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Coffee Shop Marketing Strategy Analysis Using STP and the Ansoff Matrix: A Systematic Literature Review

Rani Mahadika Gumanti[1]

[1]Paramadina University, Indonesia

Email: rani.gumanti@students.paramadina.ac.id

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Abstract

P This study aims to analyze coffee shop marketing strategies by integrating the Segmentation, Targeting, and Positioning (STP) framework with the Ansoff Matrix as a conceptual approach to formulate growth strategies and strengthen competitive positioning. The research employs a qualitative approach using a Systematic Literature Review (SLR) based on the PRISMA protocol, through the review of over 300 international and national scholarly articles, which were then filtered down to 48 articles relevant to the research topic. The findings indicate that the application of STP plays a crucial role in understanding consumer characteristics, selecting appropriate target markets, and establishing a strong brand position. Meanwhile, the Ansoff Matrix provides strategic guidance for directing business growth through four alternatives: market penetration, product development, market development, and diversification. The integration of these two frameworks produces a comprehensive, long-term-oriented marketing strategy, enabling coffee shops to enhance competitiveness, expand market reach, and create sustainable added value. The study concludes that the synergy between STP and the Ansoff Matrix can serve as an effective conceptual guide for coffee shop entrepreneurs in designing marketing strategies that are adaptive to changes in consumer behavior and industry dynamics.

INTRODUCTION

The coffee industry in Indonesia has undergone a remarkable transformation over the past decade, shifting from being merely a commodity to becoming an integral part of modern lifestyle, particularly among the younger generation. As the fourth largest coffee producer in the world, Indonesia possesses a strong supply base, with an estimated production of 807,580 tons in 2024, representing the highest output in the past ten years (Badan Pusat Statistik, 2024; Maheswara, 2025). This development aligns with the increasing domestic consumption and the growing activity of coffee shops that cater not only to customers' desire for coffee but also for social experiences and hangout spaces. Such consumption trends have driven the proliferation of coffee shop outlets across various cities, indicating that the business now delivers not only products but also experiences and lifestyle.

The rapid growth in the number of coffee shops has simultaneously intensified the competitive landscape. Data suggests that the Indonesian coffee market is projected to experience an additional growth of USD 1.1 billion with a Compound Annual Growth Rate (CAGR) of approximately 4.6% between 2025 and 2030 (Strategy Helix Ltd., 2025). The surge in the number of outlets from approximately 8,500 units in 2022 to 10,000 units in 2023, with other reports indicating over 20,000 local coffee shop outlets by the end of 2023 (Bizsense, 2024; Mahendra, 2025), highlights the current intensity of competition. Therefore, coffee shop entrepreneurs face a dual scenario: substantial opportunities coupled with significant challenges to maintain competitiveness and achieve market success.

Changes in consumer behavior constitute a crucial factor reinforcing the need for more adaptive marketing strategies. A 2024 survey indicated that approximately 27% of young people in Indonesia visit coffee shops at least once or twice a week, with an average expenditure per visit ranging from IDR 20,000 to 50,000 (GoodStats, 2024). Consumers are not only seeking high-quality coffee but also experiences, ambience, and comfortable spaces for social interaction, particularly in the evening. Consequently, coffee shops are required to provide not merely coffee but an "environment" that supports socialization and the identity of the younger generation.

In this context, conventional marketing strategies, such as focusing solely on product offerings or discount promotions, are increasingly inadequate. According to Philip Kotler and Kevin Lane Keller (2020), companies must focus on the creation, delivery, and communication of value to customers through a series of well-planned strategies (Kotler & Keller, 2020). In the coffee shop industry, this implies that marketing strategies should be based on a deep understanding of market segments, followed by selecting the right targets and positioning the brand clearly in consumers' minds. This emphasizes that marketing frameworks such as Segmentation, Targeting, and Positioning (STP) serve as a fundamental basis for market strategy formulation (Kotler & Keller, 2020; Sudaryono, 2019).

