

Article

Marketing Strategy Proposal for Fresh Beverage Product

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Abstract: Sawasdee Drink was established in 2016 and sells various fresh beverage products, one of them is Thai tea. From January 2020 to April 2021, Sawasdee Drink experienced a sales decline of 13.51% and in that time period, only once reached the sales target. This research identifies the factors that influence consumer interest and provide suggestions on the marketing mix that should be done by Sawasdee Drink to increase sales. The method used in this research is Multiple Regression Analysis, Hypothesis Testing, and Crosstab. As the result, there are two variables that affect buying interest, namely the speed in the process of making drinks and the attractiveness of the outlet design. Based on the target market on Sawasdee Drink, the researcher offered the slogan as its positioning, namely "student price, extraordinary taste". Based on the results of the overall analysis, the improvements proposal offered includes tidying up outlets with the 5S system (Seiri, Seiton, Seiso, Seiketsu, and Shitsuke), designing outlets to be simpler and more attractive, improving work movements, and conducting training for workers.

Keywords: marketing strategy, multiple regression analysis, increase, customer interest

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1. Introduction

One of the Thai tea outlets in Indonesia is Sawasdee Thai Tea. Sawasdee Thai Tea started to open its business in the beverage sector in 2016 in the city of Bandung. Currently, there are 9 Sawasdee Thai Tea outlets in Bandung, 4 outlets in Cirebon, 1 outlet in t Surabaya, 2 outlets in Jambi, and 1 outlet in Pekalongan. Sawasdee Thai Tea Center is currently located on Cibadak street, Bandung. At first, this company only sold Thai tea with various variants such as Thai green tea, Thai tea Milo, Thai tea coffee, etc. However, currently, Sawasdee Thai Tea wants to make beverage innovations that are not only made from Thai tea but also various other types of drinks. Therefore, the company changed its name to Sawasdee Drink. Drinks sold at Sawasdee Drink are divided into several choices of main ingredients, namely Thai tea, chocolate, green tea, coffee, butterfly pea, milk, rose tea, Japanese tea, and seasonal drinks such as Thai mango.

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Starting in 2020, the Sawasdee Drink Cibadak outlet experienced a decline in sales. Sales also often do not reach the target because of the lack of customers, even one of the outlets suffered a large loss. Sawasdee Drink experienced a sales decline of 13.51% from January 2020 to April 2021. In addition to the decline, during that time period, Sawasdee Drink only reached the sales target IDR 10.000.000, - per month once. Based on this condition, Sawasdee Drink needs to find efforts to improve the condition and raise again their sales.

The marketing mix, such as product, promotion, place, and prices give a positive impact on consumer satisfaction of food and beverage products which will then lead to customer loyalty [1]. Thus, the marketing mix strategy needs to be well designed to increase sales. According to [2] the appropriate marketing mix can be designed based on the study on customers' behaviors. Based on these theories, our research would emphasize on marketing mix designed based on customers' behaviors.

This research analyzes and identifies things that need to be done by Sawasdee Drink in order to increase its sales, including marketing mix design and customer satisfaction. This study analyzes and identifies things that need to be done by Sawasdee Drink in order to increase its sales, including marketing mix design and customer satisfaction. With the results of this study, it is hoped that Sawasdee Drink can improve its marketing strategy and performance which in turn will increase customer buying interest. On the academic side, this research will contribute to determining marketing strategies and improving performance for beverage companies, especially during the pandemic.

2. Literature

The marketing mix is a concept that has emerged for a long time and has been widely discussed and used by experts and researchers in various cases. According to [3], the marketing mix consists of 7Ps, namely product, price, promotion, place, people, process, and physical evidence. This concept is a development of the 4P concept i.e., product, place, promotion, price [4]. This concept is widely used either singly or in combination with other concepts and is still an effective concept.

Other well-known concepts are segmenting, targeting, and positioning concept [3]. These concepts were also found to be powerful for marketing efforts. Market segmentation is a strategy to divide the market into homogeneous parts, making it easy to understand consumer needs and wants [3]. Targeting is evaluating and then selecting, selecting, and becoming the target market [3]. While positioning is a strategy to form perceptions in the minds of consumers about the product [3]. These concepts coupled with the marketing mix concept used in this research to raise the purchase intention of Sawasdee Drink, a beverage outlet in Bandung.

