

CUSTOMER SEGMENTATION USING K-MEANS CLUSTERING WITH SPSS PROGRAM IN A CASE STUDY OF CONSUMER INTEREST IN CURRENT COFFEE SHOP

Risma Yanti Daulay¹, Raja Aulia Passalaras², Jerry Heikal³

^{1,2,3} Master of Management Program, Faculty of Economic and Sosial Sciences Bakrie
University, Jakarta.

rismayantidaulay13@gmail.com¹, rajaulpas@gmail.com², jerry.heikal@bakrie.ac.id³

ABSTRACT

This research aims to segment customers using the K-Means Clustering method in a case study of consumer interest in current coffee shops such as Kopi Kenangan, Kopi Janji Jiwa, Tomoro Coffee, Fore Coffee and Fami Cafe. Customer segmentation is useful for knowing consumer preferences such as interests, background, lifestyle, service quality and consumer characteristics that are useful for knowing the right persona and marketing strategy as well as the value proposition, especially at the Kopi Kenangan, Janji Jiwa, Tomoro Coffee, Fore Coffee and Fami Cafe coffee shops. The analytical method used in this research is data collection by distributing questionnaires to respondents with predetermined criteria in the Jakarta area and outside Jakarta. The questionnaire was distributed in November 2023. The survey results were analyzed using the K-Means Clustering method in the SPSS 23 program to group consumers based on certain attributes such as age, education, domicile, income, occupation, frequently used social media and most popular coffee shop preferences. such as coffee and non-coffee variants, price, service quality and recommending it to other people. Based on the results of K-Means Clustering data processing, there are 3 clusters, namely cluster 1 (Consumptive Customer), cluster 2 (Standard Young Customer), cluster 3 (Potential Customer) which can be concluded that cluster 3 is a potential cluster that is the target of this research, where cluster 3 consists of respondents who are coffee fans and don't like coffee but are very active in using social media and have made online food transactions and always dine in when making transactions at coffee shops. So it can be seen that cluster 3 can be explored and used as a marketing target by carrying out promotions on various social media applications by offering various choices of coffee and non-coffee variants in order to attract customers who don't like coffee so they are interested and want to try the products offered. . The value proposition for current coffee shops is to give the impression of Coffee Vibes and focus on providing a unique and unforgettable coffee experience by presenting innovative flavor variants and creative coffee presentations, exploring new flavors and offering premium quality that can be enjoyed by all groups and creating an atmosphere comfortable and Instagram-worthy to provide a pleasant customer experience that fits the rhythm of modern life.

Keywords: *Cluster Analysis, Current Coffee, Customer Segmentation, K-Means SPSS,.*

INTRODUCTION

One factor in increasing company profits is by increasing product sales. A product will sell if there are consumers or customers who buy it. Consumers will buy a product that is really needed and has benefits for them. When purchasing a product, there are many considerations that consumers must think about.

After considering several things, consumers will decide whether to buy the product or not. This will encourage consumers to take an action called a purchasing decision. A purchasing decision is an action that every consumer will experience when they want to buy. Purchasing decisions can be influenced by various factors, one of which is brand image. In Foster's (2016) research, the results showed that the brand image of a product has a positive influence on purchasing decisions. Based on these results, it can be said that if the brand image of a product is seen as good by consumers, consumer purchases of the product will also increase. Apart from brand image, purchasing decisions are also influenced by price. A company will determine the price of its product so that it can compete with similar products.

In recent years, the development of the food and beverage industry in Indonesia has been very high, especially in the beverage sector, namely coffee. As we know, many coffee shops, both independent and franchised, are established every year. Likewise with "modern" coffee shops which add to the fierce competition in this field with their mainstay menus, namely original coffee with milk and palm sugar. The milk coffee trend started when President Joko Widodo visited a coffee shop, namely Kopi Tuku, in 2017. This went viral and after that many current coffee shops began to appear. Some of them are well known, namely Kopi Kenangan, Kopi Janji Jiwa, Tomoro Coffee, Fore Coffee and Fami Cafe. Kopi Kenangan is becoming known for its unique coffee menu names. One of the mainstay menus is coffee from former memories. This is different with Kopi Kenangan, namely Kopi Janji Jiwa, Tomoro Coffee, Fore Coffee and Fami Cafe which are known for having cheaper prices than their competitors. Apart from that, there is Fore Coffee, whose price is slightly higher than Kopi Kenangan, Janji Jiwa, Tomoro Coffee and Fami Cafe, but because of its quality and taste, Fore Coffee is also one of the current *coffee shops* that is currently in great demand. The five coffee shops have the same mainstay menu, namely iced coffee with milk.

Apart from that, these shops also apply the same service concept, namely on the go, where these shops prioritize selling coffee which is easy to carry during daily activities. These things attract the attention of their consumers, who are mostly young people and make consumers choose to buy coffee at coffee shops that look attractive and suit consumers. Current coffee shops are synonymous with the image of young people, so most of the consumer market is school students, college students, millennial employees and so on.

RESEARCH METHOD

In this research, the author carried out several stages . The following is an overview of the flow (Figure 1) of the research process based on the author's methodology