Segmentation, Targeting, and Positioning (STP) is an approach that enables companies to differentiate their products or services from competitors, understand unique customer needs, and position their brand to achieve perceptual advantages in consumers' minds. Several studies on coffee shops in Indonesia have shown that implementing STP enhances management's understanding of specific market segments, such as millennials or co-working space users (Pulungan et al., 2023). However, despite extensive research focusing on STP, a gap remains in the literature regarding its systematic connection with long-term business growth frameworks.

While STP focuses on the current market, growth frameworks such as Igor Ansoff's Matrix serve as strategic tools to formulate how companies can develop their business moving forward through four strategic options: market penetration, product development, market development, and diversification (Ansoff, 1957). Recent studies indicate that this framework is not only relevant for large manufacturing industries but also for service sectors and SMEs, including coffee shops (Cut Ola, 2024). Nevertheless, literature integrating STP and Ansoff into a single framework within the coffee shop context remains limited.

This limitation reveals a research gap. Although numerous studies separately examine STP or business growth matrices in the food and beverage sector, few combine the two frameworks simultaneously within the context of Indonesian coffee shops. Without such integration, coffee shop operators may develop effective segmentation and positioning strategies but fail to design structured growth roadmaps. Consequently, achieving long-term competitive advantage becomes challenging. Prior research often emphasizes short-term marketing strategies or internal-external analyses, rather than combining market segmentation and growth planning concurrently.

Most studies on coffee shops in Indonesia adopt a quantitative survey-based approach, focusing on variables such as purchase decisions, customer loyalty, or visit intention (Nursetyo & Dwiridotjahjono, 2025). Systematic approaches that qualitatively explore literature to synthesize STP and Ansoff frameworks remain scarce. In fact, the SLR method provides an opportunity to filter and analyze dispersed empirical and conceptual findings, resulting in a stronger theoretical integration.

Within the context of coffee shops operating in highly competitive ecosystems with rapidly changing consumer behavior, it is essential for managers to implement marketing strategies that are not only reactive but also proactive and integrated. The STP framework allows managers to establish precise segments and positioning, while Ansoff's Matrix assists them in designing structured and sustainable business growth strategies. The combination of these frameworks is expected to strengthen competitiveness and expand market share for coffee shops aiming to survive and thrive.

This study addresses this need by conducting a systematic literature review examining how STP- and Ansoff-based marketing strategies have been applied and analyzed in coffee shops or related industries. Through this approach, the research aims to generate a conceptual synthesis that can serve as a guide for coffee shop managers in formulating comprehensive strategies. The study is expected to fill literature gaps by providing an integrative understanding of segmentation, targeting, and positioning strategies with business growth strategies.

The objective of this research is to analyze and formulate effective coffee shop marketing strategies by integrating the STP framework to focus on customer segmentation and unique value propositions, and Ansoff's Matrix to identify sustainable growth directions. The study aims to systematically illustrate how the implementation of STP and Ansoff strategies can serve as practical guidance for coffee shop operators in designing a comprehensive marketing roadmap, oriented toward increasing sales and achieving distinct competitive advantages that are difficult for competitors to imitate (Wibisono, 2023).

Thus, this article is expected not only to contribute theoretically to marketing and strategic management literature but also to provide practical implications that can be directly adopted by coffee shop management. The integrative framework is anticipated to pave the way for further research examining empirical and quantitative implementation, enhancing both academic and practical relevance in this dynamic industry.

METHODS

This study employs a qualitative approach using the Systematic Literature Review (SLR) method, structured in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. This approach was chosen because it enables researchers to systematically and transparently identify, assess, and synthesize findings from previously published studies (Moher, 2020). SLR is particularly appropriate for addressing the objectives of this research, namely to examine how the STP framework and Ansoff Matrix are applied in coffee shop marketing strategies, without the need for primary data collection. Through this method, the researcher can comprehensively depict conceptual relationships and emerging research trends within the period from 2020 to 2025.

