

## MARKETING STRATEGY ANALYSIS IN INCREASING THE NUMBER OF CONSUMERS AND TURNOVER IN THE COFFEE SHOP BUSINESS IN MEDAN CITY

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### Abstract

This study aims to analyze how marketing strategies can increase the number of consumers and turnover in Coffee Shop businesses in Medan City. The methods used in this study are qualitative and quantitative research. The data collection studied in this study amounted to 10 coffee shops taken from various locations. The data analysis technique used in this study is Spearman rank correlation analysis. The results of this study indicate that the product has a significant correlation with turnover and an increase in the number of coffee shop consumers in Medan City. Price has an opposite effect to the Number of Consumers, while on turnover it shows that price has an effect in the same direction as Turnover. The results of the study also show a significant relationship between price and Coffee Shop Turnover in Medan City. Location has a weak but significant effect on the Number of Consumers and turnover Coffee shop turnover in Medan City. Likewise, Promotion has a unidirectional and significant relationship between promotion and the Number of Coffee Shop Consumers. While on turnover, promotion has an opposite effect to Turnover and has a significant relationship between promotion and Coffee Shop Turnover in Medan City. The process has an effect in the same direction as the Number of Consumers, while on turnover it shows an insignificant relationship between the process and Coffee Shop Turnover in Medan City. There is an influence between HR and the Number of Coffee Shop Consumers in Medan City, while turnover shows an insignificant relationship between HR and Coffee Shop Turnover in Medan City. The results of this study indicate a significant relationship between Physical Evidence and the Number of Consumers and Coffee Shop Turnover in Medan City.

**Keywords:**Marketing Strategy, Increasing Number of Consumers, Turnover, Coffee Shop.

### INTRODUCTION

*Coffee Shoppis* a place or room that is managed with the addition of decorations to make it more attractive, or managed with structured management that provides commercial services to meet consumer needs, and serves various types of processed coffee dishes. In running its business, a Coffee Shop requires a strategy in product marketing, decisions regarding target markets, product placement, marketing mix, and the level of marketing costs required. Furthermore, the marketing strategy is chosen to adjust the right method, target market, marketing collection elements and positioning approaches.(Kotler & Keller, 2016)

One of the opportunities for companies in the UMKM sector is the coffee processing business. In several cities in Indonesia, the coffee industry is encouraged in the processing sector with the aim of increasing domestic coffee consumption. At present, coffee-based culinary businesses are growing very rapidly and are spread across various regions, this provides many choices for consumers in choosing a place, whether just enjoying coffee, hanging out or doing other activities.(Ngidia et al., 2021). This is what ultimately creates a sense of competition between these business actors, of course forcing coffee entrepreneurs to respond quickly and easily innovate and adapt to be able to dominate the market. This shows the many businesses in the coffee sector with the same characteristics as in foreign countries, this is also what is happening in the city of Medan, currently the number of coffee shops has increased drastically filling almost every corner of the city(Lutfiah et al., 2021).

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The growth of MSMEs is one of the main centers of economic development in Indonesia. In the Indonesian economic system, the existence of MSMEs is an important and inseparable element. This is because the number of MSMEs is greater than large industrial companies, so that they absorb more workers to encourage the acceleration of equitable national development. In addition, Indonesia is a region with fertile natural resources, including the agricultural sector which has results in the form of coffee that can be used to open small and medium businesses.(Romadhon et al., 2023). This can be seen in the large number of coffee lovers in society, so it can create an opportunity to start a business.

Coffee shop business is a group of small and medium businesses that are currently growing very rapidly and attracting the attention of the government and business actors in the country. There are several aspects that are considered in compiling regulations and implementing development programs so that small and medium industries become more efficient and effective in the future, including coffee shops. Entrepreneurship refers to a series of jobs carried out by individuals or groups with the intention of making a profit through the production, purchase, sale or exchange of products or services(Hurriyati, 2020)

Business problems arising from the external environment can be predicted and handled well, and vice versa. This means that there is no guarantee that entrepreneurs are in their comfort zone. The increase in coffee businesses in large domestic cities is more due to the increase in coffee consumption. The community also has a positive attitude towards the establishment of Coffee Shops, because most Coffee Shops are able to meet the needs of today's modern society. Coffee Shops are now designed as comfortable as possible for four to discuss and just chat with colleagues while enjoying the coffee drinks served. Coffee shops offer coffee preparations in various flavors and affordable prices(Noviansyah, 2022). This proves that the Coffee Shop phenomenon was born in the current lifestyle changes that have a positive impact on interest and understanding of coffee drinking culture, so this study plays an important role in the Analysis of the development of Coffee Shops in Medan City.

