International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Marketing Strategy for the Juro Coffee Shop in Bekasi City, West Java

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Abstract

Coffee Shop Juro is a recently established coffee shop in Bekasi City, West Java Province, that requires a more effective marketing strategy to stabilize its fluctuating sales. The objectives of this study are 1) to identify the key internal and external factors influencing the marketing of coffee products at Juro Coffee Shop, 2) to determine the market position of coffee products at Juro Coffee Shop, 3) to formulate alternative marketing strategies for coffee products at Juro Coffee Shop, and 4) to determine the priority of coffee product marketing strategies that can be implemented by the business owner. An IE matrix analysis indicates that the company is in a growth and development phase (Quadrant IV), and the strategies suitable for this position are intensive and integrative strategies. The SWOT analysis yielded five strategic alternatives: collaborating with companies in the Bekasi City area; enhancing the effectiveness of digital marketing through the use of marketplaces and social media; maintaining and ensuring product quality while innovating to address competitive threats; offering products in small-cup sizes; and establishing long-term partnerships with distributors of roasted coffee beans. The results of the QSP matrix analysis show that the top priority strategy for the company to implement is enhancing the effectiveness of digital marketing through the use of marketplaces and social media.

Keywords: Coffee Shop, Marketing Strategy, Coffee Products, SWOT, and QSPM.

INTRODUCTION

Technological advancements and agricultural modernization have driven the emergence of various forms of value addition in agribusiness, including in the coffee

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sector. As one of Indonesia's flagship commodities, coffee holds not only agronomic value but also significant economic potential when processed, marketed, and packaged as ready to consume products (Fithriyyah, et al., 2020). According to Awalina et al. (2022), the development of the downstream industry particularly coffee shops serves as a concrete example of how innovation in agribusiness can open up new business opportunities. However, the rapid growth of the coffee industry has also intensified competition, making it essential for coffee shop business owners to deeply understand the internal and external factors influencing business sustainability. This understanding serves as a crucial foundation for formulating effective marketing strategies to maintain and increase market share amid the ever-evolving dynamics of the coffee industry.

Indonesia, as one of the world's leading coffee producers, ranked third in 2022/2023, having produced 11.850 million bags (60 kg each), comprising 1.30 million bags of Arabica coffee and 10.50 million bags of Robusta coffee (Sembiring et al., 2023). This high coffee production presents an opportunity for businesses to process it into coffee-based beverages. According to data from the Central Statistics Agency (BPS, 2024), per capita consumption of coffee beverages in Indonesia has increased annually from 2020 to 2024, with an average growth rate of 6.69%. This rise in coffee consumption is closely tied to urban residents' fondness for socializing, which has fueled the growth of coffee shops. In addition to being a place to enjoy coffee, many visitors use coffee shops as a place to work on college assignments, hold meetings, or engage in discussions, as drinking coffee can improve a person's concentration and focus (Herlyana, 2012).

The growth of coffee shops has become a trend in Indonesia in recent years. According to the West Java Department of Tourism and Culture (2021), the city of Bekasi was identified as having the highest growth potential in the food and beverage industry within West Java Province. In 2021, the number of cafes in West Java grew by 7.54%, equivalent to 1,539 cafes.

Juro Coffee Shop is one of the relatively new coffee shops located in Bekasi City, West Java Province. This business capitalizes on the evolving lifestyles of the community and the public's growing enthusiasm for specialty coffee. This mid-range coffee shop also offers several types of Indonesian coffee for customers to enjoy, using coffee beans sourced from various regions across Indonesia, yet at affordable prices so that people from all walks of life can enjoy them.

Based on an interview with the owner—who is still relatively young—Juro Coffee Shop's monthly revenue remains volatile and has never met its targets. The highest revenue growth was recorded in October 2023 at 25%, while the steepest decline

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occurred in December 2023 at 14%. This unsatisfactory revenue is partly due to the intense competition among coffee shops in the vicinity of Juro Coffee Shop. There are 18 coffee shops located not far from Juro Coffee Shop, and several of them already have a fairly strong brand image, such as Kopi Kenangan and Kopi Tuku. Additionally, promotional efforts have not been maximized, both offline and online. Therefore, Juro Coffee Shop needs to reformulate its marketing strategy by taking into account both external and internal factors. A good marketing strategy can increase sales (Muslimin et al., 2022) and make the company responsive to the market and capable of winning the competition (Nabilla and Tuasela, 2021), thereby enabling the company to strengthen its market position.