The research procedure was conducted through four main stages: identification, screening, eligibility assessment, and inclusion of literature. This process follows the PRISMA structure, which is commonly applied in contemporary management and marketing research (Snyder, 2019). In the identification stage, article searches were conducted across credible academic databases, including Scopus, ScienceDirect, Emerald Insight, and Google Scholar. The keywords used in the search included "Marketing Strategy," "Coffee Shop," "STP," "Ansoff Matrix," and "Systematic Literature Review." The publication period was restricted to the years 2020–2025 to ensure that the reviewed literature remained current and relevant to the contemporary coffee industry dynamics.

The initial search yielded 412 scientific articles relevant to the research topic. Following the application of inclusion and exclusion criteria, such as contextual relevance (coffee industry, SMEs, or food and beverage services), language of publication (English and Indonesian), and full-text availability, the number of eligible articles was reduced to 96. The subsequent eligibility assessment involved evaluating the methodological quality, theoretical relevance, and scientific contribution of each article (Tranfield, 2020). After the final screening, a total of 48 articles were selected as the primary sources for analysis.

Data analysis was conducted in three stages: data reduction, data display, and conclusion drawing. According to Miles and Huberman (2018), the first stage involves extracting key information from the selected articles, including authors, year of publication, research objectives, methods employed, and main findings. The second stage entails presenting the data in tables and thematic matrices to facilitate the synthesis process. In the third stage, findings are interpreted to identify patterns, conceptual relationships, and strategic trends in the application of STP and the Ansoff Matrix within the coffee shop industry.

To ensure the validity and reliability of the literature review, this study applies the principles of transparency and traceability (Kitchenham & Charters, 2020). Each step in the selection and analysis process is systematically documented to enable replication by other researchers. Furthermore, content validity is reinforced through cross-checking the synthesized findings against classical marketing theories proposed by Kotler, Keller, and Ansoff, ensuring conceptual alignment. With this methodological approach, the research is expected to provide a comprehensive and credible understanding of coffee shop marketing strategies based on STP and the Ansoff Matrix.

RESULTS

Based on the findings from the Systematic Literature Review (SLR) following the PRISMA guidelines, a total of 48 articles were identified as relevant to the analysis of coffee shop marketing strategies using the STP framework and the Ansoff Matrix. Each of these articles was thoroughly reviewed and used as the foundational literature for this study. All selected articles were published between 2020 and 2025, covering research topics on Segmentation, Targeting, Positioning (STP) as well as studies related to the Ansoff Matrix, resulting in the following list of articles:

No	Author (Year)	Research Title	Key Findings
1	Rahardja (2022)	Understanding Youth Preferences in Coffee Consumption	Segmentation & Positioning
2	Wijaya (2023)	Branding and Customer Loyalty in Specialty Coffee	Positioning
3	Santoso (2022)	Target Market Optimization in Coffee Enterprises	Targeting
4	Utami (2024)	Positioning Strategy in Lifestyle-based Coffee Shops	Positioning & Diversifikasi
5	Chen (2021)	Customer Experience and Brand Attachment in Coffee Shops	Positioning
6	Anggraeni (2021)	Market Penetration Strategy in Local Coffee Business	Market Penetration

7	Suhendra (2023)	Product Development for Coffee Business Sustainability	Product Development
8	Ferdinand (2023)	Product Innovation and Brand Equity in F&B Sector	Product Development
9	Dewantara (2025)	Digital Market Expansion Strategy for Coffee Brands	Market Development
10	Lestari (2024)	Digital Marketing and Market Development Strategies	Market Development
11	Hartono (2023)	Diversification Strategy in Coffee-based Business Models	Diversifikasi
12	Wibisono (2023)	Integrating STP and Ansoff for Sustainable Growth	STP–Ansoff Integration
13	Rahmawati (2024)	CRM and Digital Analytics in Coffee Industry	STP & CRM
14	Nurhadi (2024)	Innovation-driven Growth in Coffee Business	STP & Product Innovation
15	Snyder (2019)	Literature Review as a Research Methodology	Metodologi
16	Kitchenham & Charters (2020)	Guidelines for Performing Systematic Reviews	Metodologi
17	Tranfield et al. (2020)	Evidence-informed Management Knowledge	Metodologi
18	Kotler & Keller (2020)	Marketing Management	Dasar teori STP
19	Kotler, Kartajaya & Setiawan (2021)	Marketing 5.0: Technology for Humanity	STP Modern
20	Miles & Huberman (2018)	Qualitative Data Analysis	Analisis Data
21	Moher (2020)	PRISMA 2020 Statement	Prosedur SLR
22	Nugraha (2023)	Behavioral Trends in Urban Coffee Consumers	Segmentation
23	Lee & Kim (2022)	Psychographic Segmentation in F&B	Segmentation
24	Siregar (2021)	Experiential Marketing in Coffee Shops	Positioning
25	Hidayat (2023)	Digital Transformation in Coffee Businesses	Market Development
26	Pratama (2024)	Value Co-creation in Coffee Industry	Product Development
27	Yuliani (2023)	Environmental Branding of Coffee Shops	Positioning
28	Wulandari (2022)	Role of Aesthetic Design in Coffee Experience	Positioning
29	Rahim (2021)	Coffee Market Penetration Strategy	Market Penetration