## STUDY METHOD

This study uses a causal study design, the researcher chose to use the causal method, this study design was chosen by the researcher because this study was designed to examine the possibility of a causal correlation between each of the variables studied.(Sugiyono, 2020). The population in this study is all coffee shops in Medan City, the number of samples used in the study is 10 coffee culinary businesses located in various locations in the Medan City area. The data collected by the researcher in this study used observation, in-depth interviews and documentation. The researcher's qualitative data used the Miles & Huberman qualitative test consisting of "(1) Data reduction; (2) Data exposure; (3) Conclusion drawing and verification, then to test the impact of the 7 P marketing mix on the number of visitors and turnover, the Spearman rank analysis method was used.

## RESULTS AND DISCUSSION

### 1. Marketing Mix Analysis 7 P On Number of Visitors to Coffee Shop Businesses in Medan City

**Table 1.**Product Correlation to the Number of Visitors to Coffee Shop Businesses

			Product	Number of Consumers
Spearman's rho	Product	Significant Correlation Coefficient. (two-tailed)	1,000	.616
		N	10	10
		Number of Consumers Correlation Coefficient	.616	1,000
		Significant. (two-tailed)	.012	.
		N	10	10

Table 1. Implies in this study the value of the product Correlation Coefficient to the Number of Consumers is 0.616, this score implies a moderate correlation between the product and the Number of Visitors to the coffee culinary business, a substantial value of 0.012 <0.05 implies a significant correlation between the product and the Number of Visitors to the coffee culinary business in Medan City.

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**Table 2.**Price Correlation to Number of Visitors to Coffee Shop Businesses

		Price	Number of Consumers
Spearman's rho Price	Correlation Coefficient	1,000	-.684
	Significant. (two-tailed)	.	.023
	N	10	10
Number of Consumers	Correlation Coefficient	-.684	1,000
	Significant. (two-tailed)	.023	.
	N	10	10

Table 2. Implies in this study the value of the Correlation Coefficient of Price to the Number of Consumers is -0.684, a negative value implies that price has an impact in the opposite direction to the Number of Consumers, the value of -0.684 implies a moderate correlation between price and the Number of Visitors to coffee culinary businesses, a substantial value of 0.023 <0.05 implies a significant correlation between price and the Number of Visitors to coffee culinary businesses in Medan City.

**Table 3.**Correlation of Place to Number of Visitors to Coffee Shop Business

		Place	Number of Consumers
Spearman's rho Place	Significant Correlation Coefficient. (two-tailed)	1,000	.335
		.	.043
	N	10	10
Number of Consumers	Correlation Coefficient	.335	1,000
	Significant. (two-tailed)	.043	.
	N	10	10

Table 3. Implies in this study the value of the Correlation Coefficient of the place to the Number of Consumers is 0.335, this value implies that the place has an impact in the same direction as the Number of Consumers, the value of 0.335 implies a weak correlation between the location and the Number of Visitors to the coffee culinary business, a substantial value of 0.043 <0.05 implies a significant correlation between the place and the Number of Visitors to the coffee culinary business in Medan City.

**Table 4.**Correlation of Promotion to Number of Visitors to Coffee Shop Businesses

		Promotion	Number of Consumers
Spearman's rho Promotion	Significant Correlation Coefficient. (two-tailed)	1,000	.429
		.	.037
	N	10	10
Number of Consumers	Correlation Coefficient	.429	1,000
	Significant. (two-tailed)	.037	.
	N	10	10

Table 4. Implies in this study the value of the promotion correlation coefficient against the number of consumers is 0.429, this value implies that promotion has an impact in the same direction as the number of consumers, the value of 0.429 implies a weak correlation between promotion and the number of visitors to coffee culinary businesses, a substantial value of 0.037 <0.05 implies a significant correlation between promotion and the number of visitors to coffee culinary businesses in Medan City.