Before the COVID-19 pandemic, in Indonesia, especially Bandung, beverage outlets becoming an interesting business. The growth of the beverage business in Indonesia at that time is about 10% per year [5], but then drastically decrease in the pandemic era. To maintain the business, Sawasdee Drink outlet needs to make efforts to raise income.

To raise income, they need to raise purchase intention by designing and implementing marketing mix and segmenting, targeting, positioning (STP) concepts. The purchase intention can be measured as likely, probably, and definitely [6]. Likely is an indicator when the customer has an intention to buy products as stimulus given, probably is when the customer considering making a purchase and definitely is when the customer really purchase the product [6].

In this research, the 7P marketing mix variables would be investigated whether they affect the purchase intention or not, and what variables affect the purchase intention. This research benefit Sawasdee Drink to find the appropriate marketing mix and STP strategy to be implemented to raise the income. This research has novelty about the research about Sawasdee Drink beverage outlet to survive in the pandemic era.

3. Methods

The research steps carried out are as shown in Figure 1. This research is a quantitative study, using several statistical measurements, such as multiple regression analysis, hypothesis testing, and cross tabs. Data collection was done by using a questionnaire.

Research respondents are Sawasdee Drink customers, namely people who have bought drinks at Sawasdee Drink. The customers were asked to fill the questionnaire about their expectations about Sawasdee Drink and the Sawasdee Drink's performance, as well as their purchase intention. The independent variable is deployed from the variables in the 7P concept, while the dependent variable is from the measurement of purchase intention.

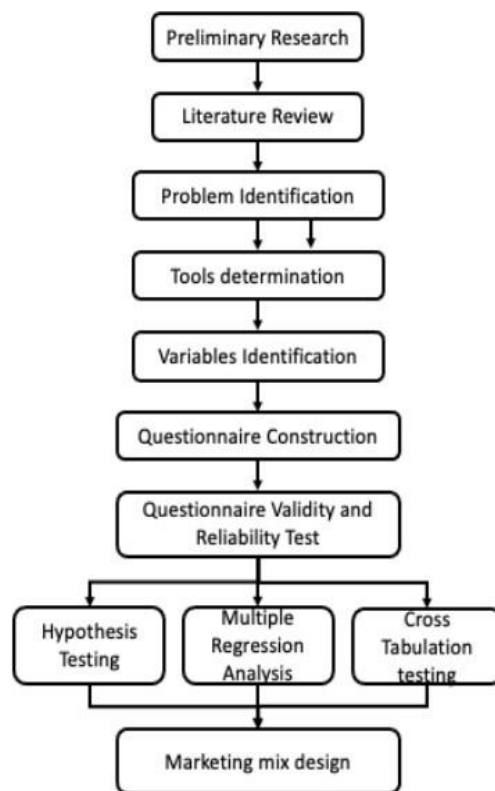


Figure 1. Research steps

The questionnaire was tested first with the classical assumption test, then the Multiple Regression Analysis methods were used to determine the effect of the independent variable on the dependent variable. Data were taken by the purposive sampling method from 115 valid respondents. The respondents were peoples that were already purchased Sawasdee Drink from Cibadak, Bandung outlet at least two times.

The data used are performance level data and customer buying interest data. After that, the average hypothesis test was conducted to compare the level of consumer interest in the performance of Sawasdee Drink in order to obtain the level of consumer satisfaction. Respondent profiles and dependent variables will be used to determine the right segmentation, targeting, and positioning for Sawasdee Drink. In addition, the respondent's profile data will be processed using Crosstab to determine the relationship between the respondent's profile and the dependent variable. The next thing that the researcher did was to analyze and build an appropriate suggestion for Sawasdee Drink.

The independent variables deployed from the 7P dimensions are as in Table 1, whereas the list of dependent variables is shown in Table 2.

