

## The Marketing Strategy for Creating a Competitive Unic Coffee & Eats in Indonesia

Suhano Suhano<sup>1</sup>, Subandi Subandi<sup>2</sup>, Rr. Endang Wahyuni<sup>3</sup>, Deslida Saidah<sup>4</sup>, Danang Darunanto<sup>5</sup>, Sumirahwati Sumirahwati<sup>6</sup>

<sup>1</sup>The University of Prof. Dr. Moestopo, Indonesia, [suhano@dsn.moestopo.ac.id](mailto:suhano@dsn.moestopo.ac.id)

<sup>2</sup>Institut Transportasi dan Logistik Trisakti, Indonesia, [subandigue@gmail.com](mailto:subandigue@gmail.com)

<sup>3</sup>Institut Transportasi dan Logistik Trisakti, Indonesia, [wahyuniendang25@yahoo.com](mailto:wahyuniendang25@yahoo.com)

<sup>4</sup>Institut Transportasi dan Logistik Trisakti, Indonesia, [adibahalfi@gmail.com](mailto:adibahalfi@gmail.com)

<sup>5</sup>Institut Transportasi dan Logistik Trisakti, Indonesia, [danangdarunanto28@gmail.com](mailto:danangdarunanto28@gmail.com)

<sup>6</sup>Institut Transportasi dan Logistik Trisakti, Indonesia, [sumirahwati.salma@gmail.com](mailto:sumirahwati.salma@gmail.com)

Corresponding Author: [subandigue@gmail.com](mailto:subandigue@gmail.com)<sup>2</sup>

**Abstract:** The high demand for certain products such as organic coffee and vegan food, in business ventures such as Unic Coffee & Eat, of course, in addition to being a challenge, it will also be an obstacle if it cannot meet the demand, then this condition will be the main problem in this study. Bekasi City is currently a balancing area for DKI Jakarta as the Capital City of the Republic of Indonesia which is located to the East of Jakarta. The Baristas were much needed to process the coffee beans to become a special cafe drink, enabling them to serve classic to recent coffee drinks. The purposes of this research were to determine the internal and external factors at Unic Coffee & Eats, the strategies used to run its business for survival in the competition, and the efforts made by Unic Coffee & Eats to increase the number of consumers. The methods used are the Internal External matrix, 4K Strength Weakness Opportunity Threat Matrix, and one informant interviewed as the coffee shop owner. This research showed that the sub-total score of the internal factors of strengths was 2.44, weaknesses were 0.50, the sub-total score of the external factors of opportunities was 1.73, and threats were 0.73. The marketing strategy at Unic Coffee & Eats can be evidence that explains the internal and external factors at the coffee shop, as well as the efforts to increase its sales volume. The internal factors of Unic Coffee & Eats can serve well and have good product quality even with the price offered. On the other hand, affordable prices, quality, and service are the values for external factors that increase the number of customers in the coffee shop. It was hoped to become a reference for further research.

**Keywords:** Customer, Coffee Shop, Organic Coffee, Vegan Food, Marketing Mix, Innovation, Online Marketing, Promotion

## INTRODUCTION

The coffee shop business in Indonesia has made business people, and everyone wants to start this business. The development of the global economy and modern technology impact

those who want everything to be fast, practical, and economical. So, Indonesian people currently prefer fulfilling their needs by consuming foods or drinks purchased outside. With these lifestyle changes, there are opportunities for business people in Indonesia. The business world is likened to a battlefield. For business actors, entering the business world means entering a battlefield. Thus, winning a war in the business world becomes a success in gaining market share. Today, coffee shop businesses can be found in almost every region. Therefore, to face increasingly challenging competitive situations and changing social conditions, coffee shop business actors must always be responsive and adapt to face the competition. Coffee shops have become part of the young generation's modern lifestyle (Salmiah et al., 2024). The coffee shop also becomes the 'third place' in rural life, separated from work and home, providing a place for people to meet, relax, and build connections (Ferreira et al., 2021).