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**Table 5.**Correlation of Process to Number of Visitors to Coffee Shop Business

		Process	Number of Consumers
Spearman's rho Process	Correlation Coefficient	1,000	.435
	Significant. (two-tailed)	.	.032
	N	10	10
Number of Consumers	Correlation Coefficient	.435	1,000
	Significant. (two-tailed)	.032	.
	N	10	10

Table 5. Implies in this study the value of the Correlation Coefficient of the process to the Number of Consumers is 0.435, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.435 implies a weak correlation between the process and the Number of Visitors to the coffee culinary business, a substantial value of 0.032 <0.05 implies a significant correlation between the process and the Number of Visitors to the coffee culinary business in Medan City.

**Table 6.**Correlation with the Number of Visitors to Coffee Shop Businesses

			People	Number of Consumers
Spearman's rho People	Significant Correlation Coefficient. (two-tailed)	N	1,000	.372
			.	.039
			10	10
Number of Consumers	Correlation Coefficient Significant. (two-tailed)	N	.372	1,000
			.039	.
			10	10

Table 6. Implies in this study the value of the Human Resource Correlation Coefficient to the Number of Consumers is 0.372, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.372 implies a weak correlation between Human Resources and the Number of Visitors to coffee culinary businesses, a substantial value of 0.039 <0.05 implies a significant correlation between Human Resources and the Number of Visitors to coffee culinary businesses in Medan City.

**Table 7.**Correlation of People to the Number of Visitors to Coffee Shop Businesses

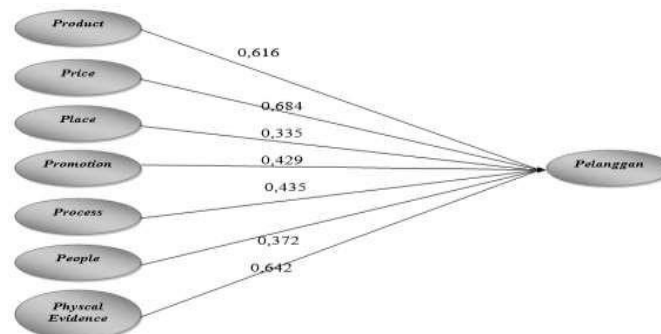
			Physical Evidence	Number of Consumers
Spearman's Rho Physical Evidence	Correlation Coefficient Significant. (two-tailed)	N	1,000	.642
			.	.014
			10	10
Number of Consumers	Correlation Coefficient Significant. (two-tailed)	N	.642	1,000
			.014	.
			10	10

Table 7. Implies in this study the value of the Correlation Coefficient of Physical Evidence to the Number of Consumers is 0.642, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.642 implies a moderate correlation between Physical Evidence and the Number of Visitors to coffee culinary businesses, a substantial value of 0.14 <0.05 implies a significant correlation between

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Physical Evidence and the Number of Visitors to coffee culinary businesses in Medan City.



**Figure 1. Correlation of Variables with Number of Customer Visits.**

**2. Marketing Mix Analysis of Coffee Shop Turnover in Medan City Table 8. Product Correlation to Coffee Shop Turnover**

		Product	Turnover
Spearman's rho	Product Correlation Coefficient	1,000	.682
	Sig. (2-tailed)	.	.016
	N	10	10
	Turnover Correlation Coefficient	.682	1,000
	Sig. (2-tailed)	.016	.
	N	10	10

Table 8. Implies in this study the value of the product correlation coefficient to turnover is 0.682, this score implies a moderate unidirectional correlation between products and coffee shop turnover, a substantial value of 0.016 < 0.05 implies a significant correlation between products and coffee shop turnover in Medan City.

**Table 9. Price Correlation to Coffee Shop Turnover**

		Price	Turnover
Spearman's rho	Price Significant Correlation Coefficient. (two-tailed)	1,000	.884
		.	.000
	N	10	10
	Significant Correlation Coefficient Turnover. (two-tailed)	.884	1,000
		.000	.
	N	10	10

Table 9. Implies in this study the value of the Correlation Coefficient of Price to Turnover is 0.884, a positive value implies that price has an impact in the same direction as Turnover, a value of 0.884 implies a strong correlation between price

with coffee shop turnover, a substantial value of 0.000 < 0.05 implies a significant correlation between price and coffee shop turnover in Medan City.