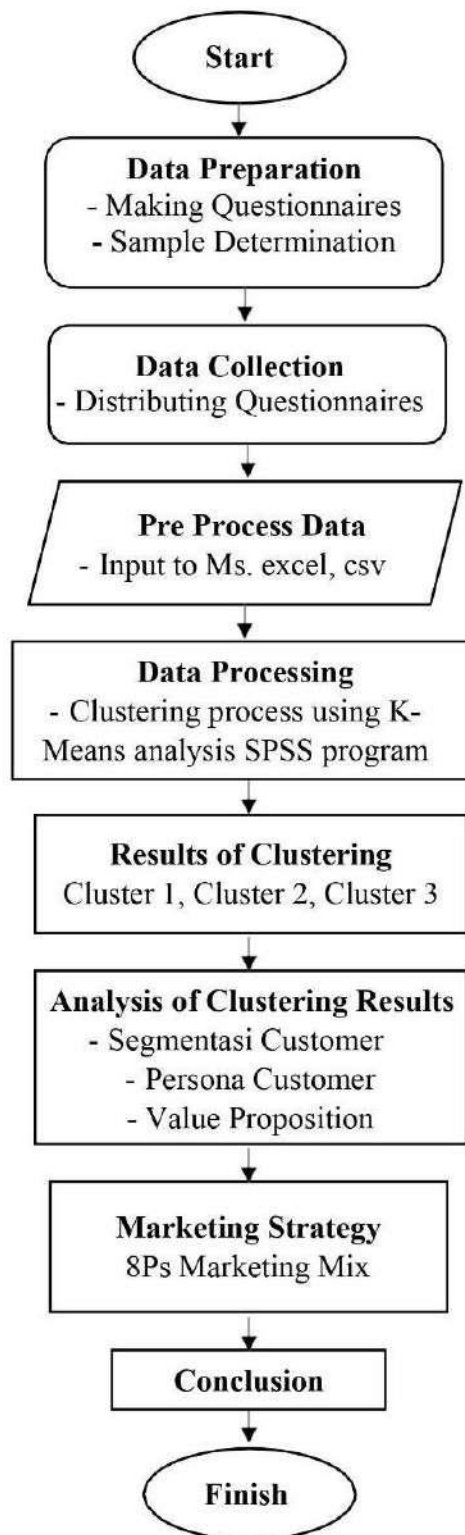


Figure 1 . Research Process Flow Diagram

RESULT AND DISCUSSION

In the results and discussion, the author will discuss the initial steps such as data preparation, data collection, and data processing. Next, the author will discuss clustering

results, analysis of clustering results such as customer segmentation, customer persona and value proposition. Finally, the author will discuss marketing strategies using the 8Ps

Marketing Mix concept.

In this research, the author used Microsoft Excel to enter survey data and used the SPSS 23 program to carry out K-Means Clustering analysis which aims to find the final results of the number of clusters that form groups with the number of members in them. The following are the stages of data processing using SPSS:

1. Enter the survey results data (Figure 2) into *Microsoft Excel* and group several attributes that will describe the respondents' interests, background, *lifestyle* and characteristics. The author provides several choices that reflect the respondent's favorite coffee shops such as Kopi Kenangan, Kopi Janji Jiwa, Tomoro Coffee, Fore and Fami Cafe through the respondent's shopping experience.

Figure 2 . Survey Result Data

1	Time/Date	Name	Gender	Age	Education	Occupation	Income	Social Media yang Sering Kamu aktif
2	23/11/2023 16:31:24	Rizka Rizky Mubani	Perempuan	29 - 35 tahun	IS2	Seismian	5 - 10 j	Jakarta
3	23/11/2023 16:33:01	Rizka Alexia	Laki-Laki	24 - 28 tahun	SMA/SMK	Pegawai Swasta	5 - 10 j	Luar Jakarta
4	23/11/2023 16:33:36	Dwi	Perempuan	24 - 28 tahun	ST	PHS/BLM	15 - 20 j	Jakarta
5	23/11/2023 16:37:05	Melisa BA	Perempuan	> 40 tahun	DD/DA	Pekerja seni	4-7 j	Jakarta
6	23/11/2023 16:46:21	aulia	Perempuan	24 - 28 tahun	ST	Mahasiswa	2 - 5 j	Jakarta
7	23/11/2023 16:48:43	Novita Iwang	Perempuan	24 - 28 tahun	ST	seismian	5 - 10 j	Jakarta
8	23/11/2023 16:53:29	Rosa Deslay	Perempuan	18 - 23 tahun	ST	Mahasiswa	Belum kerja	Jakarta
9	23/11/2023 16:55:43	Ayung Setayu	Laki-Laki	29 - 35 tahun	ST	Freelance	5 - 10 j	Jakarta
10	23/11/2023 17:00:51	Andaneth Pute Dinday	Laki-Laki	18 - 23 tahun	DD/DA	Mahasiswa	4-7 j	Luar Jakarta
11	23/11/2023 17:03:41	Diman	Perempuan	18 - 23 tahun	ST	Mahasiswa	4-7 j	Luar Jakarta
12	23/11/2023 17:03:25	Furn Sabaranti	Perempuan	18 - 23 tahun	SMA/SMK	Mahasiswa	Belum ada	Luar Jakarta
13	23/11/2023 17:08:46	MUHAMMAD NURAN SH	Laki-Laki	18 - 23 tahun	DD/DA	Mahasiswa	0	Luar Jakarta
14	23/11/2023 17:09:14	Aloni Widi Apanti	Laki-Laki	18 - 23 tahun	SMA/SMK	Mahasiswa	0	Luar Jakarta
15	23/11/2023 17:09:36	Fitri Roggaya	Perempuan	29 - 35 tahun	IS2	Mahasiswa	5 - 10 j	Luar Jakarta
16	23/11/2023 17:12:36	Dwi Koen Ichi	Perempuan	18 - 23 tahun	DD/DA	Mahasiswa	4-7 j	Luar Jakarta
17	23/11/2023 17:12:34	Levi	Laki-Laki	24 - 28 tahun	ST	Wawancara	10 - 15 j	Jakarta
18	23/11/2023 17:13:02	Dini	Perempuan	24 - 28 tahun	ST	Guru	2 - 5 j	Luar Jakarta
19	23/11/2023 17:15:24	Rosita Alfa Permana	Perempuan	18 - 23 tahun	DD/DA	Mahasiswa	4-7 j	Luar Jakarta
20	23/11/2023 17:13:11	Molhamad Ihs Dinda	Laki-Laki	18 - 23 tahun	DD/DA	Mahasiswa	0	Luar Jakarta
21	23/11/2023 17:14:37	Clarebella	Perempuan	24 - 28 tahun	SMA/SMK	Pegawai Swasta	5 - 10 j	Jakarta
22	23/11/2023 17:17:01	REFA DEPUTI DASARI	Laki-Laki	18 - 23 tahun	DD/DA	Mahasiswa	4-7 j	Luar Jakarta
23	23/11/2023 17:28:34	Muhammad Zaky Mulya	Laki-Laki	18 - 23 tahun	SMA/SMK	Mahasiswa	0	Luar Jakarta
24	23/11/2023 17:29:16	Nanda Alhyah	Perempuan	24 - 28 tahun	ST	Freelance	2 - 5 j	Jakarta
25	23/11/2023 17:35:57	Jah	Perempuan	18 - 23 tahun	SMA/SMK	Pegawai Swasta	4-7 j	Jakarta
26	23/11/2023 17:42:57	Rully Febes	Perempuan	29 - 35 tahun	ST	PJ&P	2 - 5 j	Jakarta

2. The next stage is saving the survey data in Microsoft Excel file format into *comma separated values (CSV)*, then the CSV file is input into the SPSS program and the " *Data View* " display will appear as shown in Figure 3.