Business actors compete to be the best by providing the best services so that consumers always trust their business and produce the best quality products that suit consumer needs and tastes. It is often found that there are two or more adjacent coffee shops with almost the same menu list in one location. Consequently, there is a very tight competition among coffee shops because consumers have different choices to meet the need for such supplies and services. Under conditions like these, business actors not only have to be able to sell their products and services, but they also must have the ability to market their business so that the number of consumers always increases, not decreases. Coffee shop business actors must understand consumer behavior and taste and know the company's internal situation and conditions to formulate the right marketing strategy to maintain consumer demand at a level that can maximize profits (Ricardianto et al., 2023).

Several problems found during the observation at Unic Coffee & Eats in Bekasi are that Unic Cafe must compete with other cafes that may offer lower prices for the same products, ineffective or uninteresting promotions may make Unic Cafe lose in the competition to grab customers' attention, the fast-changing trend and preference of consumers need Unic Café's quick adaptation. Also, the increasing demand for unique products like organic coffee, vegan food, or other healthy choices may become a challenge if Unic Cafe cannot fulfill these demands. Finally, based on several descriptions of the Coffee shop business and looking at the problems and opportunities related to Unic Coffee & Eats, recommendations need to be considered so that improvements can be achieved and performance improvements are needed if we want to increase the number of Unic Coffee and Eats consumers.

## METHOD

The location of the study was Unic Coffee & Eats Coffee, a coffee shop in Bekasi, Indonesia. The research results only apply to the research location during the observation period. The analytical method used by the author is through a SWOT analysis approach or Strength-Weakness-Opportunity-Threat. SWOT analysis is one model corporate environment that functions to explain the question where the position is a current company, as well as explaining the strategy that will be appropriate to use for the company to identify weaknesses and threats currently owned can be used as a strength as well opportunities that enable companies to compete with other companies. SWOT analysis is a strategic planning method to evaluate strengths, weaknesses, opportunities, and threats in a project or business speculation. It can be supported as a literature study from an in-depth literature review in the form of research data and figures that can be well understood and aimed at understanding and comprehending the phenomena experienced by research subjects. Several stages of SWOT analysis were carried out in this research: (1) Internal Factor, (2) External Factor, (3) Internal – External Matrix Mapping, (4) SWOT-4Q Diagram Analysis, and (5) SWOT Matrix Analysis. Data collection in this research requires secondary and primary data and a literature approach

related to the research theme. The coffee shop owner is the only informant who is the source person in this research, as primary data in this research.

## RESULTS AND DISCUSSION

Customer loyalty contributes significantly to the business's success and can build a strong foundation for long-term growth and stability (Rajagukguk et al., 2024; Susanti et al., 2022). Kotler and Keller (2016) said that when a customer wants to continue using the same product, it is a form of loyalty. Customer loyalty is an intention to repurchase, recommend to other people, and not to move to other people (Shahnia et al., 2024; Andri et al., 2022; Islam et al., 2021; Le & Le, 2020; Liu, 2007). Adi et al. (2024), Juwaini et al. (2022), Zaid et al. (2021), and Pandey et al. (2020) revealed that customer loyalty is the intention of customers in the long term to extend good relations with the product or service provider. Al-Muani et al. (2024) stated that the variables of customer satisfaction and customer trust are very closely related to customer loyalty. Finally, customer loyalty to a service product can sustain profits for the business owner (Basha et al., 2023; Siagian et al., 2022). In general, the theory of loyalty, satisfaction, and trust is closely related to the intention of customers to make business ventures successful.

Customer loyalty can be created through sound marketing strategies (Suryawan et al., 2023). One of the strategies that can support product marketing for consumer satisfaction is using the marketing mix comprising product, price, promotion, and place. Every business actor hopes that customer will accept their products. The indication that a product is acceptable is that consumers purchase it. All methods can be used to achieve this goal. Understanding consumer desires and needs becomes the basis for formulating strategies to stimulate the process of consumer's purchasing decision-making. In a coffee shop, the marketing mix is essential to know what the business can excel at to avoid losing customer loyalty (Agusinta et al., 2024). The marketing mix comprising product, price, promotion, and place supports customer loyalty.

