



Marketing strategy analysis in increasing customer buying interest at Sun Café Gunungsitoli city

Rostina Zandrato¹, Emanuel Zebua²

^{1,2}Economic of Faculty, Universitas Nias, Gunungsitoli, Indonesia

ARTICLE INFO

Article history:

Received Sep 26, 2023

Revised Sep 30, 2023

Accepted Oct 07, 2023

Keywords:

Customer Buying Interest;
Marketing Strategic;
Positioning;
Segmentation;
Targeting.

ABSTRACT

The purposes of this study to find out and analyze marketing strategies to increase customer buying interest at Sun Café, Gunungsitoli City. The type of research used in this research is field research, using a qualitative approach. Descriptive data obtained using observation and interview methods with 10 (ten) employees. The techniques used in collecting data in this research include observation and interviews. The data analysis technique goes through two stages, namely data codification, data presentation, and drawing conclusions. The research results show that the marketing strategy to increase customer buying interest implemented by Sun Cafe Gunungsitoli City has been implemented well through market segmentation, targeting and positioning approaches. However, all marketing strategies that have been implemented by Sun Cafe Gunungsitoli City still need to be improved in order to increase consumer buying interest and support a sustainable increase in sales.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Rostina Zandrato,
Department of Management, Economic of Faculty,
Universitas Nias,
Jalan. Karet No. 30, Gunungsitoli City, 22814, Sumatera Utara, Indonesia
Email: zandrato.rostina@gmail.com

INTRODUCTION

Companies in running business in this era of globalization face increasingly fierce competition. Choosing the right strategy in running a business is the main key to success in getting and retaining customers. Of course, in this marketing strategy you have to be careful in taking a strategy in entering the market, where this is one of the company's steps in determining the life of the company or the success of the company, of course in facing competition you have to be able to dominate the market by implementing a marketing strategy. (Hendry Hartono, 2012) writes that marketing strategy influences company development.

(Sofjan Assauri, 2017), defines marketing strategy as "a series of goals, targets, policies and rules that provide direction to the company's various marketing efforts from time to time, at every level, reference and allocation, especially as a company's response to the environment and circumstances ever-changing competition. Marketing strategy is a fundamental tool designed or

planned to achieve a company's goals by developing sustainable competitive advantages through markets used to serve its target market. (Fandy Tjiptono, 2010).

According to Philip Kotler & Gary Armstrong, 2012, marketing is a process by which companies create value for customers and build strong customer relationships. Marketing is the meeting of sellers and buyers to carry out product or service transaction activities. So the meaning of marketing is no longer in one place but more in activities or work in meeting activities between sellers and customers in offering a product to customers (Muhammad Fajar Laksana, 2019). Wiliam J. Stanton (Donni Juni Priansa, 2017), writes that the importance of marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desires and services, both to customers.

Marketing is the meeting of sellers and buyers to carry out product and service transaction activities. So the meaning of marketing is no longer in one place but more in activities or work in meeting activities between sellers and customers in offering a product to customers. According to Wiliam J. Stanton (Donni Juni Priansa, 2017), the importance of marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desires and services, both to customers. (Fauziah Septiani, 2017) writes that price has a positive and significant effect on buying interest.

Philip Kotler & Gary Armstrong (2012) define the marketing mix as a method of marketing that is used by companies or producers continuously to fulfill a company's mission in its target market. The concept in the marketing mix consists of: First, Product, is something that can be sold to the market to gain interest from customers or consumers so that the product offered is sold, in order to satisfy the wants or needs of customers or consumers. Second, price, is a value or quality that customers or consumers can exchange for a product or service to get the same benefits as the sacrifices made. Third, Place, is the target market, or the activities of a company to provide a product for its target customers. Includes transportation, warehousing locations, and so on. Fourth, Promotion, is advertising, or an activity in introducing a product. (Rusliaman Siahaan et al., 2021), write that promotions have a positive and significant influence on buying interest.

A customer's buying interest is someone who comes or has the habit of buying something from a seller. These habits include buyer activities and payments for a number of products that are made repeatedly. Of course, customers are a key source of company income, which is one of the complements in a business, because it determines how the company achieves competitiveness. (Mhd Rusydi, 2017). (Milla Naeruz, 2018) writes that the number of customers and tariffs influence income. Service quality influences company income. (Fitri Handayani Sitorus & Saparuddin Siregar, 2022).

