threats affecting Pipikoro Coffee can be identified. Specifically, among the opportunity factors, there are two very important factors that received a rating of 4: the rising trend in coffee consumption (0.40), a lifestyle where people enjoy hanging out at cafes (0.36); and three factors rated 3: the potential for collaboration with local MSMEs (0.27), the growth of social media users and digital marketing (0.30), and government support for MSMEs (0.21). Meanwhile, among the threat factors, there is one factor that warrants attention because it received a rating of 1: bad weather or external conditions that could reduce foot traffic (0.09); and there are four factors that received a rating of 2: intense competition with other, more well-known coffee shops (0.28), rising prices of raw materials (coffee, milk, etc.) (0.24), shifting trends toward viral non-coffee beverages (0.20), and reliance on external vendors for snacks (0.20).

4-Quadrant SWOT Analysis

The primary purpose of a SWOT analysis is to help companies identify various factors both internal and external to the organization that play a role in the business decision-making process. This analytical method serves as an effective tool for identifying problems from four different perspectives, namely: how strengths can be leveraged to seize opportunities, how to address weaknesses that could hinder profitability, how strengths can be used to counter threats, and what strategies are appropriate for addressing weaknesses that have the potential to materialize or give rise to new threats.

Based on the SWOT matrix diagram, it is very clear that Pipikoro Coffee is in Quadrant 1, with strengths stemming from its internal environment, namely: (1) Pipikoro Coffee's strategic and easily accessible location, (2) high-quality coffee and consistently friendly and courteous service; (3) a focus on service, product variety, and a comfortable atmosphere so that customers feel at ease and safe while at Pipikoro Coffee; (4) competent staff who are experts in their fields; and (5) the sale of both coffee and non-coffee beverages, as well as providing space for snack vendors. (1) Coffee consumption continues to rise among young people; (2) Potential for collaboration with local MSMEs (e.g., selling snacks); (3) Growth in the number of social media and digital platform users (opportunities for online promotion); (4) Government support for local MSMEs and food businesses; (5) A lifestyle where people enjoy hanging out at cafes. This situation reflects a very positive outlook, in which Pipikoro Coffee possesses internal strengths that can be leveraged to seize various profitable opportunities. As a result, the company is in a highly strategic position to expand its business. The appropriate strategy to adopt in this situation is an aggressive growth strategy (Growth-Oriented Strategy), which enables the company to increase sales and expand its market share amid competition from similar businesses.

SWOT Matrix Analysis of Pipikoro Coffee

Based on the results of the SWOT analysis, it was determined that Pipikoro Coffee's current position calls for the implementation of the SO strategy to increase sales and address the current situation: leveraging its strategic location and quality of service to attract visitors who enjoy hanging out and drinking coffee. ST Strategy: Improve service quality and the comfort of the venue to compete with other cafes. WO Strategy: Increase digital marketing activities to capitalize on social media trends and attract the attention of the younger market. WT Strategy: Designing relevant and creative social media content strategies to stay relevant even as trends change or strong competitors emerge.

Marketing Mix (7P) Analysis of Pipikoro Coffee

In addition to using SWOT analysis, our understanding of Pipikoro Coffee's marketing strategy can be expanded through the marketing mix approach, which encompasses seven elements: product, price, place, promotion, people, process, and physical evidence. Implementing a marketing mix strategy can help MSMEs increase their sales. By utilizing various components of the marketing mix, a business can build a competitive advantage over its competitors, enabling business owners to achieve higher sales. The marketing mix also creates an incentive for consumers to make purchases, which ultimately leads to an increase in sales volume (Lestari *et al.*, 2023). This 7P analysis provides a more comprehensive picture of the extent to which marketing strategies have been implemented and which aspects need to be improved to support increased sales and competitiveness.

1. Product

Pipikoro Coffee offers a variety of coffee and non-coffee beverages and provides a space for local small and medium-sized enterprises to sell snacks. However, the range of products available is still limited to beverages, and the establishment does not yet have a main food menu that could increase customer spending. The lack of a food menu also makes Pipikoro Coffee less competitive compared to other cafes that offer full meal options. Therefore, developing a variety of menu options or creating signature dishes presents a strategic opportunity to enhance the product's appeal. Product development is the first step in formulating a marketing strategy; a

company cannot set prices, plan promotional strategies, or establish appropriate distribution channels before it has developed the product it intends to sell to the market. (Putra, 2019).