Coffee products are interesting because they have practical and functional purposes, such as fighting fatigue and increasing alertness. Initially, marketing coffee shops prioritizes word-of-mouth influence based solely on local communities (Koehn et al., 2008). Several factors influencing customer loyalty in the coffee shop business are satisfaction, trust, service quality, and price (Pessoa et al., 2020). Hutagalung and Hutabarat (2024) found that the variable of customer loyalty is contributed simultaneously by service quality and price fairness. Still, the coffee shop atmosphere variable does not influence customer loyalty (Kim et al., 2021).

Customer loyalty is related to some predictors in the form of the quality of coffee and customer satisfaction, like aesthetics, staff interaction, location, and facilities of the customer's workplace (Kühn, 2021). The business development of coffee shops and restaurants has been studied extensively before. From a global perspective, the world's population and income per capita are increasing, having a high correlation with the consumption of coffee; in addition, the global population is also getting older, positively impacting coffee suppliers (Torga & Spers, 2020). Ardhi and Mulyo (2021) found that the competitive aggressiveness of coffee shops is found to have a positive and significant influence on business performance. To improve the business performance of coffee shops, business owners, managers, and even employees must study the sustainable role of business performance in the talent development of each human resource (Aprilia et al., 2023). Satisfaction, trust, service quality, and price influence customer loyalty in the coffee shop business.

Several previous studies have been conducted on marketing strategies for coffee and food products. Mohammed (2024) found that social media marketing activities significantly affect young consumers' intentions to buy Saudi coffee products. Puspita and Wiyaya (2024)

stated that unique coffee marketing can be achieved by expanding its facilities and geographical reach while maximizing the use of technology. Wulandari et al. (2024) proved that a company can increase its sales by implementing the 7P marketing mix strategy and Strength Weakness Opportunity Threat (SWOT) analysis. Lahase et al. (2024) state that implementing a coffee shop marketing strategy through the integrated marketing strategy of 7P enhances customer loyalty. The development of the retail coffee business in India is based on the parameters of customer value proposition, profit formula, main processes, and primary resources used to develop a retail model for Coffee Day Company to enhance its sustainability and scalability (Mishra, 2013). Some of the excellences are placing advertisements in social media, collaborating with influencers, communities, and media, developing loyalty and product promotion programs, and improving facilities and human resources (Sharmila et al., 2023; Saragih et al., 2024).

Xu (2024) revealed that coffee shops were initially successful due to rapid expansion and technological innovation. However, they face a setback because of mismanagement in finance and too much dependency on discounts. Garcia (2023) using SWOT analysis, found that high operating costs, limited product supply, and potential price constraints for some customers. Arisanti (2021) also used SWOT analysis to prove that companies must develop strategies to minimize costs when there are weaknesses and threats. Another problem is that although service quality has an essential contribution to the coffee shop industry in Indonesia, the atmosphere of some coffee shops is very different (Dhisasmito & Kumar, 2020). The lifestyle of coffee shop customers is only sometimes related to customer loyalty (Tarigan et al., 2020).

Thus, based on several problems that have been described previously, the purposes of this research were to determine the internal and external factors at Unic Coffee & Eats, the strategies used to run its business for survival in the competition, and the efforts made by Unic Coffee & Eats to increase the number of consumers. The analysis was conducted using the Strength-Weakness-Opportunity-Threat (SWOT) approach to determine the correct position in the competition of similar businesses in the Unic Coffee & Eats product market.