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**Table 10.**Location Correlation to Coffee Shop Turnover

			Place	Turnover
Spearman's rho	Place	Significant Correlation	1,000	.335
		Coefficient. (two-tailed)	.	.043
		N	10	10
	Turnover	Significant Correlation	.335	1,000
		Coefficient. (two-tailed)	.043	.
		N	10	10

Table 10. Implies in this study the value of the Correlation Coefficient of place to Turnover is 0.335, this value implies that the location has an impact in the same direction as Turnover, the value of 0.335 implies a weak correlation between location and coffee shop Turnover, a substantial value of 0.043 <0.05 implies a significant correlation between place and coffee shop Turnover in Medan City.

**Table 11.**Promotion Correlation to Coffee Shop Turnover

			Promotion	Turnover
Spearman's rho	Promotion	Significant Correlation	1,000	-.629
		Coefficient. (two-tailed)	.	.007
		N	10	10
	Turnover	Significant Correlation	-.629	1,000
		Coefficient. (two-tailed)	.007	.
		N	10	10

Table 11. Implies in this study the value of the promotion correlation coefficient to turnover is -0.629, the negative value implies that promotion has an impact in the opposite direction to turnover, the value of -0.629 implies a moderate correlation between promotion and coffee shop turnover, a substantial value of 0.007 <0.05 implies a significant correlation between promotion and coffee shop turnover in Medan City.

**Table 12.**Process Correlation to Coffee Shop Turnover

			Process	Turnover
Spearman's rho	Process	Significant Correlation	1,000	.235
		Coefficient. (two-tailed)	.	.123
		N	10	10
	Turnover	Significant Correlation	.235	1,000
		Coefficient. (two-tailed)	.123	.
		N	10	10

Table 12. Implies in this study the value of the Correlation Coefficient of the process to Turnover is 0.235, this value implies that the process has an impact in the same direction as Turnover, the value of 0.235 implies a weak correlation between the process and coffee shop Turnover, a substantial value of 0.123 <0.05 implies an insignificant correlation between the process and coffee shop Turnover in Medan City.

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**Table 13.**Correlation of People to Coffee Shop Turnover

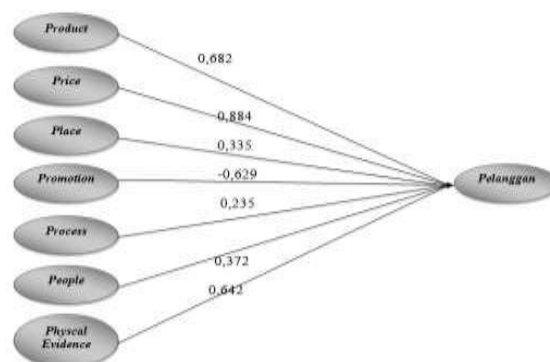
			People	Turnover
Spearman's rho	People	Significant Correlation Coefficient. (two-tailed)	1,000	.372
				.290
		N	10	10
	Turnover	Significant Correlation Coefficient. (two-tailed)	.372	1,000
			.290	
		N	10	10

Table 13. Implies in this study the value of the HR Correlation Coefficient to Turnover is 0.372, this value implies that the process has an impact in the same direction as Turnover, the value of 0.372 implies a weak correlation between HR and coffee shop Turnover, a substantial value of 0.290 <0.05 implies an insignificant correlation between HR and coffee shop Turnover in Medan City.

**Table 14.**Correlation of People to Coffee Shop Turnover

			Physical Evidence	Turnover
Spearman's rho	Physical Evidence	Correlation Coefficient	1,000	.642
		Significant. (two-tailed)		.014
		N	10	10
	Turnover	Significant Correlation Coefficient. (two-tailed)	.642	1,000
			.014	
		N	10	10

Table 14. Implies in this study the value of the Correlation Coefficient of Physical Evidence to Turnover is 0.642, this value implies that the process has an impact in the same direction as Turnover, the value of 0.642 implies a moderate correlation between Physical Evidence and Turnover of coffee shops, a substantial value of 0.14 <0.05 implies a significant correlation between Physical Evidence and Turnover of coffee shops in Medan City.



**Figure 2.** Correlation of Variables with Coffee Shop Turnover

**DISCUSSION**

**1. The Influence of Products on Turnover and Number of Visitors to Coffee Culinary Businesses**

The results of this study imply that the product has a significant correlation with turnover and an increase in the number of consumers. This can be seen from the value of the product correlation coefficient with the number of consumers which is 0.616 and a substantial value of 0.012 <0.05, implying a significant correlation between the product and the number of visitors to culinary coffee businesses in Medan City, while the increase in turnover has a substantial value of 0.016.