Table 1. Independent Variables

No	Dimension	Variables
1	Product	Enjoyment of the taste of the drink
2		The attractiveness of the variety of drinks on offer
3		Packaging attraction
4		Hygiene of products sold
5		Drink flavor consistency
6	Price	Price match with drink quality
7		Price match with drink portion
8		The fairness of the price of the product offered compared to competitors
9	Promotion	Promotional attraction
10		Frequency of doing promotions
11		Easy to find promotional information
12	Place	Ease of reaching outlet location
13	People	Friendliness of employees in serving customers
14		Employee knowledge of the products sold
15		Employee knowledge of ongoing promotions
16		Responsiveness of employees in serving customers
17	Process	Speed in processing payment transactions
18		Completeness of payment facilities (cash and non-cash)
19		Speed in the brewing process
20		Speed in calculation at the time of payment
21	Physical evidence	The store nameplate clearness
22		The attractiveness of store design
23		Store cleanliness

Table 2. Dependent Variables

No.	Statement
1	I once bought Sawasdee Drink because I wanted it
2	I'm considering buying Sawasdee Drink again in the future
3	I will definitely make another purchase soon

To segment, the market, segmentation variables used are age, occupation, income or pocket money, residence location, the budget spent on buying a beverage, commonly used information media, customer knowledge about Sawasdee Drink, frequency of purchasing beverages in average, most frequent day to buy a beverage, preferred payment type, and preferred purchase method. Through the segmentation variables, the marketing mix can be designed to be right on target, purchase intention can be increased, and Sawasdee Drinks' income can be increased.

4. Results

From the results of the questionnaire validity test with the Pearson coefficient and the reliability of the questionnaire with Cronbach's Alpha, it was found that the questionnaire was valid and reliable, so it could be used to do a measurement. The questionnaire was used to find data about customer perception, customer expectation, purchase intentions, and customer profile.

Customer profiles obtained from data collected through questionnaires are then used as the basis for targeting. The targets selected based on the most customer profiles are:

- Age 17 – 25 years (85%)
- Work as a student (70%)
- Pocket money per month up to IDR 2,000,000 (50%)
- Monthly income up to IDR 10,000,000 (84%)
- Location of residence in North Bandung (31%) and West Bandung (31%)
- Budget to buy beverage IDR 15,000 – IDR 25,000
- Types of information media commonly used by electronic media (98%)
- Consumer knowledge about Sawasdee Drink obtained from finding the outlet (41%) and information from relatives (21%)
- The average frequency of buying Sawasdee Drink drinks per month is up to once
- The day most often buy Sawasdee Drink drinks are Saturday and Sunday
- The type of payment preferred by consumers when buying beverages is online payment (52%) and cash (41%)
- Preferred method of purchasing fresh drinks is direct to outlets (56%) and through online services (44%)

4.1. Multiple Regression Analysis Result

Multiple Regression Analysis (MRA) was used to find variables that affect purchase intention. The independent variables are as in Table 1 and the dependent variables are in Table 2. Before processing the data with MRA, the data is tested first with classical assumptions, namely normality, linearity, homoscedasticity, independence of error term, and multicollinearity. In this case, the data satisfies all the classical assumptions so that it can be continued using MRA. The SPSS result of MRA process can be seen at Table 3.

Based on MRA, the formula found is

$$Y = 0.370 + 0.242 X_{19} + 0.470 X_{22} \dots \dots \dots (1)$$

Or

$$\text{Purchase intention} = 0.370 + 2.424 \text{ Speed in the brewing process} + 0.470 \text{ The attractiveness of store design} \dots \dots \dots (2)$$

Table 3. MRA Result

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.370	.540		.684	.496		
VAR00001	.072	.148	.058	.486	.628	.423	2.362
VAR00002	-.166	.116	-.219	-1.432	.155	.260	3.852
VAR00003	-.126	.114	-.183	-1.104	.272	.221	4.523
VAR00004	-.317	.151	-.287	-2.095	.039	.321	3.114
VAR00005	.032	.123	.040	.263	.793	.268	3.730
VAR00006	.175	.166	.154	1.051	.296	.281	3.556
VAR00007	.000	.154	.000	.003	.998	.307	3.259
VAR00008	-.198	.102	-.310	-1.941	.055	.237	4.216
VAR00009	-.024	.104	-.038	-.227	.821	.217	4.615
VAR00010	.100	.111	.157	.901	.370	.200	5.012
VAR00011	-.044	.104	-.072	-.422	.674	.207	4.828
VAR00012	.054	.093	.069	.582	.562	.426	2.347
VAR00013	-.102	.141	-.130	-.719	.474	.185	5.416
VAR00014	-.180	.197	-.167	-.917	.362	.182	5.492
VAR00015	.098	.177	.091	.552	.582	.224	4.473
VAR00016	.053	.125	.050	.425	.672	.442	2.263
VAR00017	.137	.133	.127	1.025	.308	.391	2.558
VAR00018	-.045	.152	-.039	-.294	.769	.351	2.846
VAR00019	.242	.102	.399	2.373	.020	.214	4.680
VAR00020	.151	.130	.140	1.159	.249	.413	2.420
VAR00021	-.095	.092	-.171	-1.033	.304	.222	4.510
VAR00022	.470	.121	.765	3.874	.000	.155	6.450
VAR00023	.105	.143	.154	.733	.465	.137	7.300