## Results

Unic Coffee & Eats always prioritizes good product quality so that consumers are always satisfied and come back to visit. Based on internal strength factors, having good product quality is given a weight of (0.19) and a rating of (4), resulting in a score of (0.75). Another strength of Unic Coffee & Eats is its exemplary service, making consumers feel comfortable and interested in returning. Based on internal factors, the strength of having good service is given a weight of (0.19) and a rating of (4), resulting in a score of (0.75). A strategic location close to the culinary center makes it easy for consumers to come as often as possible. Based on internal factors, the strength of having a strategic location is given a weight of (0.13) and a rating of (3), resulting in a score of (0.38). Promotion is an integral part of the marketing mix to attract consumer desire. Purchase promotions can attract consumer interest and give a good impression so that they buy again. Based on internal factors, the strength of implementing product sales promotions is given a weight of (0.13) and a rating of (3), resulting in a score of (0.38). Good management is also essential because everyone works according to their job description, and all work can be completed well. Based on internal factors, good management strength is given a weight (0.06) and a rank (3), resulting in a score (0.19).

The absence of a well-formed structure will make work difficult to do. Sometimes, a person can do several jobs, which will be a problem if the jobs do not match the job description. The internal factor of weaknesses in an unformed organizational structure can be given a weight of (0.13) and a rating of (2) so that a score of (0.25) can be obtained. Being affordable is also a weakness for business owners because many competitors charge the same price. If a

product is sold at a price that is too high, only a few products will be sold. However, if it is sold higher, there are many competitors. The internal factor of weakness of having an affordable price can be given a weight of (0.06) and a rating of (2) so that a score of (0.13) can be obtained. A limited number of employees affects every performance that needs to be carried out, becoming a weakness for business owners. The internal factor of weakness in the number of employees can be given a weight of (0.13) and a rating of (1) so that a score of (0.13) can be obtained.

Opportunities are the external situations of an organization that are potentially profitable. Organizations in the same industry will generally benefit when faced with these external conditions. Being frequently visited by consumers is an opportunity for business people to make their products more known to more people. For external factors, the opportunity to become a coffee shop frequently visited by consumers is given a weight of (0.20) and a rating of (3) so that a score can be obtained with the result (0.60). The increase in the number of customers is also an opportunity to increase the product sales graph. So, this business is undoubtedly in demand by many people. For external factors, the opportunity for an increase in the number of customers is given a weight of (0.13) and a rating of (4) so that a score can be obtained with a result of (0.53). There is an opportunity for added value when many people know the business and feel comfortable with the services and products sold. For external factors, the opportunity to be known by many people is given a weight of (0.20) and a rating of (3) so that a score can be obtained with a result of (0.60).

Threats are external circumstances that cause difficulties. Organizations in the same industry will generally feel disadvantaged when faced with these external conditions. Many competitors pose a threat to business actors if there is no innovation in their business. If more innovation is not carried out, the threat is that the business being run will lose customers and be threatened with closure. The external factor of threat in the number of competitors is given a weight of (0.13) and a rating of (2), so the score obtained is (0.27). Having an affordable price is also a threat because many competitors charge the same price, so this is a threat for business owners because if a product or service is sold too high, it will not be sold many, but if it is too low, there are many competitors. The external threat factor of having an affordable price is given a weight of (0.13) and a rating of (2) so that a score can be obtained (0.27).

The threat is that production will automatically decrease if raw materials are difficult to obtain. It is the business owner's job not to get raw materials from just one place so that he can sell products according to the target. The external factor of threat in raw materials, which are sometimes difficult to obtain, is given a weight (0.07) and a rating of (1) so that a score is obtained with a result of (0.07). Promoting products is mandatory in business. If there is insufficient promotion, the product will automatically not be widely known, and only a few people will buy it. Business actors must be able to promote their products to sell a lot. The external factor of threat in the competition to promote products is given a weight (0.07) and a rating of (1) so that a score is obtained with the result (0.07). A good product presentation will surely make customers or consumers feel satisfied. If the presentation complies with the general standards, it threatens business actors, and consumers will return to the coffee shop. The external factor of threat in the competition of product presentation is given a weight of (0.07) and a rating of (1) so that a score is obtained with the result (0.07).