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$<0.05$  implies a significant correlation between products and coffee shop turnover in Medan City. A product is a good or service that producers offer to the market so that it can be used, utilized and consumed by consumers, and to fulfill consumer desires and needs. Coffee is a mainstay product that is usually offered by coffee culinary businesses. Coffee business actors usually use new product strategies and product positioning strategies because in making coffee drinks, coffee shop business actors usually change or mix their recipes with ingredients used by several coffee shops but are developed to have a different menu from existing coffee shops.(Darmawan & Romadhona, 2023).

Based on the results of interviews with several Coffee Shop owners who were used as study samples, it was stated that the product is one of the things they rely on to increase turnover and sales from their coffee shops, almost every coffee shop owner relies on their products as the main factor to increase their sales and turnover. This is in line with what was expressed by one of the coffee shop owners, he stated that "prioritizing the authentic taste of coffee as our main weapon to attract customers, knowing that almost all coffee shops have variations of products that are almost similar to those sold but must remain confident that the coffee that has a better taste than some of the coffee shops around here.

Based on the results of the interview above, it implies that product quality is a crucial element, product quality is often used by consumers as a consideration before buying a product. Good and trusted product quality will form a good impression on consumers, so that this will attract more consumers and will increase the turnover of the coffee shop (Purnama, 2023). Sales turnover is intended to increase competitiveness and reduce production costs in achieving optimal income. The development of entrepreneurs and the income obtained by entrepreneurs can be used as a measure of the success of business actors in managing activities that are interrelated with the business described. Many factors influence the achievement of these goals, including marketing. Sales turnover is an achievement that is expressed quantitatively in terms of physical or turnover or units of a product, this is also in line with the results of an interview that the author conducted with one of the coffee shop owners that to make quality coffee that has a distinctive taste and can be accepted by all groups, so that it can attract more consumers which of course will increase turnover and sales.

Based on the interview results above, it implies that coffee shop owners are indeed trying to prioritize the products they sell so that they can attract more consumers. Coffee shop owners in improving their products also try to get quality coffee beans so that the coffee they sell will have a consistent taste. This is also supported by the results of the interview that the author conducted that "One of the keys to maintaining product quality is to find a quality coffee supplier, because if the coffee used does not meet the standards, the taste of the product will change drastically, that's why choosing a quality coffee bean supplier is an obligation that we need to fulfill so that our coffee business can continue to run ".

The product is a crucial factor in sales strategy. Product strategy has an impact on other marketing strategies. Selling a product to consumers is not only aimed at ensuring that consumers have the right to the product but also aims to fulfill the needs and desires of consumers. In the coffee business, the product offered is an important thing to facilitate the ongoing business.(Kotler & Keller, 2016)In writing, a product is the result of the work of business actors on various things that they can offer as an effort to achieve business targets through fulfilling customer needs and actions that are in accordance with business capabilities and the purchasing power of the community. In addition, products can also be interpreted as consumer impressions explained by business actors via the final results. Products are considered important and are often used as the basis for consumer purchasing decisions.(Hurriyati, 2020).

## 2. The Influence of Price on Turnover and Number of Visitors to Coffee Culinary Businesses

The results of this study imply that the value of the Price Correlation Coefficient against the Number of Consumers is  $-0.684$ , a negative value implies that the price has an impact in the opposite direction to the Number of Consumers, a value of  $-0.684$  implies a moderate correlation between price and the Number of Visitors to coffee culinary businesses, a substantial value of  $0.023 <0.05$  implies a significant correlation between price and the Number of Visitors to coffee culinary businesses in Medan City. While in turnover, the value of the Price Correlation Coefficient against Turnover is  $0.884$ , a positive value implies that the price has an impact in the same direction as Turnover, a value of  $0.884$  implies a strong correlation between price and Turnover of coffee shops, a substantial value of  $0.000 <0.05$  implies a significant correlation between price and Turnover of coffee shops in Medan City. Business actors in order to be successful in carrying out business activities of a good or service must be able to provide efficient pricing in the targeted market. Coffee Shop sets prices with penetration price, namely



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low prices on products to attract many consumers.(Darmawan & Romadhona, 2023). Coffee businesses that are the subject of research usually market products starting at prices below Rp7,000 to Rp20,000. This is expected so that the price in their coffee shop can win the competition with other coffee shops. Coffee shop owners in determining their prices will look at 3 things, including:

## a. Cost

Cost is the listed price based on the cost of production and then combined with the desired profit, so that it can generate profit, the results of the researcher's interview showed the results "in determining the price, we usually do market research first, with confidence in the product that has better than competitors in the area. So that it will weigh the cost of raw materials, production costs and other variable costs. So that the price of coffee offered can provide benefits for and not give the impression of being expensive for our consumers ". Cost is one of the factors that makes coffee shops have to carefully set the price of their products, some consumers may accept it if the price they pay is in accordance with the coffee they get, but it is also undeniable that there are some consumers who will look for other alternatives for their coffee if they feel the coffee is too expensive for their ability(Lupiyoadi, 2021).

## b. Consumer

Pricing based on consumers, namely prices are set based on consumer tastes. If consumer tastes or consumer demand require low prices, the price set should also be low, namely following the consumer, this is also supported by the results of the interview that "to set prices, usually look at consumers first, positioning the coffee shop as a contemporary coffee shop that offers coffee made from quality coffee beans with variations that are currently trending. The target consumers are consumers who understand the taste and quality of coffee so they will not complain about the price of the coffee we offer". Therefore, consumers who understand the taste and quality of good coffee will definitely spend a lot of money.

## c. Competition

In certain conditions, companies often have to set their selling prices far below their production prices, based on the results of the author's interviews with coffee shop business actors in setting prices are indeed adjusted to the prices of their competitors, business actors do not want to apply coffee prices that are too low, because it will give the impression that their products have poor quality, but also do not want to apply prices that are too high because this will reduce the number of their customers. Because the price problem has actually done research in advance and cannot make the price as low as possible because it will be detrimental, but also cannot take prices that are too high because there are many competitors around here who are sure they also have their own market and mainstay menus ". These results imply that the purpose of pricing by coffee shop actors is to achieve profit, achieve sales levels, and create a good image.

### 3. The Influence of Place on Turnover and Number of Visitors to Coffee Culinary Businesses

The results of this study imply that the value of the Correlation Coefficient of the place to the Number of Consumers and turnover is 0.335, this value implies that the place has an impact in the same direction as the Number of Consumers, the value of 0.335 implies a weak correlation between the location and the Number of Visitors to the coffee culinary business, a substantial value of 0.043 <0.05 implies a significant correlation between the place and the Number of Visitors to the coffee culinary business in Medan City.

In the marketing mix, business location is an important aspect. This is because the right and strategic location will have a greater impact on success for businesses that really think about the location they choose, compared to businesses that are located in non-strategic locations even though they sell the same product. Business location plays an important role in business activities, especially business that can be accessed directly by users, such as food business because this is related to aspects that can cause sales to increase, such as locations close to busy people, easy to visit, safe and several other factors that users like. As the informant stated, "The reason for choosing a strategic location is so that it is easier for potential consumers to see the shop, it is easier to access the shop, so that even though they pay more expensive rent, everything will be repaid by the large number of consumers who come to the coffee shop. Therefore, choosing the right business location must be really considered, so that we can realize the goals we want to achieve."

Lupiyoadi gave an opinion that place is related to where the business is established in conducting sales activities. Place also has a role in helping to distribute goods or services from producers to consumers. Place is one of the important factors that influence the development of a business.(Lupiyoadi, 2021). "A strategic location will affect the number of consumers who come so that it can increase sales graphs and turnover, so the reason for

choosing this location is that there are many people passing by in the area so that there is a great opportunity for sudden purchasing decisions, unplanned and without going through intermediaries". Business location can affect the turnover received by the company, therefore choosing a business location is important and must be chosen wisely. If a business is located in a strategic location, then the business will get a high turnover. Likewise, if a business is located in a non-strategic location, it will also be difficult to increase turnover. Choosing the right and strategic business location will bring benefits to the company (Hurriyati, 2020).

#### **4. The Influence of Promotion on Turnover and Number of Visitors to Coffee Culinary Businesses**

The results of this study show that the promotion correlation coefficient value against the number of consumers is 0.429, this value implies that promotion has an impact in the same direction as the number of consumers, the value of 0.429 implies a weak correlation between promotion and the number of visitors to culinary coffee businesses, a substantial value of  $0.037 < 0.05$  implies a significant correlation between promotion and the number of visitors to culinary coffee businesses in Medan City, while in turnover, the promotion correlation coefficient value against turnover is -0.629, this negative value implies that promotion has an impact in the opposite direction to turnover, a substantial value of  $0.007 < 0.05$  implies a significant correlation between promotion and coffee shop turnover in Medan City.