To maintain and increase customer interest, it is necessary to maintain a positive image in the eyes of customers. This image can be built through promotions, providing good service, and quality products to meet the needs of quality consumers. Sun Cafe Gunungsitoli City is a business operating in the Café restaurant sector which provides food and drinks with various quality menus, and provides the best service to consumers. Sun Cafe Gunungsitoli City as a new business will look at various opportunities in determining target market segments such as segmentation, targeting and positioning. Research from Jhon Fernos & Ahmad Syarief Ayadi, (2023) states that products have a positive effect on consumer buying interest. Brand image and brand trust have a significant effect on purchase intention (Antoni & Meyzi Herianto, 2017). Price, product quality and brand image have a positive and significant effect on consumer buying interest (Aditya Sasabila Akbar & et al, 2021).

In this research, the author identified the problem formulation, namely "What is the Marketing Strategy to Increase Customer Buying Interest at Sun Cafe, Gunungsitoli City"? The purpose of this research is to determine marketing strategies to increase customer buying interest at Sun Cafe, Gunungsitoli City.

RESEARCH METHOD

Based on the explanation in the research background and literature review, the conceptual framework in this research is as presented in the following figure:

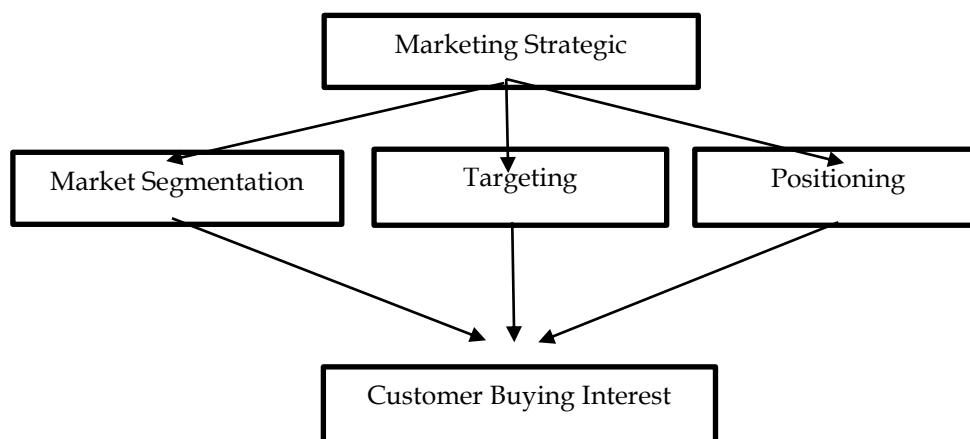


Figure 1: Conceptual Framework

The type of research used in this research uses descriptive research with a qualitative approach, namely a type of research that is based on research data that is not in the form of numbers or figures because the data collected and the analysis is more inductive or qualitative in nature and emphasizes meaning rather than generalization. (Sugiyono, 2014). The descriptive method is intended to describe a series of processes. (Toman Sony Tambunan, 2023).

The method used in writing this research is: First, interview instrument. Second, the interview method involves collecting material, data and information by observing, asking, listening and requesting information from informants. Third, through literature study, namely through collecting material, data and information from various literature such as books, journals and articles related to the problems discussed. The discussion was carried out using descriptive analysis to explain various things related to the research title.

The limitations of this research problem only discuss market segmentation, targeting and positioning, which were obtained through preliminary surveys, problem identification, literature study and data analysis.

Research data uses primary data, namely data obtained directly at the location of the research object, secondary data, namely data from various literature or books related to the main problem in this research.

Data analysis stages, namely: First, data codification is the stage where the researcher names the research results, so that a classification of themes is obtained from the research results. Second, data presentation is the stage where researchers use matrices and diagrams to present research findings, so that categories or groupings can be created. Third, drawing conclusions or verification is the stage where the researcher interprets the findings in the research process, so that a conclusion can be determined from the data findings. (Toman Sony Tambunan, 2022).

RESULTS AND DISCUSSIONS

Sun Café is located at Jalan. Sudirman No. 39 Gunungsitoli District, Gunungsitoli City is a business operating in the Café restaurant sector which provides food and drinks with a variety of quality menus, so that customers can feel comfortable and enjoy the services provided.