2. Price

Price is a value expressed in monetary terms or other measures, such as goods and services, that is exchanged to obtain the right to own or use a good or service (Rachmawati et al., 2021). Pipikoro Coffee sets prices that are relatively competitive and in line with local coffee shop standards. However, increasingly fierce competition has led many other cafes to offer lower prices for similar products. This makes price a relative weakness, given that consumers especially young people are quite sensitive to price differences, even if they are small. Price adjustments through bundled packages, limited-time discounts, or loyalty promotions can be effective strategies to enhance competitiveness.

3. Place

A place is a location where a product is manufactured or a service can be purchased and accessed (Rombe *et al.*, 2024). Pipikoro Coffee's location is one of its main strengths because it's in an easily accessible area with high foot traffic. This accessibility helps increase the potential for customer visits. However, despite its strategic location, the lack of an aesthetically pleasing interior design detracts from the customer experience while at the café. A more attractive and modern interior design has the potential to enhance comfort and extend the length of customers' visits. Customer satisfaction is considered a key strategic indicator in efforts to improve marketing performance (Wahyuningsih *et al.*, 2022)

4. Promotion

Pipikoro Coffee's promotional efforts are still limited and have not reached their full potential, particularly in terms of utilizing social media platforms such as Instagram, TikTok, and Facebook. In the digital age, active engagement on social media is one of the key factors in increasing visibility and attracting the interest of young consumers. The lack of digital promotional activities limits the marketing reach. Businesses also need to ensure that their use of digital resources is relevant in order to ensure that their marketing strategies run optimally and can improve marketing performance (Zahara *et al.*, 2023). Therefore, strengthening digital marketing strategies through creative content, branding campaigns, and collaborations with local influencers is essential for increasing awareness and engagement.

5. People

People are one of the key strengths of Pipikoro Coffee. Employees are considered to be highly capable, friendly, polite, and able to respond quickly to customer needs. This positive service attitude is a key factor in building customer loyalty. However, the consistency of service quality must still be maintained through regular training and skill development. Service quality enhances customer trust in a product or company; trust occurs when one party involved in an exchange believes in the reliability and integrity of the other party (Syamsul *et al.*, 2020).

6. Proses (*Process*)

Processes are key variables in a company that are closely linked to its activities or performance. Activity processes may include elements such as procedures, tasks, work plans, mechanisms, and various activities (Dewi *et al.*, 2021). The service process at Pipikoro Coffee from ordering to beverage preparation to serving is quite smooth and well organized. However, the lack of flexible operating hours is one of its weaknesses. Limited operating hours mean that some customers cannot be served at certain times, especially in the morning or at night. Adjusting

operating hours to be more flexible can increase transaction opportunities and expand market segments.

7. Physical Evidence

This physical aspect encompasses all physical assets that support the operations of a business, whether it is a product or service company; these assets include facilities, brands, and designs that support the company's operations (Parani *et al.*, 2024). Physical aspects such as the café's atmosphere, interior design, cleanliness, visual identity, and overall appearance still need improvement. The interior design of Pipikoro Coffee is considered to lack aesthetic appeal and does not follow the modern trends that consumers currently favor. In fact, an attractive café design can be a selling point, especially for young customers who consider the venue's aesthetics to be one of their top priorities. Updating the interior design, creating themed decor, and setting up photo spots can enhance the café's visual appeal and attract more visitors.

Integration of the Marketing Mix into Pipikoro Coffee's Marketing Strategy

The results of the 7P analysis show that Pipikoro Coffee has strengths in the areas of service (people) and location (place), but still needs improvement in the areas of promotion, product variety, operating hours, and interior design. This finding is consistent with the results of the SWOT analysis, which places Pipikoro Coffee in the SO (aggressive) strategy that is, leveraging internal strengths to capitalize on growing market opportunities.

By comprehensively optimizing all elements of the marketing mix including product development, price adjustments, more active digital promotions, improvements to the physical design, and enhanced service quality Pipikoro Coffee has the potential to strengthen its market position, enhance the customer experience, and achieve sustainable sales growth.