Introducing and providing information about their products, usually culinary coffee business actors implement a number of promotional methods, namely Coffee Shop Advertisements which try to attract consumers by advertising, one of which is on Instagram. (Darmawan & Romadhona, 2023). As the informant stated that for promotion itself, they use more social media such as Instagram and TikTok, for endorsement itself they have not done it because it requires extra costs which increase expenses, but if a food blogger comes, they will be happy to give a discount, which is considered a free promotion cost for the shop.

Sales Promotion in coffee culinary businesses usually provide vouchers and discounts. Coffee Shops also carry out their promotions when Coffee Shops hold special events. When holding acoustic events, many newcomers enjoy the acoustic band and at that time the barista, cashier and waiter come and introduce the Coffee Shop menu. "There is a special promo for dawn and dusk coffee dishes, so consumers who come in the morning or afternoon get special prices for special products. We target millennials and people who love coffee, so we must try to provide what customers need. Such as a comfortable gathering place, holding routine activities such as appreciation nights so there is a reason for them to keep coming. also with good product quality, and the comfort of the place served " One of the direct promotional methods commonly used by coffee culinary entrepreneurs is by...conducting promotions to potential customers by sending direct messages (DM) to potential consumers via Instagram, this is done so that their business can get a good response from the public.

#### **5. The Influence of People on Turnover and Number of Visitors to Coffee Culinary Businesses**

The results of this study imply the value of the HR Correlation Coefficient to the Number of Consumers is 0.372, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.372 implies a weak correlation between HR and the Number of Visitors to the coffee culinary business, a substantial value of  $0.039 < 0.05$  implies a significant correlation between HR and the Number of Visitors to the coffee culinary business in Medan City, while in turnover the value of the HR Correlation Coefficient to Turnover is 0.372 and a substantial value of  $0.290 < 0.05$  implies an insignificant correlation between HR and Turnover of coffee shops in Medan City.

Employees at Coffee Shop are required to have expertise in their fields. Coffee Shop recruits employees with various requirements according to their expertise in their respective fields so that the results of the food and beverage concoctions offered have quality taste and quality coffee products. To optimize its service to customers, Coffee Shop tries to use a method that prioritizes the friendliness of its employees and provides maximum service quality so that customers feel comfortable and satisfied with the service provided. Another thing that Coffee Shop tries to do is the appearance of employees who always appear relaxed but polite. "Because it is important to provide motivation and training to employees so that they understand how to work well and look attractive and have more insight and ability in concocting all kinds of food and drinks. So with the motivation and training, employees will be greatly helped so that they can carry out the operational standards that have been applied".

Understanding customer behavior, usually coffee shop business actors approach their customers through contact that is carried out in order to stay connected with customers in an effort to maintain their customer loyalty. Because it is important to establish a good connection with consumers through direct interactions, such as calling

customers who come in a friendly manner, then providing recommendations for superior coffee according to customer wishes, providing knowledge about coffee brewing, or by using Instagram social media, namely by sharing customer reposts that tag the location, so that customers will feel happy and influenced to do it regularly or even recommend the coffee shop to potential customers. Loyal customers are an important asset for business actors. This can be seen from the characteristics they have, loyal customers have the characteristics of making regular purchases, making purchases on all types of products or services, providing recommendations for other products, implying immunity from the attraction of similar products from competitors.

#### **6. The Influence of Process on Turnover and Number of Visitors to Coffee Culinary Businesses**

The results of this study imply the value of the Correlation Coefficient of the process to the Number of Consumers is 0.435, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.435 implies a weak correlation between the process and the Number of Visitors to the coffee culinary business, a substantial value of 0.032 <0.05 implies a significant correlation between the process and the Number of Visitors to the coffee culinary business in Medan City, while in turnover the Correlation Coefficient value is 0.235 which implies a weak correlation between the process and the Turnover of the coffee shop, a substantial value of 0.123 <0.05 implies an insignificant correlation between the process and the Turnover of the coffee shop in Medan City.