a. Dependent Variable: Minat_Beli

With Correlation Coefficient $R = 0.671$ and Determinant Coefficient $R^2 = 0.450$. Then it can be concluded that in this research, for Sawasdee Drink, purchase intention is only affected by the speed in the brewing process and the attractiveness of store design by 45%. Other 55% were affected by other variables that were not included in this research.

4.2. Hypothesis Testing Result

This hypothesis was used to find significant differences between customers' perception and customers' expectations, which also can be stated as customers satisfaction. For each independent variable, the difference of the perception and expectation significance was tested using normal distribution table Z.

From the results of hypothesis testing, it was found that there were significant differences between customer perceptions and expectations on all variables. In all variables, it can be seen that expectations are significantly higher than perceptions. This indicates that for all variables consumers are not satisfied.

4.3. Crosstab Analysis Result

Crosstab analysis was conducted to see the differences between customer profiles on the dependent variable of purchase intention. This analysis is needed to determine the marketing mix that matches the customer profile and find out, what profile determines the difference in purchase intention. This information helps to determine the right marketing strategy and can increase purchase intention.

In this study, crosstab was performed on the variables of age, occupation, pocket money, income, and location of residence on purchase intention. The results obtained indicate that there is no difference between these variables on purchase intention. So, it can be concluded that there is no difference in purchase intention between people in the segment of age, pocket money, income, and location of the residence. Thus, only one marketing mix plan is needed.

Next is a crosstab analysis between the same independent variables on the variables that affect purchase intention, namely speed in the brewing process and the attractiveness of store design. The results of this analysis show that the age of the customer has an effect on speed in the brewing process and the attractiveness of store design. This means that it is necessary to pay attention to the age factor in compiling the marketing mix because this factor has different intentions towards purchases.

4.4. Combined Result

The results of data processing that have been carried out can be summarized as in Table 4. In Table 4, the variables have been sorted according to the priority of improvements that need to be made. The main priority is on 2 variables that have a direct influence on purchase intention. The priority is the attractiveness of store design with a larger regression coefficient, and the second priority is the speed in the brewing process.

Only the 2 variables mentioned above have a direct influence. However, although it does not directly affect purchase intention, other variables are stated to be dissatisfied by customers. Therefore, the other variables are also prioritized based on the Z value calculated from the largest negative. The complete improvement priority can be seen in Table 4.

By looking at Table 4, Sawasdee Drink can see the priority improvements that need to be made to increase purchase intention and increase customer satisfaction. Although it does not directly affect purchase intention, if the customer is not satisfied with the Sawasdee Drink service, it can also reduce purchases, and vice versa.

Table 4. Combined research results

No	Variables	MRA result	MRA coefficient	Hypothesis testing conclusion	Z value	Priority
22	The attractiveness of store design	Take effect	0.470			1
19	Speed in the brewing process		0.242			2
5	Drink flavor consistency	No effect		Dissatisfied	-9.945	3
11	Easy to find promotional information			Dissatisfied	-9.900	4
23	Store cleanliness			Dissatisfied	-9.885	5
4	Hygiene of products sold			Dissatisfied	-9.228	6
1	Enjoyment of the taste of the drink			Dissatisfied	-8.853	7
9	Promotional attraction			Dissatisfied	-8.698	8
21	The store nameplate clearness			Dissatisfied	-8.000	9
13	Friendliness of employees in serving customers			Dissatisfied	-7.875	10
10	Frequency of doing promotions			Dissatisfied	-7.618	11
6	Price match with drink quality			Dissatisfied	-6.840	12
15	Employee knowledge of ongoing promotions			Dissatisfied	-6.276	13
20	Speed in calculation at the time of payment			Dissatisfied	-5.933	14
3	Packaging attraction			Dissatisfied	-5.679	15
16	Responsiveness of employees in serving customers			Dissatisfied	-5.660	16
8	The fairness of the price of the product offered compared to competitors			Dissatisfied	-5.614	17
12	Ease of reaching outlet location			Dissatisfied	-5.461	18
17	Speed in processing payment transactions			Dissatisfied	-5.209	19
2	The attractiveness of the variety of drinks on offer			Dissatisfied	-5.093	20
14	Employee knowledge of the products sold			Dissatisfied	-4.995	21
7	Price match with drink portion			Dissatisfied	-4.864	22
18	Completeness of payment facilities (cash and non-cash)		Dissatisfied	-4.192	23	