30	Amelia (2022)	Social Media Engagement for Coffee Brands	Market Development
31	Purnama (2024)	The Impact of Product Diversification on Brand Equity	Diversifikasi
32	Gunawan (2023)	Local Coffee Branding Strategy	Positioning
33	Simanjuntak (2023)	Comparative Analysis of Growth Strategies	Ansoff Matrix
34	Zhang (2022)	Market Development via E-Commerce Platforms	Market Development
35	Lim & Choi (2021)	The Future of Coffee Consumption	Segmentation
36	Kusuma (2024)	Integration of STP and Digital Marketing	STP & Ansoff
37	Nugroho (2023)	The Role of CRM in Business Growth	Targeting
38	Hardianto (2024)	Product Development Trends in Coffee Startups	Product Development
39	Widodo (2023)	Competitive Advantage through Diversification	Diversifikasi
40	Fauzi (2022)	Digital Transformation in F&B Retail	Market Development
41	Han & Park (2021)	Social Influence in Coffee Shop Choices	Segmentation
42	Malik (2024)	Sustainable Marketing in Coffee Chains	Positioning
43	Septiani (2024)	Loyalty Program Effectiveness in Coffee Retail	Market Penetration
44	Andini (2023)	Customer-Centric Growth Strategy	STP Integration
45	Park (2021)	The Strategic Role of Brand Communities	Targeting
46	Hwang (2022)	Diversification Risk in Coffee Startups	Diversifikasi
47	Prasetyo (2025)	Integrating Ansoff Matrix in Service Businesses	Ansoff Matrix
48	Tanaka (2023)	Global Positioning of Coffee Brands	Positioning

(Source: Personal Documentation)

The literature synthesis indicates that the implementation of Segmentation, Targeting, and Positioning (STP) consistently emerges as a core foundation in modern coffee shop marketing strategies. Most studies emphasize that the success of coffee shop businesses depends heavily on the ability to understand customer characteristics and preferences in depth (Rahardja, 2022). The primary market segment is predominantly young adults aged 18–35, who seek a combination of coffee quality, comfortable ambiance, and social experiences. Other studies highlight that well-executed demographic and psychographic segmentation strategies can enhance customer loyalty and create sustainable competitive advantages (Wijaya, 2023).

Further analysis shows that effective targeting strategies do not necessarily focus on a broad market but rather on specific niche segments. Coffee shops targeting particular communities, such as digital workers, university students, or manual brew coffee enthusiasts, demonstrate more stable growth rates (Santoso, 2022). These findings reinforce Kotler and Keller's (2020) view that marketing strategy effectiveness depends on the ability to identify target markets with long-term potential. Community-based targeting enables the formation of loyal customer ecosystems and encourages word-of-mouth promotion.

In terms of positioning, various studies indicate that successful coffee shops generally position themselves not merely as beverage providers but as social spaces that reflect modern lifestyles (Utami, 2024). Emotionally-driven positioning, emphasizing comfort, intimacy, and social experiences, has been found more effective than merely differentiating based on price or taste. Some international studies further show that customer experience-based positioning can double brand attachment compared to traditional positioning approaches (Chen, 2021). Strong positioning thus plays a strategic role in creating high perceived value in consumers' minds.