	Jns_Kelamin	Laki_Laki	Perempuan	Umur	U_Luar	U18_23	U24_28	U29_35	U36_40	U_Lip	Pendidikan	SMA_SMK	DD_DA	ST	IS2	Pekerjaan	Mahasiswa	PHS_BLM
1	Jns_Kelamin			Umur							Pendidikan					Pekerjaan		
2	Perempuan	0	1	29 - 35 Tahun	0	0	0	0	0	0	IS2	0	0	0	0	Seismian	0	0
3	Laki-Laki	1	0	24 - 28 Tahun	0	0	0	0	0	0	SMA/SMK	1	0	0	0	Pegawai Swasta	0	0
4	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	PHS/BLM	0	0
5	Perempuan	0	1	> 40 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Pekerja seni	0	0
6	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Mahasiswa	1	0
7	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	seismian	0	0
8	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Mahasiswa	1	0
9	Laki-Laki	1	0	29 - 35 Tahun	0	0	0	0	0	0	IS2	0	0	0	0	Freelance	0	0
10	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Mahasiswa	1	0
11	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Mahasiswa	1	0
12	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	SMA/SMK	1	0	0	0	Mahasiswa	1	0
13	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Mahasiswa	1	0
14	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	SMA/SMK	1	0	0	0	Mahasiswa	1	0
15	Perempuan	0	1	29 - 35 Tahun	0	0	0	0	0	0	IS2	0	0	0	0	Mahasiswa	1	0
16	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Mahasiswa	1	0
17	Laki-Laki	1	0	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Wawancara	0	0
18	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Guru	0	0
19	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Mahasiswa	1	0
20	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	DD/DA	0	0	0	0	Mahasiswa	1	0
21	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	1	0	0	0	Pegawai Swasta	0	0
22	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Mahasiswa	1	0
23	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	ST	1	0	0	0	Mahasiswa	1	0
24	Perempuan	0	1	24 - 28 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Freelance	0	0
25	Perempuan	0	1	18 - 23 Tahun	0	0	0	0	0	0	ST	1	0	0	0	Pegawai Swasta	0	0
26	Perempuan	0	1	29 - 35 Tahun	0	0	0	0	0	0	ST	0	0	0	0	PJ&P	0	0
27	Laki-Laki	1	0	18 - 23 Tahun	0	0	0	0	0	0	ST	1	0	0	0	Pegawai Swasta	0	0
28	Perempuan	0	1	29 - 35 Tahun	0	0	0	0	0	0	ST	0	0	0	0	Freelance	0	0

Figure 3 . Data View Display in the SPSS 23 Program

Then in the "Variable view" option in the measure section, the author determines several variable data into scale and nominal as in Figure 4.

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Jenis_Kelamin	String	13	0		None	None	13	Left	Nominal	Input
2	LakiLaki	Numeric	9	0		None	None	9	Right	Scale	Input
3	Perempuan	Numeric	9	0		None	None	9	Right	Scale	Input
4	Umur	String	13	0		None	None	13	Left	Nominal	Input
5	U_Low_18	Numeric	4	0		None	None	4	Right	Scale	Input
6	U18_23	Numeric	7	0		None	None	7	Right	Scale	Input
7	U24_28	Numeric	7	0		None	None	7	Right	Scale	Input
8	U29_35	Numeric	16	0		None	None	7	Right	Scale	Input
9	U36_40	Numeric	7	0		None	None	7	Right	Scale	Input
10	U_Uj_40	Numeric	4	0		None	None	4	Right	Scale	Input
11	Pendidikan	String	10	0		None	None	10	Left	Nominal	Input
12	SMA_SMK	Numeric	7	0		None	None	7	Right	Scale	Input
13	D3_D4	Numeric	5	0		None	None	5	Right	Scale	Input
14	S1	Numeric	2	0		None	None	2	Right	Scale	Input
15	S2	Numeric	2	0		None	None	2	Right	Scale	Input
16	Pekerjaan	String	16	0		None	None	16	Left	Nominal	Input
17	Mahasiswa	Numeric	9	0		None	None	9	Right	Scale	Input
18	PNS_BUMN	Numeric	8	0		None	None	8	Right	Scale	Input
19	Pegawai_Swasta	Numeric	14	0		None	None	14	Right	Scale	Input
20	Freelance	Numeric	9	0		None	None	9	Right	Scale	Input
21	Saniman	Numeric	7	0		None	None	7	Right	Scale	Input
22	Wiraswasta	Numeric	10	0		None	None	10	Right	Scale	Input
23	Guru	Numeric	4	0		None	None	4	Right	Scale	Input
24	IRT	Numeric	16	0		None	None	16	Right	Scale	Input
25	Penghasilan	String	18	0		None	None	18	Left	Nominal	Input
26	P_Under_2_j	Numeric	5	0		None	None	5	Right	Scale	Input
27	P_2_5_j	Numeric	8	0		None	None	8	Right	Scale	Input
28	P_5_10_j	Numeric	9	0		None	None	9	Right	Scale	Input
29	P_10_15_j	Numeric	10	0		None	None	10	Right	Scale	Input
30	P_15_20_j	Numeric	10	0		None	None	10	Right	Scale	Input
31	Dominasi	String	12	0		None	None	12	Left	Nominal	Input

Figure 4 . Variable Data Display and Measure Data Options in the SPSS 23 Program

- The next step is to carry out an analysis using the SPSS program for K Means clustering by selecting the "Analyze" tool on the taskbar and selecting the "Classify" menu then selecting the "K-Means Cluster" program with the display in Figure 5 as follows:

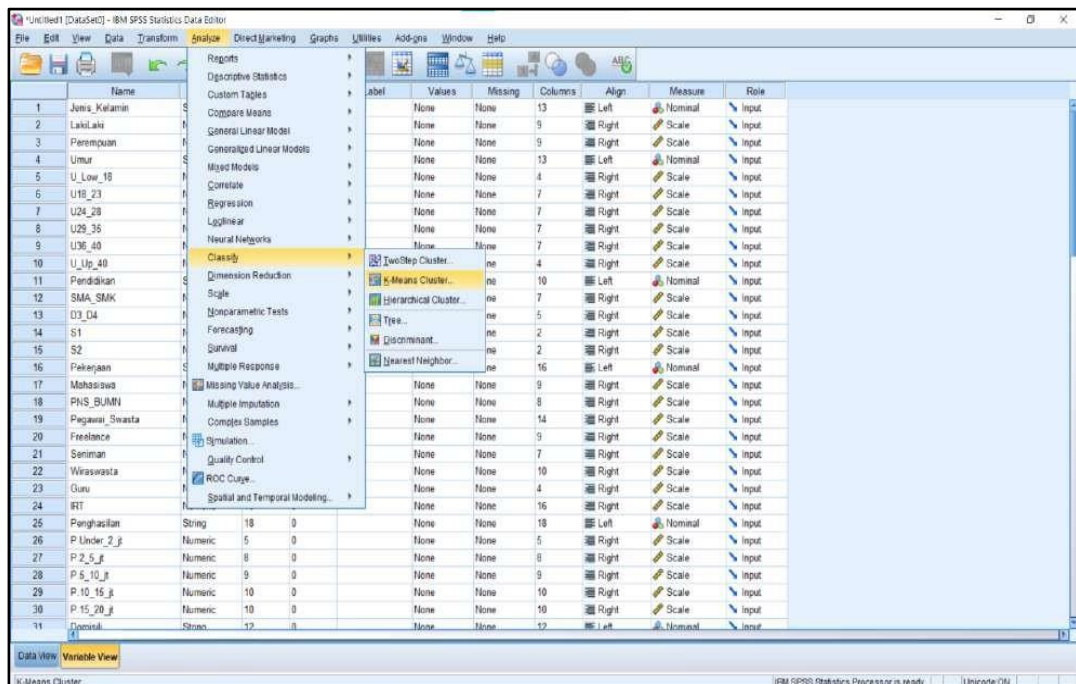


Figure 5 . K-Means Cluster Analysis Tools Options

4. Next, enter all the scale and nominal attributes into the "variable" column and enter the "number of clusters" that will be created. The author enters the number "3" for the number of clusters that will be analyzed (Figure 6) and the characteristics of the respondents can be seen in table 1.