5. Discussion

In this section, researchers must relate the results of the study to previous studies. Highlight contradictory findings and use them as a form of research contributes to an established theory. Review all variables in this section by considering the order of the research questions. The findings and their implications should be discussed in the broadest context possible. Future research directions may also be highlighted.

The positioning slogan proposed is "Student Price, Extraordinary Taste". The student price refers to the low price because it is in accordance with the customer's budget and targeting. The extraordinary taste was obtained from the results of the independent variable part of the questionnaire regarding the enjoyment of the taste of Sawasdee Drink. In addition to looking at the level of performance, the enjoyment of the taste of the drink is also a variable that is important to consumers, looking at the average value of the level

of importance. If Sawasdee Drink positions itself as having an extraordinary taste, then this can trigger consumer interest.

Referring to the results of the research questionnaire, all independent variables in this study obtained an average value of the importance of more than or equal to 3 according to the customer. This means that the customer considers all the independent variables that have been determined to be important.

Furthermore, for the performance of Sawasdee Drink assessed by customers, there are still 9 variables that are considered not good by customers. The variables are:

- Easy to find promotional information
- Frequency of doing promotions
- Promotional attraction
- The attractiveness of store design
- Packaging attraction
- The store nameplate clearness
- Speed in the brewing process
- Ease of reaching outlet location
- Store cleanliness

Thus, these nine variables can be considered to be a priority for improvement.

Next, we develop a marketing strategy based on the variables deployed from the 7P marketing mix variables. The strategies are sorted by priority for improvement in Table 4.

1. Attractiveness of outlet design

Existing: The outlet is an ordinary food cart as shown in Figure 2. Even though the lights have been installed, the shape and arrangement are less eye-catching. In addition, the arrangement is also messy which makes the outlet less pleasing to the eye.

Suggestion: First, tidy up the store layout to make it look more presentable, it can be done with the 5S system, namely Seiri, Seiton, Seiso, Seiketsu, and Shitsuke. Then, designing outlets to be more attractive according to the target market, namely students and teenagers aged 17-25 years. The design used must also be eye-catching so that consumers can be interested in visiting Sawasdee Drink outlets. The proposed store design can be seen in Figure 3.

2. Speed in the beverage making process

Existing: Based on observations and surveys to customers, it can be seen that the process of making drinks is long, especially if there is more than 1 type of drink ordered by the customer or there is more than 1 customer who orders a different drink.



Figure 2. Existing outlet design



Figure 3. Suggestion outlet design

Suggestion: The researcher proposes to improve the movement of the work done in making drinks using the principles of movement economy. After improving work movements, it is necessary to train workers so that they can apply them properly. When the condition of the outlet is crowded, such as on weekends or certain holidays, it can be considered to add employees so that the process of making drinks can be faster. In addition, it is also proposed to rearrange the layout of the workstation at Sawasdee Drink so that the positions are arranged according to the order of work, so that the work becomes faster.

3. Drink flavor consistency

Existing: Lack of consistency in pouring the minimum components that have not been packaged per serving, and because of the large variety of drinks, sometimes workers forget the components or the process.

Suggestion: Make notes for employees for each drink variant complete with the dose. Determine the measuring tool for beverage components that have not been packaged per serving.

4. Ease of Finding Promotional Information

Existing: Many Sawasdee Drink customers do not know the promotional information provided by Sawasdee Drink.

Suggestion: Providing information about promotions on several social media platforms that are widely used by consumers. Social media is the right place to share information about promotions because the target market is students and teenagers aged 17-25 years. According to the results of the questionnaire, 98% of consumers more often use electronic media as a medium of information. These media include Instagram and Tiktok. In addition, at the Sawasdee Drink outlet, you can also write about the promotions that are being held. We also propose that Sawasdee Drink use promotion with word-of-mouth communication marketing because according to the results of a questionnaire regarding knowledge about Sawasdee Drink, 21% of consumers know about it through information from relatives. This can be done by means that consumers will get discounts or promotions for bundling drinks when uploading an Instagram story about Sawasdee Drink.

