

INFLUENCE OF MARKETING STRATEGIES IN INCREASING CONSUMER ATTRACTION

(Study on Customers of Cafe Kiyo Bandar Lampung)

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Abstract. This study aims to examine the effect of marketing strategies in increasing consumer attractiveness at Cafe Kiyo Bandar Lampung. This research method uses a questionnaire. The sample of this study amounted to 32 respondents. The statistical test was carried out using PLS-based Structural Equation Modeling. Validity test using Cronbach's Alpha Value, composite reliability and Average Variance Extracted (AVE). Of the hypotheses proposed, there are two 3 hypotheses proposed, there are that were rejected. The conclusion of this study is the price has a positive but not significant effect on the Cafe Kiyo Bandar Lampung place. The product has a positive but not significant effect on the Cafe Kiyo Bandar Lampung, promotion has a positive and significant effect on the Cafe Kiyo Bandar Lampung.

Keywords: *Marketing strategy, Marketing mix, Customer attraction.*

PENGARUH STRATEGI PEMASARAN DALAM MENINGKATKAN DAYA TARIK KONSUMEN

(Studi pada Pelanggan Cafe Kiyo Bandar Lampung)

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Abstrak. Penelitian ini bertujuan untuk menguji pengaruh strategi pemasaran dalam meningkatkan daya tarik konsumen Cafe Kiyo Bandar Lampung. Metode penelitian ini menggunakan kuisioner. Sampel dari penelitian ini berjumlah 32 responden. Uji statistik dilakukan dengan Structural Equation Modelling berbasis PLS. Uji validitas menggunakan nilai Cronbach's Alpha, reliabilitas komposit dan Average Variance Extracted (AVE). Dari 3 hipotesis yang diajukan terdapat dua hipotesis yang ditolak. Kesimpulan dari penelitian ini adalah harga berpengaruh positif tetapi tidak signifikan terhadap tempat Cafe Kiyo Bandar Lampung, produk berpengaruh positif tetapi tidak signifikan terhadap tempat Cafe Kiyo Bandar Lampung, promosi berpengaruh positif dan signifikan pada tempat Cafe Kiyo Bandar Lampung.

Kata kunci—*Strategi pemasaran, Bauran pemasaran, Daya tarik pelanggan*

INTRODUCTION

In this day and age, Indonesian people's lifestyles are changing because they tend to imitate outsiders, Indonesian people often spend their free time relaxing in coffee shops or visiting tourist attractions, with this lifestyle they produce coffee because the culture of money is enjoyed by the community. Indonesia is drinking coffee while relaxing to spend his spare time.

The culture of relaxing while drinking coffee is quite popular in Indonesia, this can be seen from the increasing number of Kiyos in the Bandar Lampung area, based on an interview with one of the employees who works at the cafe as well as a gathering place that is of interest to young people. With the cafe, the surrounding community can enjoy coffee without making it yourself, this is not only to spend free time, the community can unwind after work and not only the surrounding community who can unwind when they finish work and not only the surrounding community who can enjoy it. serving coffee on the side of the road, but the drivers can also just enjoy a cup of coffee when they feel bored while driving, this is very helpful for the drivers to rest and while drinking coffee during the

COVID-19 pandemic, business actors have experienced a lot of decline in sales, especially in the beverage and food sector.

One of them is cafe kiyos, which is experiencing the impact of covid-19, the problems experienced by cafe kiyos have a marketing strategy specifically in attracting a customer, but cafe entrepreneurs must be smart in racking their brains in improving marketing strategies so that customer interest will be interested in visiting the cafe.

With the rapid development of the business world, business people must have a strategy in order to make the heart and build a sense of enthusiasm for consumers to be satisfied with consuming products or services, so that they will be impressed. Therefore, a pattern or method is needed to create a thought in terms of a cafe business that only provides food and drinks. The creation of a comfortable and unique place and atmosphere and the availability of various additional facilities such as wifi, music and so on is a special attraction for consumers which will ultimately affect a consumer's purchase decision.

The increasing number of existing business competitors, especially competition from similar businesses, has demanded that business actors move faster in terms of attracting consumers, so

businesses that apply marketing concepts must pay close attention to customer behavior. The number of business behaviors in similar fields will also have an impact on the quantity of products in the market, so the level of competition will increase sharply from time to time. Business is said to be a community activity related to the activities of selling, buying. Business is also generally in economics is an activity or organization that sells or buys or services to consumers or customers who will get a profit or profit.

THEORETICAL BASIS

The big theory in this research is that marketing strategy is an effort to market a product or service using a company's sales. In the marketing strategy is very important because it affects the purchase of a consumer. The marketing strategy must require precise tactics so that consumers will believe about the product and want to buy and enjoy the product. The marketing strategy is basically a comprehensive and integrated plan that is integrated into the marketing field, therefore every marketing strategy is needed because the marketing strategy is very influential on the income of a business.

1. Understanding Marketing Strategy

a. Strategy Definition

the company is reached. So strategy is planning in which the concept of strategy cannot be separated from aspects of planning, direction to achieve future goals. Strategy is directly related to marketing, because in marketing goods and services, strategies must be used so that people can understand what is conveyed by marketing. Strategy plays an important role in the development of a company, because in the strategy there is a process that is planned so that the goals desired by the company are carried out.

b. Definition of Marketing

Marketing is an activity to recognize, sell, promote an item or product or just to the public in order to get a response and buy products sold by a company.

Based on Tjiptono's opinion, formulating a marketing strategy as a fundamental tool is planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve the relevant target market. Strategy Marketing is a comprehensive, integrated, and unified financial plan in the field of marketing that provides guidance on the activities that will be carried out to achieve the objectives of a marketing. In other words, marketing strategy is a set of goals or objectives that

provide marketing direction to the company in the face of an ever-changing environment and market competition.