METHOD

The research was conducted at Juro Coffee Shop, located on Jalan Pulo Sirih, Bekasi City, West Java. The research location was determined using a purposive method (Sugiyono, 2018; Mukhlis et al., 2019; Mukhlis et al., 2024; Asgaf et al., 2025), considering this coffee shop was established relatively recently and has the potential for growth. Data collection took place from September 2025 to December 2025.

Primary research data was obtained through interviews, observations, and the distribution of questionnaires to the owner and employees of Juro Coffee Shop, while secondary data was obtained from various sources of literature. The data collected included the company's internal and external factors, the weightings and ratings of each factor, coffee product marketing strategies, and other relevant data.

Strategy formulation was carried out in three stages based on David (2020), namely the input stage, the matching stage, and the decision stage. In the input stage, the company's internal and external factors were identified to understand its strengths and weaknesses, as well as the opportunities and threats it might face. The internal factors identified include aspects of segmentation, target market, the company's position, and the application of the 7P Marketing Mix, which encompasses Product, Price, Place, Promotion, People, Process, and Physical Evidence. Meanwhile, external factors are analyzed based on Economic, Social, Cultural -Demographic and Environmental, Political and Legal, Technological, and Competitive Forces.

The identified internal and external factors are then tested using the AQCD (actionable, quantitative, comparative, divisional) test. Subsequently, the factors that pass the AQCD test are summarized and evaluated using the IFE and EFE matrices. Each factor in these matrices is weighted and ranked, then multiplied to obtain a weighted

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value for each factor. Weighted values range from 1.0 (lowest) to 4.0 (highest), with an average of 2.5.

The next stage is the matching stage, where the IE (internal-external) matrix is used to determine the company's position based on the information from the input stage. The IE matrix is based on two main dimensions: the IFE weight score on the x-axis and the total EFE weight score on the y-axis. The IFE and EFE scoring criteria are shown in Figure 1.

The IE matrix can be divided into three main regions with different strategic implications. First, cells I, II, or IV can be described as "grow and build." Intensive strategies (market penetration, market development, and product development) or integrative strategies (backward integration, forward integration, and horizontal integration) are the most appropriate strategies for this division. Second, cells III, V, and VII can be effectively managed using "hold and maintain" strategies. The strategies typically employed here are market penetration and product development. Third, cells VI, VIII, and IX can be described as "harvesting" or "divestment," where defensive strategies are commonly used. Next, a SWOT analysis was conducted to develop alternative strategies based on the identified strengths, weaknesses, opportunities, and threats. According to David (2020), the SWOT matrix is a crucial tool for helping companies develop four types of alternative strategies: the SO strategy (a strategy that uses strengths to capitalize on opportunities), WO strategies (strategies that minimize weaknesses to take advantage of opportunities), ST strategies (strategies to address threats and challenges), and WT strategies (strategies that minimize weaknesses and avoid threats and challenges)

The final stage is the decision-making stage, which involves selecting or prioritizing strategies from a number of alternative strategies generated during the matching stage using the Quantitative Strategic Planning Matrix (QSPM).

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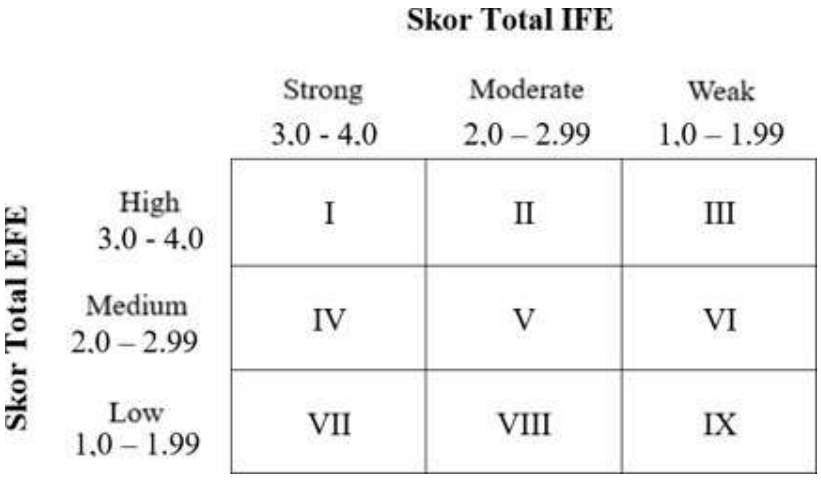