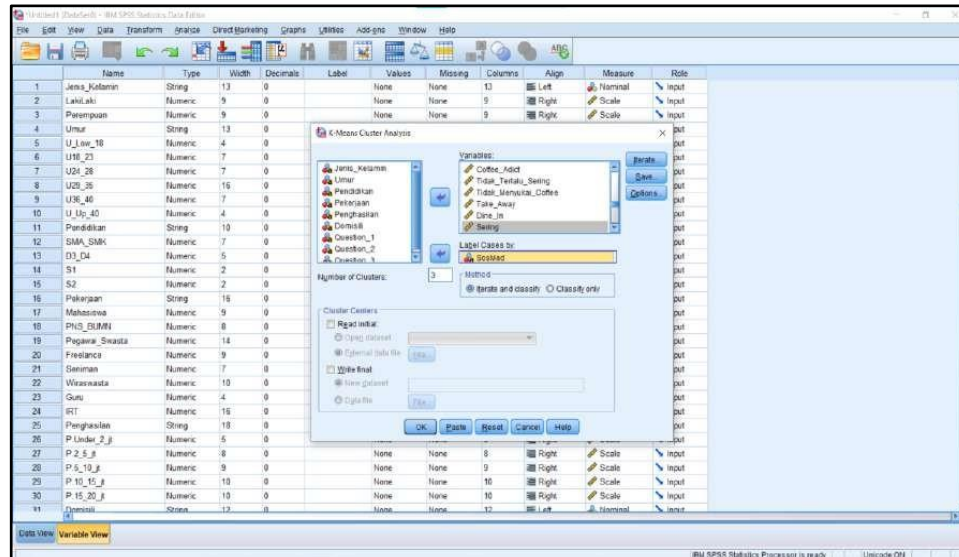


Figure 6 . Process of Entering Variable Data in K-Means Clustering Analysis

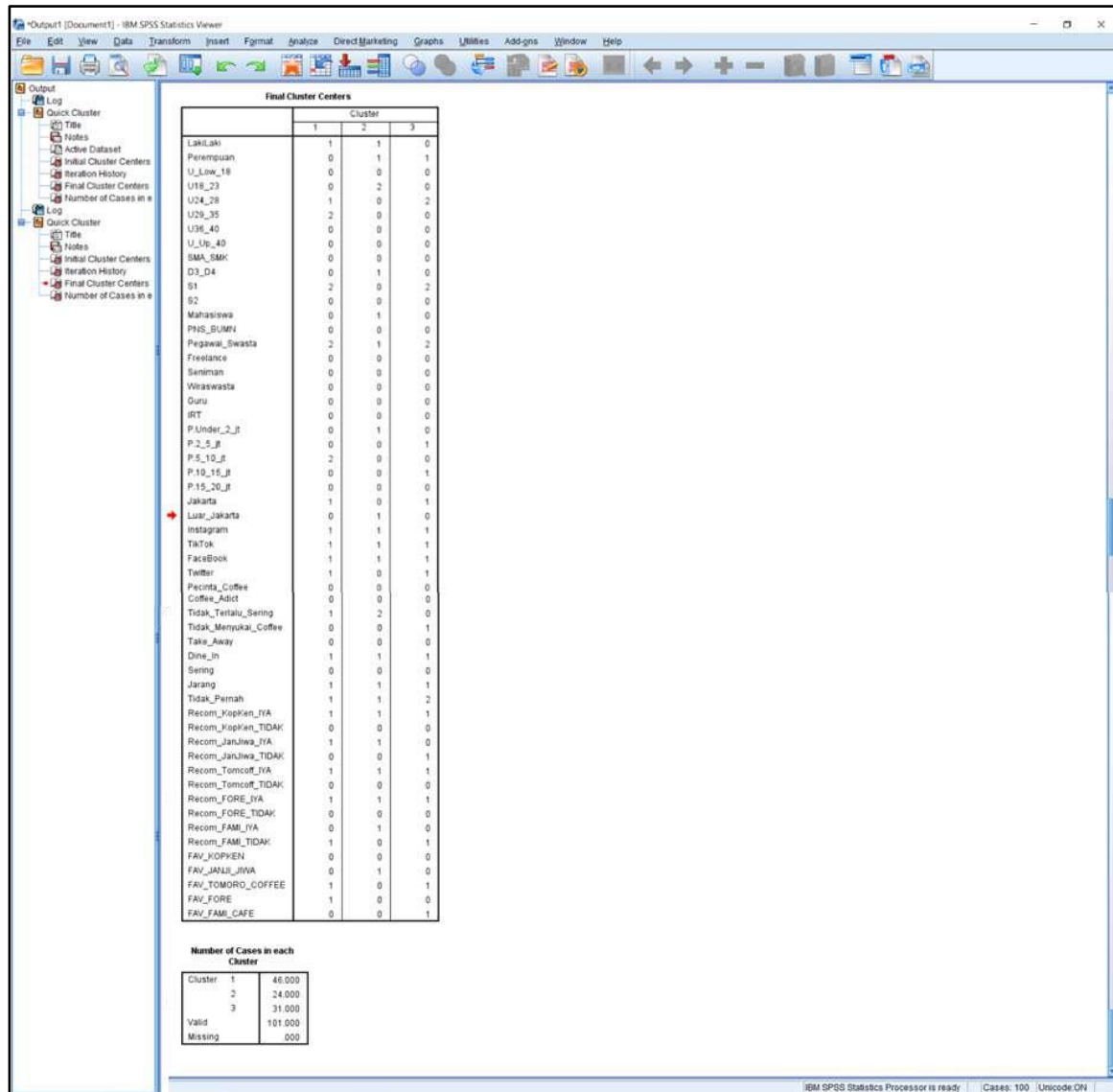
Table 1 . Respondent Characteristics

Karakteristik Responden	Frekuensi	Persentase
Gender		
Laki - Laki	48	52.5%
Perempuan	53	47.5%
Total	101	100%
Usia		
< 18 Tahun	1	1%
19 - 23 Tahun	22	21.8%
24 - 28 Tahun	44	43.6%
29 - 35 Tahun	26	25.7%
36 - 40 Tahun	7	6.9%
> 40 Tahun	1	1%
Total	101	100%
Pendidikan		
SMA/SMK	23	22.7%
D3/D4	22	21.8%
S1	53	52.5%
S2	3	3%
Total	101	100%
Pekerjaan		
Mahasiswa	18	17.7%
PNS/BUMN	3	3%
Pegawai Swasta	69	68.3%
Freelance	4	4%
Seniman	4	4%
Wiraswasta	1	1%
Guru	1	1%
IRT	1	1%
Total	101	100%
Penghasilan		
< 2 jt	19	18.9%
2 - 5 jt	36	35.6%
5 - 10 jt	36	35.6%
10 - 15 jt	9	8.9%
15 - 20 jt	1	1%
Total	101	100%
Domisili		
Jakarta	68	67.30%
Luar Jakarta	33	32.70%
Total	101	100%
Kategori Responden		
Pecinta Coffee	31	30.7%
Penggemar Coffee	32	31.7%
Coffee Addict	5	5%
Tidak Terlalu Sering Minum Coffee	28	27.7%
Tidak Menyukai Coffee	5	5%
Total	101	100%
Lebih Sering Beli ?		
TAKE AWAY	38	37.60%
DINE IN	63	62.40%
Total	101	100%
Suka pesan by OnlineFood (GoFood, GrabFood, ShopeeFood, DLL)		
SERING	15	14.9%
JARANG	49	48.5%
TIDAK PERNAH	37	36.6%
Total	101	100%

Clustering Results

After all survey data has been entered and processed in the SPSS program, the output that will come out is as follows:

Figure 7 . Display of K-Means Clustering Process Results



Analysis of Clustering Results

From the analysis of clustering results (Figure 8), several clusters with different numbers were formed. From the data from this survey, the author carried out an analysis to find the persona, characteristics, segmentation and value proposition of each cluster formed. The following is a display of clustering results using SPSS 23:

			Final Cluster Centers			
			Cluster			
			1	2	3	
Number of Cases in each Cluster			LakiLaki	1	1	0
			Perempuan	0	1	1
			U_Low_18	0	0	0
			U18_23	0	2	0
			U24_28	1	0	2
			U29_35	2	0	0
			U36_40	0	0	0
			U_Up_40	0	0	0
			SMA_SMK	0	0	0
			D3_D4	0	1	0
			S1	2	0	2
			S2	0	0	0
			Mahasiswa	0	1	0
			PNS_BUMN	0	0	0
			Pegawai_Swasta	2	1	2
			Freelance	0	0	0
			Seniman	0	0	0
			Wiraswasta	0	0	0
			Guru	0	0	0
			IRT	0	0	0
			P.Under_2_it	0	1	0
			P.2_5_it	0	0	1
			P.5_10_it	2	0	0
			P.10_15_it	0	0	1
			P.15_20_it	0	0	0
			Jakarta	1	0	1
			Luar_Jakarta	0	1	0
			Instagram	1	1	1
			TikTok	1	1	1
			FaceBook	1	1	1
			Twitter	1	0	1
			Pecinta_Coffee	0	0	0
			Penggemar_Coffee	1	0	1
			Coffee_Adict	0	0	0
			Tidak_Terlalu_Sering	1	2	0
			Tidak_Menyukai_Coffee	0	0	1
			Take_Away	0	0	0
			Dine_In	1	1	1
			Sering	0	0	0
			Jarang	1	1	1
			Tidak_Pernah	1	1	2
			Recom_KopKen_IYA	1	1	1
			Recom_KopKen_TIDAK	0	0	0
			Recom_JanJiwa_IYA	1	1	0
			Recom_JanJiwa_TIDAK	0	0	1
			Recom_Tomcoff_IYA	1	1	1
			Recom_Tomcoff_TIDAK	0	0	0
			Recom_FORE_IYA	1	1	1
			Recom_FORE_TIDAK	0	0	0
			Recom_FAMI_IYA	0	1	0
			Recom_FAMI_TIDAK	1	0	1
			FAV_KOPKEN	0	0	0
			FAV_JANJI_JIWA	0	1	0
			FAV_TOMORO_COFFEE	1	0	1
			FAV_FORE	1	0	0
			FAV_FAMI_CAFE	0	0	1

Cluster	1	46.000
	2	24.000
	3	31.000
Valid		101.000
Missing		.000

Figure 8 . Results of K-Means Clustering Analysis Cluster 1:

Consumptive Customer

- The cluster consists of 46 respondents and is the largest cluster compared to the others.
- The cluster is dominated by male respondents
- The largest clusters were in the age groups 29 - 35 years and 24 - 28 years

- Has a bachelor's degree education background and works as a private employee
- Respondents have incomes ranging from 5 - 10 million and live in Jakarta
- Clusters that actively use various social media
- Clusters that are coffee fans and respondents who don't drink coffee very often
- Respondents often dine in at coffee shops and occasionally order coffee via online food and there are also respondents who never make transactions via online food
- Cluster that recommends 4 coffee shop brands
- Respondents who favored Tomoro Coffee and Fore coffee shops

Cluster 2: *Standard Young Customer*

- The cluster consists of 26 respondents with the fewest clusters compared to the others
- Clusters that have the same number of respondents between men and women
- Respondents were in the age group 18 - 23 years
- Has a D3/D4 educational background and worked as a private employee and as a student
- Respondents with income < 2 million and respondents who live outside Jakarta
- Clusters that only use a few social media
- Clusters where respondents don't drink coffee very often but always dine in when making transactions at coffee shops
- Respondents occasionally order coffee via online food and there are also respondents who never make transactions via online food
- Cluster that recommends all coffee shop brands
- The cluster that only favors Kopi Janji Jiwa

Cluster 3: *Potential Customers*

- The cluster consists of 31 respondents and is dominated by female respondents
- Respondents were in the age group 24 - 28 years
- Has a bachelor's degree education background and works as a private employee
- Respondents earn between 2 - 5 million and 10 - 15 million and live in Jakarta
- Clusters that actively use social media
- The cluster of respondents consists of coffee fans and those who don't like coffee but always dine in when making transactions at coffee shops
- Respondents occasionally order coffee via online food and there are also respondents who never make transactions via online food
- Cluster that only recommends 3 of the 5 coffee shop choices
- Respondents from the coffee fan group favored Tomoro Coffee, while respondents who didn't like coffee favored Fami Cafe.