RESEARCH METHODS

The measurement instrument in this study used a Likert scale. The measurement scale is an agreement that is used as a reference to be able to determine the length of the short interval in the measuring instrument when used to measure respondents' answers regarding marketing strategies, attractiveness. The Likert scale is used to measure attitudes, income, and perceptions of a person or group of people about social phenomena. The measurement scale of this study uses a Likert scale with intervals of 1-5 with a score as follows:

1. Strongly Disagree given a score of 1
2. Disagree given a score of 2
3. Neutrals are scored 3
4. Strongly Agree given a score of 4
5. Strongly Agree given a score of 5

Variable Measurement Scale Table

Keterangan	Skor
Sangat tidak setuju	1
Tidak setuju	2
Kurang setuju	3
Setuju	4
Sangat setuju	5

RESEARCH RESULTS AND DISCUSSION

In this study, data collection was carried out using a questionnaire given to 32 consumers of Cafe Kiyo Lampung. The results of the respondent's description test based on gender are shown in table 1.1 as follows.

Characteristics of Respondents Based on Gender

Laki – Laki	17 53,9%
Perempuan	15 44,1%
Jumlah	32 100%

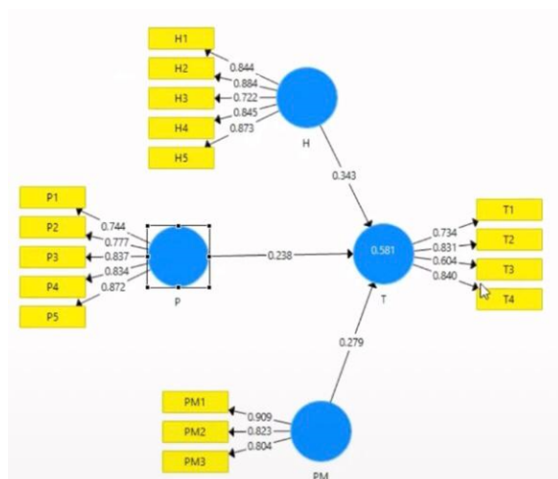
Source: Results of Questionnaire Data Processing Using SmartPLS3

Based on table 1.1, it can be seen that most of the respondents are male with a percentage of 15 respondents (44.1%) and the number of female respondents is 17 people with a percentage (53.9%). Based on the data, it can be concluded that most of the consumers of Cafe Kiyo Bandar Lampung are female.

Based on the results, it has several results, namely, first, there are questionnaire items that fall because they do not meet the standard limit of the loading factor. In Place (T) there is 1 fall out of 4 items. Then the next step is to retest the construct validity so that all indicator items are above the standard loading factor value above 0.6 so that based on Hair et al. (2010)

considered valid in testing the reliability. So that the instrument is considered reliable and meets the requirements for hypothesis testing.

Validity Test Results and Reliability Test



Information:

Q : Place

H : Price

Q : Product

PM : Promotion

Validity comes from validity which means the extent to which the accuracy and accuracy of a measuring instrument in carrying out its size function. Meanwhile, according to Sugiharto and Sitinjak (2006), validity relates to a change in measuring what should be measured. Validity test is a test used to show the extent to which the measuring instrument used in a measure is what is being measured. Ghazali (2009) states that the validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire

are able to reveal something that will be measured by the questionnaire.

Price Effect on Place

The first hypothesis tests whether the price significantly affects the place. From the results of testing data based on a survey that has been conducted through SmartPLS3 it is found that the price has a positive but not significant effect on the place with a P-value of 0.017 0.05 and a T-Statistic of 2.384. This means that this hypothesis is not proven so that this hypothesis is rejected.

Product Effect on Place

The second hypothesis tests whether the product has a significant effect on the place. From the results of testing data based on a survey that has been carried out through SmartPLS3 it was found that the product with a P-value of 0.418 0.05 and a T-Statistic of 0.810. This means that this hypothesis is not proven so that this hypothesis is rejected.

The Effect of Promotion on Place

The third hypothesis tests whether promotion has a significant effect on place. From the results of testing data based on a survey that has been conducted through SmartPLS3 it was found that the promotion with a P-value of 0.120 0.05 and a T-Statistic of 1.555. This means that this hypothesis is accepted.

CONCLUSION AND IMPLICATION

Based on the results of the research that has been done above, it can be concluded that:

1. The test results show that the value of the price coefficient for the place is 0.017 and the t-statistic is 2.384. From these results it is stated that the t-statistic is not significant. Because the t-statistic is 0.017 and the p-value is 0.05. So the first hypothesis is rejected. This proves that the price has a positive but not significant effect on the Cafe Kiyo Bandar Lampung place.
2. The results of the tests that have been carried out, the coefficient value of the product to the place is 0.418 and the t-statistic is 0.810. From these results that the t-statistic is not significant. Because the t-statistic and p-value is 0.05. So this hypothesis is rejected . This means that the product has a positive effect on the place but not significantly on the Cafe Kiyo Bandar Lampung place.
3. Based on the results of the tests that have been carried out, the value of the promotion coefficient for the place is 0.120 and the t-statistic is 1.555. From the results, it is stated that the t-statistic is significant. Because the t-statistic and p-value is 0.05. So this hypothesis is accepted . this states that promotion has

a positive and significant effect on the Cafe Kiyo Bandar Lampung place.

SUGGESTION

It is hoped that the researchers will continue to improve the existing limitations in the study and increase the number of samples and other more complete data collection methods to get overall results.

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