Based on descriptive data obtained using observation and interview methods with 10 (ten) employees, it can be explained that Sun Cafe Gunungsitoli City has several work units which have been divided based on organizational structure and field layout which function to assist work in administrative management and in improving services. and improving strategies to increase customer buying interest, and in managing administration and services according to their respective fields.

Sun Cafe has employees with different levels of education, starting from middle school and Bachelor's degrees, the level of education has quality in supporting work activities in increasing service capacity and increasing customer buying interest, and various work experiences and knowledge, which in working as an employee in a cafe. The length of work or work experience that employees have is very different, namely there are some employees who have work experience in areas at the Cafe, such as service, promotions, cooking new menu variants, and administration of Cafe revenue management, various strategies in increasing interest buy customer and previous experience from the workplace. The abilities and skills possessed from work experience support Sun Cafe Gunungsitoli City employees in carrying out their respective duties or fields.

This research uses descriptive research with a qualitative approach which aims to find out, describe and explain the actual situation regarding marketing strategies in an effort to increase purchasing interest at Sun Cafe, Gunungsitoli City. Data collection techniques through observation, documentation and interviews. In this research the author took the object carried out at the Sun Cafe, Gunungsitoli City. Data analysis techniques obtained in the field will be analyzed by comparing data obtained from theories, principles and ideas collected in library research. Next, it is clarified, researched and reviewed to answer the problem that has been formulated descriptively qualitatively after which it is summarized in a conclusion.

Based on the data collection method used, the researcher asked several questions to 10 (ten) respondents with the same questions. From the answers of all respondents to the questions asked by researchers, there were the same answers from respondents to the same questions and there were also different answers according to the situations and conditions experienced by each employee. Then, proceed with analyzing and collecting all the answers which are used as data that will be described in the analysis and discussion.

According to observations, Sun Café Gunungsitoli City has a marketing strategy, namely: Market segmentation, targeting and positioning. The differences in marketing strategies that are owned are determined by the level of ability and level of education possessed by the employees. The level of education possessed by employees at Sun Cafe varies, namely some have a Bachelor's degree, and some have a high school education (SLTA). This level of education will play a role in managing each field at Sun Café.

Marketing strategies are very important in increasing customer buying interest in Sun Café. Leaders do not delegate or give work tasks to employees who lack skills in marketing and serving customers. Implementing a good marketing strategy will be related to carrying out tasks and the ability to be accountable for their duties. Training activities aimed at employees who lack skills will be related to the ability to implement marketing strategies, as well as supporting increased customer buying interest.

Based on data analysis from interview results obtained by researchers from Sun Café, the marketing strategy to increase customer buying interest used by Sun Cafe is:

a. Marketing strategic

(a) Based on market segmentation, Sun Cafe has a market segment for all groups of consumers without being limited by age. This market segment is one of the determinants of marketing strategy in entering a particular market. A good market segment can help measure and find out what the market's weaknesses and needs are. Using the right market segments can be a way for the company to progress, because market segments can be a strategy to increase customer buying interest, as well as being a strategic tool for the marketing side of Sun Cafe, Gunungsitoli City. (b) Based on targeting, it is determined by determining the segment that will be served, which is determined from consumers who have already ordered or have already ordered. One way to optimize a market can be through determining the target market with the aim of improving product quality and ease of service, so that it is hoped that it can increase customer buying interest. Apart from that, through quality service and affordable prices it can help the marketing of Sun Cafe Gunungsitoli City in planning and implementing its marketing strategy. Jhon Fernos & Ahmad Syarief Ayadi (2023) in their research stated that products have a positive effect on consumer buying interest. Ayu Putri Syamnarila et al., (2022), write that service quality has a positive effect on customer satisfaction. (c) Based on positioning, it is related to brand recognition and an effective product marketing process to customers. Through this positioning activity, it can support increased repurchase interest by consumers, and positioning activities are also a superior strategy for Sun Café marketing personnel in Gunungsitoli City. Antoni & Meyzi Herianto (2017) in their research stated that brand image and brand trust together have a significant effect on purchase intention. Dhiya Riska Larasati & Adil Fadillah (2022) write that brand trust and sales promotion together have a positive and significant influence on consumer buying interest. To optimize marketing strategies in the form of segmentation, targeting and positioning, Sun Café Gunungsitoli City tries to conduct training once a month for employees. This training activity is a strategy for improving quality service, helping employees in serving a more varied food and drink menu, and can help employees in serving quality menus. Training activities for employees aim at good administrative management, effective marketing activities, and to support increased customer buying interest.