**Table 1. IFAS (Internal Factor Analysis Summary)**

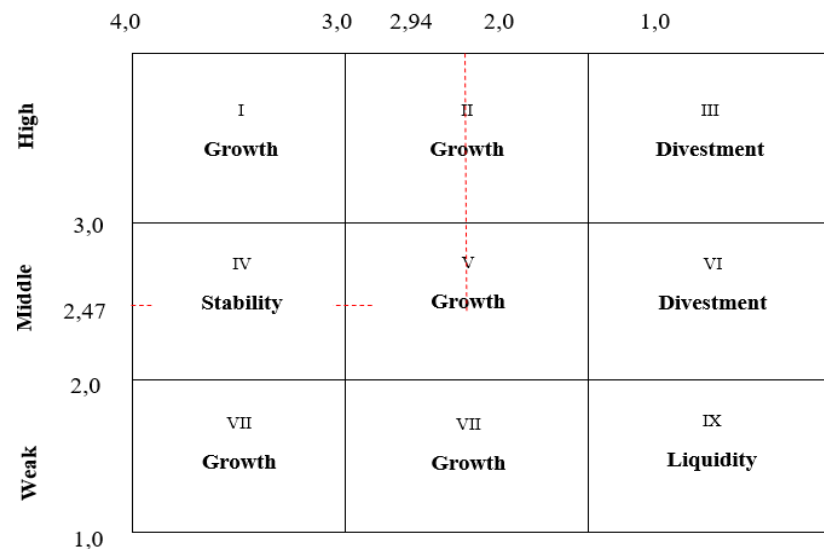
Internal Strategic Factors		Weight	Ratings	Score
Strengths	1. Have a good product quality	0.19	4	0.75
	2. Have good services	0.19	4	0.75
	3. Have a strategic location	0.13	3	0.38
	4. Carry out promotions for product sales	0.13	3	0.38
	5. Have good management	0.06	3	0.19
Sub-Total				2.44
Weaknesses	6. Organizational structure has not been formed yet	0.13	2	0.25
	7. Have an affordable price	0.06	2	0.13
	8. Number of employees	0.13	1	0.13
Sub-Total				0.50
<b>Total Score</b>		1.00		2.94

Table 1 shows that the internal factors originating from Unic Coffee & Eats are high, with a total score of 2.94. The results are obtained from accumulating strengths (2.44) and weaknesses (0.50). Thus, a temporary assumption is obtained that the strengths of Unic Coffee & Eats are more significant than its weaknesses.

**Table 1. EFAS (External Factor Analysis Summary)**

External Strategic Factors		Weight	Ratings	Score
Opportunities	1. Become a Coffee Shop that consumers often visit	0.20	3	0.60
	2. Increase in the number of customers	0.13	4	0.53
	3. Already known by many people	0.20	3	0.60
	Sub-Total			1.73
Threats	4. Many competitors	0.13	2	0.27
	5. Have an affordable price	0.13	2	0.27
	6. Raw materials are sometimes complex to obtain	0.07	1	0.07
	7. Competition in promoting products	0.07	1	0.07
	8. Competition in product presentation	0.07	1	0.07
Sub-Total				0.73
<b>Total Score</b>		1.00		2.47

Table 2 shows that the external factors originating from Unic Coffee & Eats are high, with a total score of 2.47. The results are obtained from accumulating opportunity factors (1.73) and threat factors (0.73). So, Unic Coffee & Eats has opportunities greater than threat factors.



**Figure 1. IE (Internal External) Matrix**

Based on the Internal External matrix above, Unic Coffee & Eats in Bekasi is in a growth position, meaning that it can implement intensive or integrative strategies to improve its competitive position with its existing products. In this intensive strategy, the company needs to implement several strategies: market penetration, market development, and product development. Meanwhile, Unic Coffee & Eats can implement strategies such as backward, forward, and horizontal integration using the integrative approach.