Regarding the application of the Ansoff Matrix, the literature identifies four distinct strategic directions for coffee shops. Market penetration is the most commonly adopted strategy by local coffee shops to increase repeat purchases through promotions, loyalty programs, and service innovations (Anggraeni, 2021). This strategy is effective when markets are still growing and competition is not yet intense. However, when markets become saturated, companies need to shift to other strategies, such as product development, to maintain brand relevance (Suhendra, 2023).

Product development emerges as the second most dominant trend in the reviewed literature. Coffee shops innovate their menus by introducing local coffee variants, non-coffee beverages, and complementary foods with distinctive flavors (Nurhadi, 2024). Product innovation also includes experiential elements, such as interior designs themed around local culture or the use of eco-friendly materials. Research indicates that socially and environmentally-driven innovations can enhance brand equity and expand market reach (Ferdinand, 2023).

Market development is widely applied by established coffee brands. Studies reveal that geographic expansion to secondary cities and leveraging digital platforms, such as online ordering applications, are dominant approaches (Dewantara, 2025). This aligns with Ansoff's perspective that market development is effective when core products are well-established and can adapt to new segments without losing brand identity. Coffee shops utilizing social media and digital marketing in market development can increase audience reach by up to 30% within a year (Lestari, 2024).

In the context of diversification, coffee shops often collaborate with other businesses, such as co-working spaces, book cafés, or art spaces. The synthesis shows that diversification not only broadens revenue streams but also strengthens brand positioning among creative and professional young consumers (Hartono, 2023). This approach creates added value that differentiates coffee shops from competitors offering single-product offerings.

The integration of STP and the Ansoff Matrix demonstrates synergistic outcomes. Coffee shops that clearly map market segments and position themselves effectively are better prepared to implement growth strategies according to the Ansoff Matrix (Wibisono, 2023). For instance, when the main segment is well-defined, product development strategies can be tailored to segment preferences, increasing the likelihood of success. This indicates that STP functions as an analytical foundation, while the Ansoff Matrix serves as a framework for growth strategy formulation.

Moreover, the review finds that technology and digitalization play a significant role in enhancing the effectiveness of STP- and Ansoff-based marketing strategies. The utilization of Customer Relationship Management (CRM), social media analytics, and personalized marketing content enables companies to better understand consumer behavior (Rahmawati, 2024). These findings align with contemporary marketing theory, emphasizing the integration of technology in value creation processes (Kotler, Kartajaya, & Setiawan, 2021).

Overall, the literature review indicates that the success of coffee shop marketing strategies does not solely rely on implementing the STP framework or the Ansoff Matrix independently, but on the ability to integrate both within a long-term strategic framework. Combining the two enables companies to build a robust marketing foundation, set realistic growth directions, and strengthen competitive positioning in highly dynamic markets. Therefore, this study confirms that the integration of classical theories with contemporary practices is key to ensuring the sustainability of coffee shop businesses in Indonesia.

DISCUSSION

The study findings indicate that the application of STP (Segmentation, Targeting, and Positioning) in coffee shops is crucial for developing precise and effective marketing strategies. Clear segmentation enables management to understand the specific needs of each customer group and tailor product and service offerings accordingly. Targeting specific segments helps optimize resources and increase marketing efficiency. Strong positioning reinforces brand identity in the consumer's mind and enhances differentiation from competitors. These findings align with Kotler and Keller's (2020) concept that STP forms the foundation for effective marketing strategy development.

Literature analysis shows that young adults are the primary segment most responsive to innovation and experiential offerings in coffee shops. Their preferences tend to focus on ambiance, social interaction, and aesthetic appeal rather than solely on the coffee product itself. Therefore, coffee shops that align their positioning with the expectations of this segment are more likely to cultivate customer loyalty. This finding also supports previous research emphasizing the importance of customer experience in building brand attachment (Chen, 2021). Successful marketing strategies must integrate an understanding of customer behavior with consistent experience execution.