CONCLUSION

This study concludes that Pipikoro Coffee's marketing strategy is significantly influenced by the interaction between internal and external factors, which were successfully identified through a SWOT analysis. The results of the IFAS matrix calculation show a total score of 2.68, with the main strengths being a strategic and easily accessible location (score of 0.40), high-quality food and friendly, courteous service (score of 0.40), a focus on comfort and product variety (score of 0.32), and competent staff (score of 0.32). The most notable weaknesses are suboptimal digital marketing (score of 0.26), a menu that is still limited to beverages (score of 0.24), and an interior design that lacks aesthetic appeal (score of 0.22). Meanwhile, the EFAS matrix received a total score of 2.55, with the greatest opportunities lying in the growing trend of coffee consumption among young people (score of 0.40) and the lifestyle of people who enjoy hanging out at cafes (score of 0.36), while the most significant threats stem from intense competition with other, better-known coffee shops (score of 0.28) and rising raw material prices (score of 0.24). Since the total IFAS and EFAS scores are above the neutral point of 2.5, it can be concluded that Pipikoro Coffee's internal conditions and external responses are generally good, although there is still room for improvement that needs to be addressed.

This position is confirmed by the SWOT quadrant diagram, which places Pipikoro Coffee in Quadrant I a highly advantageous position, as the company's internal strengths can be fully leveraged to capitalize on available external opportunities. In this situation, the most appropriate strategy to implement is an aggressive growth strategy (growth oriented strategy). More specifically, the SWOT analysis yielded four strategic alternatives, namely: (1) The SO Strategy, which leverages

the strategic location and quality of service to attract visitors who enjoy hanging out and drinking coffee, while expanding partnerships with local MSMEs; (2) The ST Strategy, which involves improving service quality and the comfort of the venue to compete with other cafes, as well as optimizing employee competencies to maintain service consistency amid changing trends; (3) The WO Strategy, which involves adding main dishes to the menu, increasing digital marketing activities, and building the brand through digital campaigns to reach the youth market; and (4) The WT Strategy, which involves designing relevant and creative social media content, expanding the flexibility of operating hours, and renovating the interior design to make it more aesthetically pleasing. Of the four alternatives, the SO strategy is the top priority for implementation because it is the best fit for the Quadrant I position that Pipikoro Coffee has achieved.

The results of the marketing mix (7P) analysis reinforce the findings of the SWOT analysis. The "people" and "place" aspects have proven to be key strengths, as evidenced by the employees' competence and friendliness, as well as the strategic and easily accessible location. Conversely, the product aspect remains limited due to the lack of a main menu; the promotion aspect is not yet optimal due to the minimal use of social media platforms such as Instagram, TikTok, and Facebook; and the physical evidence aspect still needs improvement because the interior design does not yet align with the aesthetic trends favored by young consumers. Pricing is still considered competitive, although it needs to be adjusted through bundling strategies or discounts to make it more attractive; meanwhile, the operational process is already running fairly well, although the lack of flexible operating hours remains a challenge in reaching all consumer segments.

In practical terms, these findings provide concrete guidance for Pipikoro Coffee to boost sales by strengthening its digital branding through creative content and collaborations with local influencers, developing a variety of food items to complement its beverages, updating the interior design to make it more aesthetically pleasing and comfortable, and adjusting its operating hours to be more flexible in reaching customers. These steps are in line with efforts to capitalize on the growing trend in coffee consumption, while also strengthening Pipikoro Coffee's position in the face of increasingly fierce competition among coffee shops in Palu City.

From an academic perspective, this study contributes by enriching the literature on the application of SWOT analysis combined with the 7P marketing mix to local-scale coffee shop MSMEs, particularly in the Central Sulawesi region, which has not been extensively studied previously. This study has several limitations, including the fact that the sample of informants is still limited to a single coffee shop, so the results cannot yet be widely generalized. Therefore, future research is recommended to expand the scope of the study to include several similar coffee shops and to incorporate quantitative approaches, such as the Quantitative Strategic Planning Matrix (QSPM), in order to identify strategic priorities that are more measurable and can be tested quantitatively.

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