**Table 3. Internal Strategic Factors**

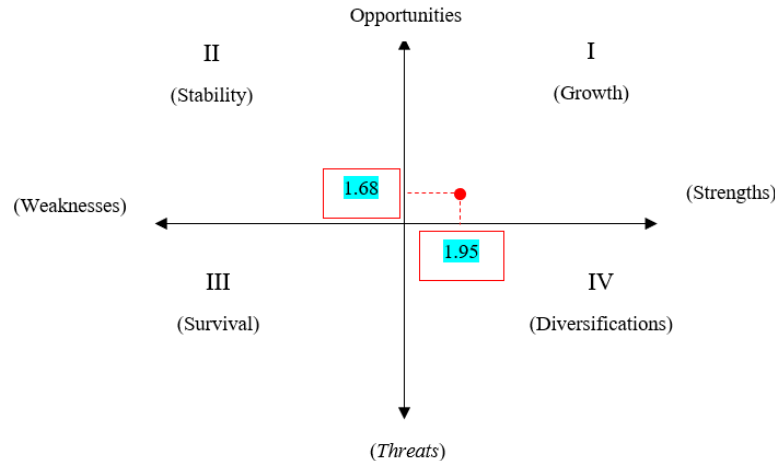
Internal Strategic Factors		Weight	Mark	Weighted Value
Strengths	1. Have a good product quality	0.27	4	1.09
	2. Have good services	0.27	4	1.09
	3. Have a strategic location	0.18	3	0.55
	4. Carry out promotions in product sales	0.18	3	0.55
	5	0.09	3	0.27
Sub Total of Strength		1.00	17	3.55
Weaknesses	6. Organizational structure has not been formed yet	0.40	2	0.80
	7. Have an affordable price	0.20	2	0.40
	8. Number of employees	0.40	1	0.40
Sub Total of Weaknesses		1.00	5	1.60
Overall Difference in Internal Factors				1.95

Based on the strength factor of internal strategic factors, the results are obtained from accumulating strengths (1.09), namely, having good product quality and having good service. Meanwhile, the weakness in internal strategic factors is that the organizational structure factory is yet to become, with 0.80 being the highest weighted value. As seen in Table 3, the total strength of the weighted value is 3.55, and the total weakness is 1.60. The overall difference in external factors is that the X-axis is the subtotal of strengths, and the subtotal of weaknesses is 1.95.

**Table 4. External Strategic Factors**

External Strategic Factors		Weight	Mark	Weighted Value
Opportunities	1. Become a Coffee Shop that consumers often visit	0.38	3	1.13
	2. Increase in the number of customers	0.25	4	1.00
	3. Already known by many people	0.38	3	1.13
	Sub Total of Opportunities	1.00	10	3.25
Threats	4. Many competitors	0.29	2	0.57
	5. Have an affordable price	0.29	2	0.57
	6. Raw materials are sometimes complex to obtain	0.14	1	0.14
	7. Competition in promoting products	0.14	1	0.14
	8. Competition in product presentation	0.14	1	0.14
Sub Total of Threat		1.00	7	1.57
Overall Difference in External Factors				1.68

The results are obtained from accumulating opportunities based on the strength of external strategic factors (1.13). Two factors get the highest weighted value, namely, becoming a coffee shop that consumers often visit and is already known by many people. Meanwhile, the threats in external strategic factors are many competitors and an affordable price, with 0.57 being the highest weighted value. As seen in Table 4, the subtotal of opportunities of weighted value is 3.25, and the subtotal of threats is 1.57. The overall difference in external factors is that the Y-axis is the subtotal of opportunities, and the subtotal of threats is 1.68.