Based on the analysis of clustering results, cluster 3 potential customers are the targets of this research. Where the respondents are very active in using social media and have made transactions via online food.

Marketing Strategy 8Ps Marketing Mix

In this 8Ps Marketing mix strategy, the author explains in detail each element contained in it which includes *Product, Price, Place, Promotion, People, Physical Evidence, Processes, and Partnership*, which activities in the 8Ps marketing strategy need to be maintained (*keep*), stopped (*stop*) and will start (*start*) in one of the clusters that the author chose based on the results of previous analysis. The following is a display of the strategy for each element as follows:

PRODUCT:

Kopi Kenangan

Kopi Kenangan Creates a unique experience for customers, combining the best quality coffee beans with a local touch and innovation in presentation. By understanding current consumer preferences for coffee, Kopi Kenangan develops a variety of interesting flavors and introduces a special coffee menu that reflects the richness of local culture.

Janji Jiwa

Creation of a brand that not only serves high quality coffee but also promotes the values of sustainability and social responsibility. Janji Jiwa integrates sustainable coffee resources, such as organic or fair trade beans, can provide a competitive advantage and attract consumers who care about environmental aspects and justice.

Tomoro Coffee

Tomoro Coffee presents the Master SOE Series which is aimed at those who like to explore in search of the best coffee flavors throughout the world. By providing a new experience in drinking coffee because of its distinctive taste and aroma, and also using the new "Black Cup" packaging with anti-spill technology. This makes the Master SOE Series the exclusive coffee with the best quality that Tomoro Coffee offers at an affordable price.

Fore

With network and experience, Fore uses the latest technology for equipment and coffee beans. Taken directly from selected farmers, high quality coffee beans are processed and roasted to perfection by Fore Coffee, and taught to Fore Coffee's competent baristas. Fore Coffee is a coffee business that has developed a digital application as a way to distribute its products.

Fami Cafe

There is nothing more important than using quality materials for products. Because the product is directly consumed by customers. Likewise with Fami Cafe, where he only uses selected Arabica coffee and gets it directly from organic plantations. Fami Cafe is selective in choosing suppliers of raw materials to produce coffee and Fami Cafe is conscious of ensuring quality product guarantees such as coffee shops which are currently in great demand.

PRICE:

Kopi Kenangan

By considering the added value of the unique experiences offered, companies can set prices that reflect premium quality and brand differentiation. Additionally, the option to provide price variations that cover different market segments, such as bundled offers or loyalty programs with discounts for loyal customers, can help attract and retain market share. By detailing a pricing strategy that is in line with the brand image and consumer expectations, "Kopi Kenangan" can achieve an optimal balance between competitiveness and profitability. With a price range of Rp. 15,000 - Rp. 30,000.

Janji Jiwa

Setting prices that reflect a commitment to fair business practices and a sustainable environment can help create a high perception of value among consumers. Along with that, considering price ranges that are friendly to various customer segments will allow "Kopi Janji Jiwa" to achieve market inclusivity. Discount or membership programs that provide incentives to customers who

support sustainability principles can strengthen customer engagement while creating a positive impact. With a price range of Rp. 15,000 - Rp. 30,000.

Tomoro Coffee

By focusing on the quality of exclusive coffee beans and a special taste experience, the company can set prices that reflect the superiority and premium value of its products. However, it is also important to consider the purchasing power of the target market and the prices of competitors in the coffee industry. Implementing a price differentiation strategy or offering value-added packages, such as monthly subscriptions or loyalty programs with discounts, can be a way to increase customer appeal while maintaining profit margins. With a price range of Rp. 12,000 - Rp. 30,000

Fore Coffee

Fore coffee's secret to success in building a business is to create exclusive products. One of the target markets for the Fore brand is office workers, where this type of person wants things to be fast, so after opening the official outlet they launched an application. With this application, consumers can more easily order products anywhere without having to go to an offline store. For the fore coffee menu, the most popular among customers are all latte variants, especially iced lattes. Because it gives a savory taste, a little sweet, and mixed with a light bitter taste. The price of fore coffee itself ranges from Rp. 20,000 – Rp. 50,000, for drinks it costs Rp. 28,000 – Rp. 48,000 and there are also products bundling coffee with cookies.

Fami Cafe

Fami Cafe's varied menu and pocket-friendly prices are the main reasons why this shop is popular with the public, especially Gen Z and *millennials*. The FamilyMart menu is also increasingly diverse. Ready-to-eat foods such as *pastry*, *pao*, *rice bowls* and fresh drinks with a combination of *bubbles*, *jelly*, and so on are available for customers. The price range for drinks at Fami Cafe is Rp. 8,000 - Rp. 18,000.

PLACE:

Kopi Kenangan

Kopi Kenangan has succeeded in implementing a holistic strategy to create a unique experience for its customers. By emphasizing a warm and charming interior design, this place manages to create an atmosphere that evokes memories and triggers a feeling of nostalgia. Now Kopi Kenangan has 868 outlets spread across 64 cities in Indonesia .

Janji Jiwa

Janji Jiwa coffee shop offers a calm and reflective atmosphere, facilitating moments of calm and introspection for customers. From initially just one shop in the ITC Kuningan area, South Jakarta, now Janji Jiwa has more than 900 outlets spread throughout Indonesia.

Tomoro Coffee

Even though it is still young, Tomoro Coffee has become one of the fastest growing coffee chain brands in Indonesia. After arriving in August 2022, in just 8 months, Tomoro Coffee already has more than 60 outlets in the Jabodetabek area. Currently Tomoro Coffee is in the process of signing contracts with more than 300 new outlet rentals to reach more coffee lovers in Indonesia.

ForeCoffee

Armed with a network of 134 outlets in Jabodetabek, Java, Sumatra and Kalimantan, Fore Coffee is optimistic about achieving its business target of adding around 75 outlets by expanding into mid-size cities. Thus, it can operate a total of around 200 outlets by the end of 2023.