b. Customer Buying Interest

(a) When viewed from the customer aspect, consumers who are interested in coming back to Sun Cafe in Gunungsitoli City are based on considerations of product quality, diverse menu, quality service, and ease of ordering products, so that they can attract the attention of customers. Chandra Dewi (2014) stated that service quality influences purchasing interest. Mondra Neldi (2020) write that product quality and promotions influence consumer satisfaction. (b) If there is space to receive complaints from customers, then customers will be willing to visit and make repeat purchases at Sun Cafe, Gunungsitoli City. Wahyu Eka Wingsati & Dorajatun Prihandono (2017) in their research stated that handling service failures and trust influences repurchase intention through consumer satisfaction. Agustina & Djati Julitriarsa (2021) write that consumer experience influences product repurchase interest. (c) If we review the previous conditions to the present, the number of customer visits has increased significantly. (d) When viewed from the level of interest of customers (consumers) who are willing to come back to purchase products at Sun Café, this can support good sales targets. Factors that customers (consumers) consider regarding their interest in repurchasing are product quality, quality service, ease of ordering products, and the availability of a diverse food and drink menu. This is in accordance with research by Aditya Sasabila Akbar & et al (2021), which states that price, product quality and brand image have a positive and significant effect on consumer buying

interest. Reny Br Surbakti & Winda Evyanto (2023) write that consumer trust and satisfaction have a simultaneous influence on online buying interest.

Based on the discussion of the marketing strategy approach in increasing customer buying interest, it can answer the problem formulation of this research, which is viewed from market segmentation, targeting, positioning.

CONCLUSION

Marketing strategies to increase customer buying interest are: First, through a market segmentation approach, carried out by entering market segments for all groups of consumers without being limited by age. Second, through a targeting approach, this is done by optimizing service to consumers who will order products. Third, through a positioning approach, carried out with brand recognition and an effective product marketing process to customers.

In order to increase consumer buying interest in supporting a sustainable increase in sales, marketing strategies can be established, namely: First, increase broader promotional activities with involvement in activities carried out by the government and the business community. Second, continuously improve the quality of services and products. Third, continuously add unique and new food and drink menus.

The practical implication of this research is to find out marketing strategies for consumer buying interest which are motivated by a comprehensive market segmentation, targeting and positioning approach and problem solving through research carried out objectively, systematically and using scientific research methods. The results of this research can help Sun Café Gunungsitoli to solve problems related to the marketing strategy that has been determined.

ACKNOWLEDGEMENTS

We would like to express our gratitude for the support and assistance provided by various parties in this research. First of all, we would like to thank the University Of Nias, which has provided the necessary facilities and resources during the research. We would also like to thank Emanuel Zebua, who provided invaluable direction and guidance in the process of this research. We acknowledge that this research would not have been successful without the support and contributions of all the parties mentioned above. We hope that the results of this research can provide benefits for the development of science and technology in the future. Once again, we thank you for the support and assistance that has been given during this research.

References

- Aditya Sasabila Akbar, & et al. (2021). Pengaruh Harga, Kualitas Produk dan Citra Merek Terhadap Minat Beli Pada Konsumen MCDonald's Lampung. *Jurnal Ekobis Dewantara*, 4(2), 59-68.
- Agustina, & Djati Julitriarsa. (2021). Pengaruh Pengalaman Konsumen dan Kepuasan Konsumen Terhadap Niat Beli Ulang Pada Pembelian Produksi Skincare di E-Commerce Shopee. *Cakrawangsa Bisnis*, 2(2), 287-300.
- Antoni, & Meyzi Herianto. (2017). Pengaruh Brand Image dan Kepercayaan Merek Terhadap Minat Beli Konsumen Pada Produk Mobil Toyota Etios Valco (Studi Pada PT. Agung Automall Pekanbaru). *JOM FISIP*, 4(1), 1-10.
- Ayu Putri Syamnarila, Ahmad Efendi, & Wahidah Abdullah. (2022). Pengaruh Kualitas Layanan Terhadap Minat Beli Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Charles & Keith Mall Ratu Indah Makassar. *Study of Scientific and Behavioral Management (SSBM)*, 3(3), 15-25.
- Chandra Dewi. (2014). Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Minat Beli Konsumen Di Rumah Makan Boga-Bogi Surakarta. *Informatika*, 1(2), 53-64.