**Figure 2. 4Q SWOT Matrix**

The position of Unic Coffee & Eats is based on the 4Q SWOT Matrix carried out by the author in Quadrant I, which is formed between the positive horizontal axis (strengths) and the positive vertical axis (opportunities). The differences in the overall score of internal factors (1.95) and external factors (1.68), as seen in Figure 1, describe that Unic Coffee & Eats in Bekasi has favorable conditions. Unic Coffee & Eats has positive strengths and opportunities. If a business is in quadrant I, it is best to implement a growth strategy by adjusting the company's strengths and seeing the significant business opportunities that still exist. This way, management expands its business by utilizing the competitive strengths built to provide more substantial business opportunities. Thus, the strategy can be determined based on the 4Q SWOT Matrix to support its aggressive growth policies.



**Table 5. SWOT Matrix Analysis**

<div> <div>INTERNAL</div> <div>EXTERNAL</div> </div>	<b>STRENGTHS (S)</b> 1. Have a good product quality 2. Have good services 3. Have a strategic location 4. Carry out promotions in product sales 5. Have good management	<b>WEAKNESSES (W)</b> 1. The organizational structure has not been formed yet 2. Have an affordable price 3. Number of employees
	<b>OPPORTUNITIES (O)</b> 1. Become a coffee shop that consumers often visit 2. Increase in the number of customers 3. Already known by many people	<b>WO STRATEGY</b> Must form a clear organizational structure so that the division of work is appropriate
	<b>THREATS (T)</b> 1. Many competitors 2. Have an affordable price 3. Raw materials are sometimes complex to obtain 4. Competition in promoting products 5. Competition in product presentation	<b>WT STRATEGY</b> Improve the way it is presented so that consumers feel comfortable.

## Discussion

Marketers will prepare a product, price, place, and promotion mix based on this marketing strategy. What strategies does Unic Coffee & Eats implement so that its products are superior to the competitors and become the choice of customers? Product is a significant factor in the marketing mix and is essential in determining business activities. With no product for sale, a small business or company will get nothing and cannot achieve the expected results. If we sell a product, we aim to profit from the sale. A product combines services and goods a company offers to the target market. Products can influence consumers in a company. This has been done by Unic Coffee & Eats, which prioritizes the quality of its products. Innovative development is carried out by adding flavor variants or types of coffee so that consumers feel satisfied with what Unic Coffee & Eats offers or provides.

The statements are obtained from direct research interviews with the owner of the Unic Coffee & Eats coffee shop. The results of the research above show that the product strategy in the marketing mix has a significant impact on Unic Coffee and Eat's profits and optimization. The research results by the author, who conducted interviews with the owner of Unic Coffee and Eats, state: "The product strategy of Unic Coffee & Eats is to consider the quality of coffee beans, the coffee roasting process, and packaging. From the packaging, consumers can be attracted and will repurchase the product. The company can innovate to create new variants so consumers can enjoy the products. "Price is the most crucial element in attracting consumers. Setting affordable prices will make consumers or buyers come back to us again. The very affordable price of a product offering will determine the success of marketing. The interview with the owner of Unic Coffee & Eats Bekasi revealed that the marketing mix uses an economical and affordable pricing strategy. The prices offered vary greatly and depend on the product purchased by consumers. The price is also on the service provided. "The products sold at Unic Coffee & Eats are very affordable and competitive compared to other coffee shops in

Bekasi. Because it is very competitive, we also pay attention to the consumer or customer service. Price is influential in increasing product sales, resulting in appropriate profits."

Location or place has a vital role in a business, both in terms of goods and services. A strategic place or location with easy and affordable access will be an added value. Consumers also need a comfortable place in terms of parking to the atmosphere in the coffee shop. From the observation in the place, the coffee shop is situated in a strategic location, and the location is accessible to consumers. Adequate facilities also cause consumers to come back to the coffee shop. The interview with the owner of Unic Coffee and Eats stated: "We founded Unic Coffee & Eats here because the location is strategic, close to culinary places, and can be reached by consumers. The concept is also contemporary, which is liked by today's millennial children and makes consumers feel at home.