5. Store Cleanliness

Existing: The cleanliness of the Sawasdee Drink outlet is still not good because the ingredients used in making drinks, such as milk, tea, and sugar, are often spilled. After the spill, the employees did not immediately clean it because they were in a hurry, so the outlet looked unclean and sticky.

Suggestion: Prepare SOP (Standard Operating Procedure) after making drinks, employees must immediately clean up spilled materials, so that the cleanliness of the outlet is maintained. In addition, a measuring device for milk, tea, and sugar is also made and provided that does not spill easily.

6. Hygiene of Products for Sale

Existing: The cleanliness of the products sold by Sawasdee Drink is quite good according to the average level of performance. However, in the manufacturing process, workers do not use gloves. During the current pandemic, cleanliness is considered important.

Suggestion: Workers use gloves and are always disciplined in using masks and face shields.

7. Enjoyment of the taste of the drink

Existing: In general, customers have judged that the drinks sold by Sawasdee Drink have a good taste. However, because there are many variants, sometimes there are worker errors, there is a possibility that the product will fail. In addition, it is also possible that customers have different tastes, for example, some like it sweet and some don't like it too sweet.

Suggestion: Write notes for workers as described earlier and make surveys to find out customer tastes for further product development.

8. Promotional Attractiveness Given

Existing: promotions in the form of price discounts when using the food delivery service application, giving cashback with payment using ShopeePay, and voucher deals through the Ovo application.

Suggestion: add more interesting promotions, such as bundling promotions such as buy 2 get 1, membership, member get member, and so on. The design used for the promotion must also be attractive so that consumers are interested in reading.

9. Clarity of Outlet Nameplate

Existing: outlet signboard for Sawasdee Drink which is located on Cibadak street, Bandung can only be seen when directly seen from the front. When the customer comes from the side, the signboard is not visible.

Suggestion: install a store nameplate that is high enough and faces the right and left sides of the outlet so that it can be seen from the side and from a distance that is a bit far from the outlet.

10. Friendliness of Employees in Serving Customers

Existing: although according to some customers the friendliness of the employees of Sawasdee Drink Cibadak street, Bandung in serving customers is quite good. However, sometimes there are times when the customers who come are many and impatient, the employees become less friendly.

Suggestion: giving understanding to employees to remain friendly, even though they are in a rush to work or there are impatient customers. Sawasdee Drink can also apply regulations for 3S (Smile, Greetings, Greetings) at work.

11. Frequency of Promotion

Existing: promotions carried out by Sawasdee Drink are with ShopeePay and OVO vouchers, with irregular frequency and the announcements are not well received by customers.

Suggestion: give promotions more regularly, take advantage of certain days to do promotions, and conduct more intensive socialization, for times when sales are low.

12. Price Match with Drink Quality

Existing: the price match with the quality of the drinks is quite good according to the average level of performance. However, consumers are not satisfied with the performance of this variable, possibly because there are failures that occur because workers forget a component or process.

Suggestion: making process notes and beverage components for each beverage variant for employees is expected to help maintain the quality of drinks.

13. Employee Knowledge of Ongoing Promotions

Existing: sometimes employees do not know about new promotions that are shared through social media. This is due to a lack of coordination with employees.

Suggestion: Improve coordination with employees by holding a briefing before starting work. In addition, every time there are new Sawasdee Drink promos, notifications can also be shared with employees via WhatsApp groups and Instagram.

14. Accuracy in Price Calculation at Payment

Existing: The accuracy in calculating the price at the time of payment is quite good according to the average level of performance. However, consumers are not satisfied because the calculations only use a calculator, and there is no proof of payment for consumers.

Suggestion: Sawasdee Drink can consider using an application that is usually used for the cashier or using a cash register. With this, in addition to calculating the price, it will be more accurate, consumers have more confidence and consumers can get proof of payment. Another advantage of using a cash register is that there is a record of sales which makes it easier to control.

15. The Attractiveness of Packaging

Existing: Sawasdee Drink used regular clear glass seals, with black screen prints as shown in Figures 4 (a) and 4 (b). This packaging is considered less attractive by customers.