- Dhiya Riska Larasati, & Adil Fadillah. (2022). Pengaruh Kepercayaan Merek dan Promosi Penjualan Terhadap Minat Beli Online Di E-Commerce Shopee Studi Kasus di Kota Bogor. *Jurnal Informatika Kesatuan*, 2(1), 35-48.
- Donni Juni Priansa. (2017). *Komunikasi Pemasaran Terpadu: Pada Era Media Sosial*. Penerbit Pustaka Setia Bandung.
- Fandy Tjiptono. (2010). *Strategi Pemasaran*. Andi.
- Fauziah Septiani. (2017). Pengaruh Harga Terhadap Minat Beli (Studi Kasus Pada PT. Asuransi Jiwa Recapital Di Jakarta). *Jurnal Mandiri*, 1(2), 274-288.
- Fitri Handayani Sitorus, & Saparuddin Siregar. (2022). Analisis Pengaruh Kualitas Pelayanan dan Loyalitas Pelanggan terhadap Pendapatan Perusahaan pada PT JNE Express Kisaran Cabang Asahan. *Jurnal Ilmu Komputer, Ekonomi Dan Manajemen*, 2(2), 2723-2732.
- Hendry Hartono. (2012). Pengaruh Strategi Pemasaran Terhadap Peningkatan Penjualan Pada Perusahaan Dengan Menetapkan Alumni dan Mahasiswa Universitas Bina Nusantara Sebagai Objek Penelitian. *BINUS Business Review*, 3(2), 882-897.
- Jhon Fernos, & Ahmad Syarief Ayadi. (2023). Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Pada Madu LapaiToko Donat . *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 3(2), 593-604.
- Mhd Rusydi. (2017). *Customer Excellence*. Penerbit Gosyen Publishing.
- Milla Naeruz. (2018). Analisis Pengaruh Jumlah Pelanggan, Tarif dan Promosi terhadap Pendapatan Industri Telekomunikasi (PT. Indosat Ooredoo, PT. Telkomsel, PT.XL Axiata) Di Indonesia. *Jurnal Kajian Ekonomi Dan Kebijakan Publik*, 3(2), 87-102.
- Mondra Neldi. (2020). Mengukur Minat Beli Konsumen Melalui Kepuasan Konsumen Pada PT. Menara Agung Padang. *Jurnal Ilmu Manajemen Terapan*, 2(1), 111-127.
- Muhammad Fajar Laksana. (2019). *Praktis Memahami Manajemen Pemasaran*. Penerbit Khalifah Mediatama.
- Philip Kotler, & Gary Armstrong. (2012). *Prinsip-Prinsip Pemasaran* (13th ed.). Penerbit Erlangga.
- Reny Br Surbakti, & Winda Evyanto. (2023). Pengaruh Kepercayaan dan Kepuasan Konsumen Terhadap Minat Beli Pada Situs Belanja Online Shoppe Di Batam. *Jurnal Bina Manajemen*, 11(2), 219-233.
- Rusliaman Siahaan, Romindo Pasaribu, Bonifasius H. Tambunan, & Yosua M.Sitorus. (2021). Pengaruh Persepsi Harga dan Promosi Terhadap Minat Beli Unknown Cash (UC) Dalam Games Player Unknown Battle Ground (PUBG) Mobile di Medan Baru. *Journal Of Economics and Business*, 3(1), 49-57.
- Sofjan Assauri. (2017). *Manajemen Pemasaran: Dasar, Konsep & Strategi* (15th ed.). Rajawali Perss.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Penerbit Alfabeta.
- Toman Sony Tambunan. (2022). Analisis Partisipasi Masyarakat Guna Mendukung Pembangunan Masyarakat di Kota Medan. *Jurnal Publisitas*, 8(2), 105-115.
- Toman Sony Tambunan. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Kinerja Pegawai Pada Dinas Perpustakaan dan Arsip Provinsi Sumatera Utara. *Journal Business and Management*, 1(1), 42-53.
- Wahyu Eka Wingsati, & Dorajatun Prihandono. (2017). Pengaruh Penanganan Kegagalan Layanan, Kepercayaan dan Gaya Hidup Terhadap Minat Pembelian Ulang Melalui Kepuasan Konsumen. *Management Analysis Journal*, 6(2), 195-205.