Nowadays, coffee shops do not only sell products, because if they only sell products, coffee shop business actors will not be able to compete. Coffee business actors today are now selling products and experiences to consumers, this can happen because consumers not only want to enjoy coffee but also want to feel the sensation of making coffee. The process is also one of the attractions of coffee shop business actors in attracting visitors, this is also supported by the statement of one of the coffee shop owners who became the location of the study. That Coffee Shop prioritizes the quality of the products offered must always be clean, tasty, and appropriate. And the time to deliver orders is adjusted to the specified time, which is ten minutes for drinks and fifteen minutes for the food menu. Making a manual brew menu uses the correct method according to the characteristics of the coffee.

The findings imply that coffee shops must maximize their processes so that they can attract more customers and increase their turnover, the process is one of the important things in business development, because if business actors only rely on products and prices, then the business actors will be left behind by other business actors who can provide good service. This is also supported by the results of interviews with coffee shop owners that "It is important to always try to provide good service for each consumer, provide fast service, so that when consumers come to the coffee shop, customers will feel a different coffee drinking experience from others, also display baristas and coffee machines in positions that are easy to see so that when waiting for orders to come consumers have entertainment". This process element has the meaning that all efforts of the company in running and implementing its activities to meet the needs and desires of its consumers. The process in services is a major factor in the service marketing mix such as service customers will often feel the service delivery system as part of the service itself.

#### **7. The Influence of Physical Evidence on Turnover and Number of Visitors to Coffee Culinary Businesses**

The results of this study imply that the value of the Physical Evidence Correlation Coefficient to the Number of Consumers and turnover is 0.642, this value implies that the process has an impact in the same direction as the Number of Consumers, the value of 0.642 implies a Moderate correlation between Physical Evidence and the Number of Consumers and coffee shop turnover, a substantial value of 0.014 <0.05 implies a significant correlation between Physical Evidence and the Number of Consumers and coffee shop turnover in Medan City.

In marketing a product or service, customers need evidence that can be felt physically in order to create trust in a more real business correlation. Various physical forms can be made. Starting from the store visited by consumers, product packaging and others, the physical appearance that is a parameter of the marketing mix is first, exterior facilities, including: exterior design, signage, parking views, and the surrounding environment. This statement is also supported by the results of an interview that the author conducted with one of the owners "that in order for a coffee shop to be easily recognized by the public, one of the methods used is to design an exterior that is easy to see from a distance, design a symbol that is easy to remember and design the atmosphere of the shop according to the target market.

# MARKETING STRATEGY ANALYSIS IN INCREASING THE NUMBER OF CONSUMERS AND TURNOVER IN THE COFFEE SHOP BUSINESS IN MEDAN CITY

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The second thing to note with Coffee Shop owners about physical evidence is interior facilities including elements of interior design, equipment used to serve customers directly or used to run a business, layout, quality of air circulation and temperature, this is also supported by a study that one of the coffee shop owners deliberately displays a coffee machine and unground coffee beans so that customers can see that the coffee shop sells authentic and original coffee. Then design the interior of equipment related to coffee, so that customers have a pleasant experience when drinking coffee at the coffee shop ". Until the achievement of the organization's goals to meet the needs of their consumers by continuing to observe environmental changes and being able to adapt to these changes. Customer satisfaction is the impact of implementing decisions and actions related to the marketing mix(Tjiptono, Fandy, 2012)

## CONCLUSION

Based on the results of the study, several conclusions were obtained, namely:

1. The product has a significant correlation with turnover and an increase in the number of visitors to coffee culinary businesses in Medan City.
2. Price has an impact that is in the opposite direction to the Number of Consumers, while turnover implies that price has an impact in the same direction as Turnover, the results of the study also imply a significant correlation between price and Turnover of coffee shops in Medan City.
3. Location has a weak but significant impact on the Number of Consumers and turnover of coffee shops in Medan City.
4. Promotion has a unidirectional and significant correlation between promotion and the number of visitors to coffee culinary businesses, while on turnover, promotion has an impact in the opposite direction to turnover and has a significant correlation between promotion and coffee shop turnover in Medan City.
5. The process has an impact that is in line with the Number of Consumers, while turnover implies an insignificant correlation between the process and the turnover of coffee shops in Medan City.
6. There is a significant correlation between HR and the number of visitors to coffee culinary businesses in Medan City, while turnover implies an insignificant correlation between HR and coffee shop turnover in Medan City.
7. There is a significant correlation between Physical Evidence and the Number of Consumers and coffee shop turnover in Medan City.

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