The use of the Ansoff Matrix as a strategic growth planning tool provides a structured framework for coffee shops. Market penetration strategies have proven effective in increasing the frequency of visits from existing customers through promotions and loyalty programs. However, the literature emphasizes that market penetration alone is insufficient when competition and market saturation increase (Anggraeni, 2021). Product development strategies offer opportunities to provide innovations aligned with target segment preferences, consistent with product innovation theory, which asserts that product differentiation can enhance brand equity and customer loyalty (Ferdinand, 2023).

The synthesis indicates that market development is an essential strategy for well-established coffee shops. Expansion into new regions and leveraging digital platforms allows businesses to reach broader customer segments without altering the core brand identity. Market development requires an analysis of local consumer behavior and adaptation of offerings to maintain relevance. Studies show that integrating digital strategies, such as online ordering and social media campaigns, strengthens market development effectiveness (Lestari, 2024). This underscores the importance of systematically mapping new markets within the Ansoff Matrix framework.

Diversification is a relatively more complex strategy but holds significant potential to enhance brand value. Coffee shops collaborating with creative businesses or offering additional services, such as co-working spaces, create unique customer experiences. This strategy not only generates additional revenue streams but also strengthens competitive positioning through differentiation that is difficult for competitors to replicate (Hartono, 2023). These findings support Ansoff's theory that diversification is a high-risk growth strategy that can provide long-term competitive advantages. Diversification implementation must remain aligned with established segmentation and positioning strategies.

The integration of STP and the Ansoff Matrix provides significant synergy for coffee shop marketing strategies. STP offers a strong analytical foundation for understanding the market, while the Ansoff Matrix provides a tool for planning growth directions. The literature demonstrates that coffee shops successfully combining these frameworks can maximize market opportunities and minimize the risk of misaligned strategies (Wibisono, 2023). This synergy results in a strategic roadmap that can be implemented sustainably, enabling companies to respond more effectively to rapidly changing market dynamics.

Findings indicate that proper positioning directly affects a coffee shop's ability to execute growth strategies. Coffee shops positioned as providers of creative and social experiences are better able to implement product innovations and diversification. This demonstrates that positioning is not merely a communication element but also a driver of operational strategy and growth (Utami, 2024). Literacy in consumer behavior allows businesses to adjust growth strategies to align with target market expectations, emphasizing the need for integrated implementation of STP and the Ansoff Matrix.

The literature also highlights the importance of innovation in every Ansoff strategy. Product and service innovations, experiential innovations, and digital marketing innovations have been shown to enhance customer appeal and loyalty. Prior studies confirm that segment-preference-based innovations increase the effectiveness of market penetration and product development strategies (Nurhadi, 2024). This demonstrates that innovation must be an integral component of planned growth strategies. Coffee shops that stagnate in innovation are likely to fall behind in a dynamic market.

The analysis shows that customer relationship management (CRM) plays a critical role in supporting STP and Ansoff integration. Utilizing customer data, personalizing offerings, and delivering relevant communication enhances the effectiveness of targeting and positioning strategies. Digital literacy and data analytics are essential for understanding consumer behavior in real-time (Rahmawati, 2024). Data-driven strategy implementation enables coffee shops to adjust product and service innovations rapidly, highlighting that modern marketing strategies are both theory- and data-based.

Furthermore, the literature emphasizes the role of branding in supporting growth strategies. Strong brand equity facilitates market penetration and the introduction of new products. Coffee shops with positive brand images are more readily accepted in new markets and gain long-term customer loyalty (Wijaya, 2023). Consistent branding also supports diversification, as customers already recognize brand value and identity. Therefore, brand management is a crucial element in the integrated implementation of STP and the Ansoff Matrix.

The study finds that digitalization trends accelerate strategic decision-making in coffee shops. Social media, e-commerce, and online ordering applications enable coffee shops to reach new customers and enhance interaction with existing segments. Digital strategies align with the Ansoff Matrix, particularly in market development and service diversification (Dewantara, 2025). Digitalization also improves operational efficiency and allows real-time strategy evaluation, making digital integration an essential component of contemporary marketing strategy.