Promotion is an activity to disseminate information about the business we are creating or to introduce our products to the broader public or consumers so that our products can sell in the market. Entrepreneurs can use a promotional mix to make marketing more accessible and get maximum results. There are many ways to promote our products: making brochures or leaflets, banners, pamphlets, or through social media, which are now very easily accessible to all groups. The results of this research correspond to the existing theory. The interview with the owner of Unic Coffee & Eats stated: "The promotions we are carrying out, mainly through social media, are very influential for product sales because, in the current era where everything is digital, it is easier for us to market our products. We are also using an online application where consumers can order, and drivers will deliver our products to the consumer's address. Consumers can enjoy our products at home or anywhere without visiting our coffee shop." Interviews were not only conducted with the owner of Unic Coffee & Eats, but also asked to several main customers, who generally stated, "Promotion through social media is very much needed in this digital era, especially online applications to be able to order directly". Customers also added in their additional comments, Unic Coffee & Eats always pays attention to the quality of coffee dishes such as coffee beans, the coffee roasting process and vegan food. In addition, the location is very strategic and the layout is millennial and contemporary which is the hallmark of this coffee shop.

Research findings supported by studies by Anggraeni et al. (2023), Wachdijono et al. (2022), and Lombardi et al. (2021) found that most consumers feel satisfied after visiting the coffee shop and are interested in revisiting. Onggaria et al. (2022) prove that as a low-cost leadership strategy using Porter's Strategy and SWOT analysis that can be implemented by XYZ coffee shop to achieve the primary goal of selling products at fair and affordable prices. Pramagista and Wandebori (2021) found that using the TOWS matrix as a primary tool, we can develop marketing activities that propose a strategic map, schedule, activity time, and cost projection for the implementation plan. Putri et al. (2023) revealed that the segment of coffee shop business customers is medium social class, and most consumers come from outside the area. Based on the description above, this research using SWOT analysis is supporting and in line with the previous ones. Based on several earlier studies using SWOT analysis in the coffee shop business, future strategic planning can be predicted by compiling a strategic map, developing marketing, and affordable prices; it can increase coffee and eat product sales.

## CONCLUSION

The use of SWOT analysis strategy according to the research objectives, proves that Unic Coffee & Eats is able to provide good service and high-quality products at affordable prices by always paying attention to quality, service, and price. This strategy is used in running its business in order to survive in the competition, and the efforts made by Unic Coffee & Eats to increase the number of consumers. Unic Coffee & Eats always pays attention to quality, service, and price. Consumers often visit Unic Coffee & Eats for external factors, increasing

the number of customers in the coffee shop experience. Even though there are many competitors, the consumers who have already visited will revisit Unic Coffee & Eats in Bekasi. Unic Coffee & Eat's marketing strategy to run its business and survive competition is implementing a marketing mix of 4Ps (product, price, place, and promotion). Unic Coffee & Eats uses quality and innovative products. The available place is so strategic that everyone is attracted and willing to come to the coffee shop because it is designed in a millennial style with its characteristics.

From the internal and external factors at Unic Coffee & Eats, the following marketing strategy can be implemented to improve the existing conditions. The coffee menu needs a plan for improving services by assigning baristas skillful in processing coffee beans to become typical cafe drinks that enable them to serve classic to recent coffee drinks. To increase the number of Unic Coffee & Eats consumers, the efforts made are maintaining the image of Unic Coffee & Eats by providing facilities that comply with standards to make the coffee shop comfortable; service quality can be improved by fixing the use of online marketing applications, managing the café through a clear work division such as for receptionist or cashier, server, and dishwasher attendant. Unic Coffee & Eats can make innovations to launch products that interest consumers and maintain their appearance so that consumers are comfortable with the service that meets the criteria. Some characteristics needed by Unic Coffee & Eats are challenging employees (because working in a café is quite tiring) and friendliness so that visitors feel convenient and will visit again. The employees' ability to adapt makes it easy for tasks to change.

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