Fami Cafe

There are not many menus served because Fami Cafe focuses on *fast serve & simple* take-out. The concept is a cafe that can be enjoyed in one sitting, not for hanging out. This is why some outlets provide limited chairs & the products use single-use packaging. Now, there are more than 200 FamilyMart outlets spread throughout Indonesia, especially the Jabodetabek area.

PEOPLE:

Kopi Kenangan

Kopi Kenangan has successfully implemented a strong "people" strategy by focusing attention on developing and empowering its team. Through training that focuses on coffee skills, customer service, and product knowledge, Kopi Kenangan strives to create baristas who are not only adept at serving high-quality coffee but are also able to establish positive interactions with customers. This strategy may involve an inclusive and collaborative approach, creating a work environment that supports and motivates employees.

Janji Jiwa

Janji Jiwa has focused on friendly customer service, and creating a positive work environment. Well-trained and motivated employees can provide a better customer experience. Employee welfare policies, incentives, and career development programs

can also play an important role in building a dedicated team.

Tomoro Coffee

Tomoro Coffee has focused on recruiting and training baristas who have advanced coffee skills and good customer service skills. This strategy may involve building a passionate and dedicated team, by motivating employees through performance incentives, wellbeing policies and career development opportunities. Involving the team in decision making or listening to employee input can also be part of a "people" strategy to create an inclusive and collaborative work environment.

Fore Coffee

Fore Coffee encourages superior product quality with R&D innovation, empowering quality human resources (HR). Fore Coffee's customer service team is always ready to provide friendly and professional service to every visitor. They strive to ensure every customer feels well treated and satisfied with their visit to Fore Coffee.

Fami Cafe

Fami Cafe focuses on building strong relationships with customers through good employee training by ensuring that each team member has superior customer service skills and can provide product information well. Holding a customer loyalty program to give rewards to customers aims to create lasting relationships and increase customer loyalty.

PROMOTION:

Kopi Kenangan

- 1) Presenting an Ear -*Catching Brand Name*
- 2) Kopi Kenangan Activ creates interesting promotional content on various social media, such as Instagram and TikTok.
- 3) Collaborating with *influencers* is also a marketing strategy that many *brands* use so that their business can be more *visible* and reach thousands of people. To date, Kopi Kenangan has collaborated with various well-known *influencers* , from Isyana, Nicholas Saputra, Horman Paris, to BTS. This collaboration takes various forms, from working together as *brand ambassadors* to releasing exclusive *merchandise* .
- 4) The price is relatively affordable for many people. Because, Kopi Kenangan itself targets the middle class as their target consumers. However, even though it is set at a low price, Kopi Kenangan still prioritizes the quality of taste of its coffee products.

Janji Jiwa

- 1) Maximize the use of social media. In this digital era, Janji Jiwa coffee uses the internet to reach more customers.
- 2) Janji Jiwa innovates by not only providing coffee, Janji Jiwa also has a menu of other drinks. For example, iced chocolate, *matcha* and milk. These drinks can also be given interesting *toppings* , *such as grass jelly, jelly* or ice cream. What's more unique is that Janji Jiwa also collaborates with other *brands* to create a variety of new menus. Several *brands* have worked together to create the new Janji Jiwa menu, namely Milo, Sasa, Oatside, and Teh Botol. Janji Jiwa drinks are also available in various sizes, from *cups* .

to one liter bottles which can be adjusted to customer needs.

- 5) Offering a *franchise* or franchising business so that you can develop the market more evenly in various regions.
- 6) In its efforts to increase sales, Janji Jiwa also launched a special application for ordering products called JIWA+. The JIWA+ application presents the " *grab and go* " concept, where customers can order products and pay for them *online* . Then, customers can choose the Janji Jiwa *outlet they want to visit directly to pick up their order or have it delivered to the location.*
- 7) Building *brand awareness* through social media, Janji Jiwa also improves *branding* by presenting *eye and ear catching logos and slogans* .

Tomoro Coffee

Tomoro Coffee started by building a strong and recognizable brand identity. This involves creating a compelling logo, a tagline that reflects the company's vision and values, and developing a consistent visual style.

Fore Coffee

To market her products to a wider market, one of the methods used by Fore Coffee owner Elisa Suteja is to use social media. Some of the media used to promote their products include Instagram and Facebook. Apart from that, fore coffee also collaborates with other businesses, such as in 2018 where it collaborated with Disney Indonesia to commemorate Mickey Mouse's 90th birthday. Not only using online media, fore coffee's offline strategy follows the Jakarta Coffee bazaar Week at PIK Avenue. onsep provided by Fore is very comfortable and suitable for all groups including gen z because Fore Coffee provides popup, outlet and outdoor store concepts.

Fami Cafe

Fami Cafe has succeeded in implementing the "intensive promotion" strategy very effectively. They are active in creating creative and attractive promotional campaigns to attract customer attention. This campaign includes various types of promotions such as discounts, buy one get one free promos, or attractive prizes for loyal customers.

PROCESS:

Kopi Kenangan

Kopi Kenangan focuses on market penetration by opening new outlets in various strategic locations, including big cities and shopping centers. Apart from that, Kopi Kenangan is also active in adopting technology and innovation to improve operational efficiency, such as implementing digital payment systems and delivery services. A strong marketing strategy, involving partnerships with celebrities and digital-based promotions, has also become an integral part of the company's efforts to expand its customer base and increase brand awareness.

Janji Jiwa

Jiwa Group has managed 3 product brands. Apart from coffee, there are Jiwa Toast and Jiwa Tea, which throughout 2021 were recorded to have sold 40 million products with a 2x increase compared to the same period the previous year. Jiwa Toast is a new concept developed by Jiwa Group in 2019. Apart from improving service.

quality through menu innovation, Jiwa Group also innovates through the use of technology.

Tomoro Coffee

Tomoro Coffee will continue to innovate to provide quality coffee and support the development of the coffee business in Indonesia. So far, it has worked closely with the local supply chain, building long-term strategic partnerships with various parties to support beverage innovation through research and development, to planning the construction of the Tomoro Coffee coffee roasting factory itself.

Fore Coffee

The background is the use of online systems which are starting to be widely used by the public, for example Gojek and Grab. Therefore, he started building a platform for ordering coffee via cellphone. The existence of this service makes it easier and more efficient for consumers to order coffee drinks. Because when the customer has clicked the order button, the barista will start preparing and making the drink. The combination of using this technology will definitely make it easier for the fore coffee owner to find out information about each customer.