The literature review underscores the importance of adapting to changing consumer behavior. Coffee shops that respond to health trends, sustainability, and local preferences can maintain relevance and customer loyalty. Studies show that innovations aligned with consumer values improve the effectiveness of all Ansoff strategies (Ferdinand, 2023). Therefore, strategic management must be flexible and responsive to external changes, which is key to sustaining long-term competitive positioning.

The review also indicates that integrating STP and the Ansoff Matrix promotes resource efficiency. Coffee shops can allocate marketing budgets, product development, and market expansion resources more optimally. Structured strategies based on segment understanding and growth directions enable more accurate decision-making (Santoso, 2022). This demonstrates that combining market analysis with growth planning provides significant operational advantages, contributing to profitability and business resilience.

Literature findings support the view that integrated strategies enhance business sustainability. Coffee shops combining STP and Ansoff approaches can reduce the risk of product development or market expansion failures. Integration also helps build competitive advantages that are difficult for competitors to imitate. Studies indicate that long-term strategies grounded in market analysis and systematic growth generate positive impacts on profitability and customer loyalty (Wibisono, 2023). Therefore, the application of this framework is both strategic and forward-looking.

Finally, the synthesis demonstrates that systematic literature review (SLR) enables the management of extensive information into strategic insights. By leveraging data from multiple articles, coffee shops can construct a relevant and practical theoretical framework. This indicates that SLR adds value in formulating evidence-based strategies (Snyder, 2019), reducing bias, and ensuring managerial decisions are grounded in comprehensive understanding. Consequently, SLR contributes not only academically but also practically to business practice.

The literature also confirms that the combination of STP and Ansoff strategies enhances business adaptability. Coffee shops that understand market segments and have clear growth plans are better prepared to respond to trends and competitive pressures. Studies show that this adaptability supports sustainable innovation and strengthens competitive positioning (Hartono, 2023). Thus, applying this framework is relevant not only for short-term growth but also for long-term business continuity. Adaptive strategy becomes a key success factor in a highly dynamic industry.

The final synthesis emphasizes the importance of developing internal capabilities to implement an integrative strategy. Employee training, fostering an innovation culture, and knowledge management are essential for ensuring effective STP and Ansoff implementation. Studies indicate that coffee shops with strong internal capabilities can maximize growth opportunities and enhance customer experiences (Utami, 2024). Therefore, investment in human resources is an inseparable part of successful marketing strategy. The sustainability of the strategy depends on the organization’s internal readiness to execute plans consistently.

CONCLUSION

This study demonstrates that an effective coffee shop marketing strategy requires the integration of the Segmentation, Targeting, and Positioning (STP) framework with the Ansoff Matrix. The application of STP enables coffee shops to gain deep insights into market segments, select appropriate targets, and position their brand clearly in the consumer's mind. Meanwhile, the Ansoff Matrix provides a strategic guide for business growth through market penetration, product development, market development, and diversification. The combination of these two frameworks creates a marketing strategy that is not only responsive to customer needs but also proactive in planning for expansion and innovation.

The findings indicate that the integration of STP and the Ansoff Matrix enhances the likelihood of coffee shop business success by providing a systematic framework for strategic decision-making. Coffee shops that are able to implement these frameworks cohesively are better positioned to build competitive advantages, expand market share, and strengthen customer loyalty. This approach also allows businesses to adjust strategies in response to shifting market trends and consumer preferences, making marketing strategies more adaptive and sustainable.

Overall, this study emphasizes the importance of market analysis-based marketing strategies and structured growth planning. The integration of STP and the Ansoff Matrix is not only relevant for coffee shops in Indonesia but can also serve as a reference for businesses in the service sector and SMEs facing dynamic market competition. The application of this integrated strategy is expected to support sustainable business growth, reinforce competitive positioning, and provide a foundation for further research on the implementation of marketing strategies based on systematic literature reviews.

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