(a)



(b)

Figure 4. Existing Sawasdee Drink Packaging

Suggestion: use packaging with a more attractive design. In determining the design, Sawasdee Drink can conduct research so that the design is attractive, especially for young people aged 17-25 years. More interesting examples of beverage packaging are those used by R&B tea (Figure 5 (a)), Fore Coffee (Figure 5 (b)), and GanbaTea (Figure 5 (c)).



(a)



(b)



(c)

Figure 5. Example of beverage packaging used by other beverage outlets

16. Employee Responsiveness in Serving Customers

Existing: the response of employees is not enough according to customers, because some customers stated that when consumers are choosing the menu to be ordered, employees are often still used cell phones.

Suggestion: giving understanding to employees not to use cell phones while doing their jobs, especially when there are already customers in front of the outlets. Sawasdee Drink can also make SOPs, what employees should do when customers come, for example greeting, conveying promotions, delivering best-selling drinks, and others.

17. Reasonable Price of Products Offered Compared to Competitors

Existing: compared to the main competitor, namely Dum-Dum Thai Tea, actually the price of Sawasdee Drink is already competitive. Especially when compared to beverages sold at large outlets or malls, the price of Sawasdee Drink is already cheaper. However, some customers compare prices with indeed cheaper roadside sellers.

Suggestion: because the price is quite reasonable, Sawasdee Drink should maintain that price, but also target the right market segment with a marketing mix, so that the competitors are not roadside sellers.

18. Ease of Reaching Outlet Locations

Existing: The location of Sawasdee Drink which is on Cibadak street, Bandung is already strategic. Cibadak street is one of the night culinary centers in the city of Bandung. Cibadak Street is also located near the center of Bandung City and is easy to reach either by private vehicle or public transportation.

Suggestion: socializing the location of Sawasdee Drink outlets on social media complete with maps and public transportation routes so that potential customers know their location and how to reach them.

19. Speed in Payment Transaction Process

Existing: the length of the payment process felt by customers is due to manual calculations using a calculator. In addition, if the customer pays by cash, employees often find it difficult because they do not have change. So sometimes employee shave to exchange it first with the people around.

Suggestion: in addition to using a cash register or certain applications, the payment process is accelerated by always providing change. Another effort that can be done is to encourage customers to pay with electronic money or debit cards, so there is no need to always provide change. To encourage it, it can be by providing promotions or discounts for cashless payments. This cashless payment also increases the security and ease of controlling the store's finances.

20. The Interesting Variety of Drinks Offered

Existing: actually, the Sawasdee Drink variety already has several unique and interesting variants such as butterfly pea, rose tea, and charcoal. But consumers sometimes do not understand and maybe bored with these variants.

Suggestion: giving understanding to employees to provide suggestions about the unique variants of Sawasdee Drink. Other things can also be done by providing an explanation on the menu regarding unique drinks. Furthermore, Sawasdee Drink also needs to develop to create more unique drink variants.

21. Employee Knowledge of Products Sold

Existing: employees sometimes do not know for sure the basic ingredients for making a variant of a drink because most of the components of the drink are already packaged per serving. In addition, sometimes employees do not pay attention to the details of the beverage components.

Suggestion: provide training for workers on beverage components and make notes on components and beverage manufacturing processes so that customers can learn and not make mistakes when making drinks.

6. Conclusion and Recommendations

Based on the results of the customer profiles study, it can be seen that Sawasdee Drink's customers are mostly young people aged 17-25 years, namely students and college students. Thus, the marketing mix needs to be focused on this market segment. At Sawasdee Drink, two variables affect purchase intention, namely speed in the brewing process and the attractiveness of store design. Therefore, these two variables need to be a priority in making improvements. After the two variables, the other variables were also corrected according to the order of priority, because even though it had no effect, the customer was not satisfied.

This research still has some shortcomings which become an opportunity for further research. First, this study was conducted without regard to the specific effects of the COVID-19 pandemic. However, for future research, it is necessary to think specifically about solutions to increase income in the presence of the COVID-19 pandemic. For example, by increasing the use of online sales, delivery services, e-marketing, and others as stated by [7].

Next, this study does not discuss and compare competitors from Sawasdee Drink, even though these competitors are likely to influence purchase intention and Sawasdee Drink's income. Therefore, further research can be done by also examining competitors. The next weakness is that the research was only conducted on Sawasdee Drink in Cibadak street, Bandung. In the next research, it is also necessary to research Sawasdee Drink at other outlets, to see its potential and condition. Thus, benchmarking can be done between Sawasdee Drink outlets.

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