Fami Cafe

Fami Cafe is famous for its innovative and creative coffee menu. They continue to innovate in creating a variety of interesting and appetizing coffee drinks, meeting the needs of consumers who are always looking for something new and different.

PHYSICAL EVIDENCE:

Kopi Kenangan

Coffee shop design and layout, store interior and exterior, product packaging, displayed coffee making equipment, and physical promotional items such as merchandise or special promotions. Attractive design, cleanliness of the outlet, and attractive product packaging are physical evidence that influence customer perceptions of the quality and image of the Kopi Kenangan brand.

Janji Jiwa

Unique coffee brewing equipment, specific types of coffee beans or blends, special packaging, or symbolic objects or artifacts are physical evidence of what Janji Jiwa has done.

Tomoro Coffee

Tomoro Coffee was born amidst the rise of other *coffee-chain brands* and enlivened the coffee drink market. Not just an ordinary coffee cafe, as a new *specialty coffee-chain* that uses 100% Arabica coffee beans and sophisticated coffee machines to provide a consistently high quality coffee experience. As well as providing a new experience in drinking coffee because of its distinctive taste and aroma, and also using the new "Black Cup" packaging with anti-spill technology.

ForeCoffee

Fore Coffee has proven its commitment to exemplifying the pioneering spirit and customer-driven innovation that is part of the brand's value of integrity. Apart from

creating and offering products to suit the tastes of every family in Indonesia, Fore Coffee also promotes product convenience and affordability by always creating seasonal beverage products while continuing to promote its superior products.

Fami Cafe

Competing with Kopi Kenangan and other coffee shops, Fami Cafe does not have significant differentiation. However, strategic *outlet placement is Fami Cafe's value*. Apart from that, the Grab & Go concept is expected to provide a solution for consumers who don't want the hassle of buying fresh drinks. With a packaging appearance that is no less attractive than other current coffee products, Fami Cafe is very popular with both young and old people.

PERFORMANCE:

Kopi Kenangan

Kopi Kenangan has adopted various strategies to improve their performance. This may include store expansion, menu innovation, effective marketing campaigns, collaboration with strategic partners, and a focus on coffee bean quality. In addition, the use of technology, such as digital ordering and payment applications, can also be part of a performance strategy to improve customer experience and operational efficiency.

Janji Jiwa

Janji has made innovations in menus, use of high quality raw materials, creative marketing approaches, and efforts to expand market share through opening new outlets or strategic partnerships. In addition, the application of technology, such as ordering applications or customer loyalty programs, is also part of the strategy to increase customer interaction and increase competitiveness in the coffee market.

Tomoro Coffee

Tomoro Coffee has adopted various strategies to improve its performance. This can include developing innovative menus, improving the quality of coffee beans, effective marketing campaigns, and focusing on customer experience. Additionally, digital marketing strategies, store expansions, or partnerships with leading brands in the industry may also have been implemented

Fore Coffee

Fore Coffee has prepared a business strategy that refers to the profitability map. Fore Coffee will return to its original path, namely a business that provides superior quality food and beverage products that suit the tastes of Indonesian consumers, as well as repositioning the brand image, so that it becomes a trendy drink that is pocket-friendly for Indonesian family consumers.

Fami Cafe

Fami Cafe has outlets spread across various strategic locations, making it easily accessible to coffee lovers in various regions. The presence of outlets in shopping centers and urban areas makes Fami Cafe a comfortable and practical choice for customers.

CONCLUSION AND RECOMENDATION

Conclusion

From research on Persona Analysis and Segmentation of Consumer Interest in current coffee shops, it can be summarized as follows:

1. Cluster 3 or potential customers are the target of this research to implement appropriate marketing strategies based on the characteristics and profiles of the respondents. This cluster consists of 31 respondents, most of whom are women aged 24-28 years with a bachelor's degree and work as private employees in Jakarta. Respondents in cluster 3 actively use social media and have an income of around 2-5 million to 10-15 million. Interestingly, cluster 3 is divided between coffee fans and those who don't like coffee. Despite this, respondents still often dine in at coffee shops, although some occasionally order online food. Respondents in this cluster tend to recommend only 3 of the 5 coffee shop options available. Coffee fans in the cluster tend to favor Kopi Tomoro Coffee, while those who don't like coffee prefer Fami Cafe. The strategy that the author recommends for this cluster is from a product perspective, focusing on coffee variations that accommodate both groups of coffee fans and non-coffee fans by offering alternative drinks or unique blends. And offering discounts or special packages can be an incentive for those with lower incomes, while providing premium options or exclusive packages for those with higher incomes. In the aspect of place, ensuring availability in popular locations in Jakarta and increasing the comfort of seating in coffee shops can increase their interest in "dine in." Promotions can be carried out via social media, by taking advantage of their activeness on social media and focusing on campaigns that highlight recommendations from coffee fans in the cluster, as well as offering exclusive promos for social media users. Then continue to innovate to design a coffee shop with a pleasant and Instagrammable atmosphere to increase the attraction of other customers.
2. The value proposition for current coffee shops is to give the impression of Coffee Vibes and focus on providing a unique and unforgettable coffee experience by presenting innovative flavor variants and creative coffee presentations, exploring new flavors and offering premium quality that can be enjoyed by all groups and creating an atmosphere comfortable and Instagram-worthy to provide a pleasant customer experience that fits the rhythm of modern life.

Recomendation

Based on the research findings on Persona Analysis and Segmentation of Consumer Interest in current coffee shops, the recommendations are as follows: Firstly, targeting Cluster 3, which comprises potential customers, suggests implementing tailored marketing strategies aligning with their characteristics. This cluster, consisting mostly of women aged 24-28 with varying income levels and preferences regarding coffee, indicates the need for diverse coffee variations accommodating both coffee consumers, as well as repositioning the brand image, so that it becomes a trendy drink that is pocket-friendly for Indonesian family consumers enthusiasts and non-coffee drinkers. Offering alternative drinks or unique blends can attract a broader customer base. Tailored promotional offers based on income levels and enhancing the "dine-in" experience through location convenience and improved seating arrangements are also recommended. Secondly, enhancing the value proposition for current coffee shops revolves around the notion of 'Coffee Vibes.' This entails consistently innovating in

flavor variations, coffee presentations, and quality while creating a comfortable and aesthetically pleasing ambiance suitable for modern lifestyles, aligning with customers' desire for unique experiences and Instagram-worthy settings. These recommendations aim to optimize marketing strategies and improve the overall coffee shop experience, catering to diverse consumer preferences and modern lifestyle trends.

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