Figure 1. IE Matrix

RESULTS AND DISCUSSION

Identification of Key Internal Factors

From the identification of key internal factors, 12 internal factors (9 strengths and 3 weaknesses) were identified that influence the marketing of coffee products at Juro Coffee Shop. Next, the internal factors were evaluated by informants by assigning weights (calculated using the paired comparison method) and rankings for each factor. The scores for each factor in the IFE matrix are presented in Table 1.

Table 1. Juro Coffee Shop IFE Matrix

Code	Internal Factor	Weight	Rank	Score
Strength				
A	Juro Coffee Shop's current target customers are office workers and coffee enthusiasts in the city of Bekasi	0.091	4.0	0.364
B	Uses single-origin coffee beans	0.080	3.0	0.239
C	12 varieties of ready-to-serve coffee are available	0.076	3.3	0.246
D	The company is located in downtown Bekasi	0.088	3.0	0.264
E	Friendly and responsive customer service	0.090	3.8	0.337
F	Streamlined service through SOPs in operational activities	0.085	3.5	0.298

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G	Consumers find it easy to make both cash and non-cash payments	0.067	3.5	0.235
H	Using a semi-automatic espresso machine	0.088	3.8	0.330
I	There are indoor and outdoor areas that can accommodate 40 people	0.068	2.5	0.170
Subtotal				2.484
Weakness				
J	The prices of Juro coffee shop beverages are higher than those of its two main competitors, Kopi Tuku and Kopitio	0.098	3.5	0.345
K	Digital marketing promotions rely solely on Instagram	0.083	2.5	0.208
L	Registered online ordering service is only Gofood	0.083	3.0	0.250
Subtotal				0.803
Total				3.287

Source: Primary Data, processed (2025)

Table 1 shows that the primary strength of Juro Coffee Shop, with the highest score, is its target market of office workers and coffee enthusiasts in Bekasi City. This indicates that Juro Coffee Shop's target market is quite clear and promising, given the high level of coffee consumption in Indonesia. According to research by Herqutanto et al. (2024), coffee consumption is notably high among office workers. The study indicates that approximately 46.2% of office workers are regular coffee drinkers, with a consumption frequency of 3-4 times per day. The frequency of coffee consumption among employees is quite high due to the demands of intense work, overtime, and the need to maintain focus during working hours (Watson, et al., 2016). Thus, office workers or employees represent a relevant and potential target market for coffee shops, including in urban areas such as Bekasi City. This indicates that Juro Coffee Shop has a clear and well-defined market segmentation, making it easier for the company to formulate marketing strategies, determine product concepts, and establish service models that align with its consumers' characteristics. This clarity regarding the target market is a key strength because the office worker segment has a relatively high level of coffee consumption and incorporates coffee into their daily routines, particularly in urban areas

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such as Bekasi City. Consequently, defining this target consumer base presents a significant opportunity for Juro Coffee Shop to maintain stable and sustainable demand by understanding consumer preferences that prioritize taste quality, product consistency, and convenience in the purchasing process.

The main weakness of Coffee Shop Juro is that the prices of its coffee beverages are higher than those of its two main competitors, Kopi Tuku and Kopitio. This situation has the potential to reduce the product's appeal, especially among consumers with high price sensitivity (Sari, et al., 2018). Amid increasingly intense competition in the coffee shop sector and the abundance of similar products at more competitive prices, price differences can influence consumer purchasing decisions (Basha, et al., 2023). This weakness indicates that Coffee Shop Juro needs to evaluate its pricing strategy to remain competitive without compromising the product quality that defines the company. The company needs to evaluate its product pricing structure to remain competitive in the market, for example, by implementing promotional pricing strategies at specific times or offering product variations at more affordable prices. Additionally, the marketing management team needs to enhance the competencies of its human resources in the areas of information technology and digital marketing so that promotions can be conducted more broadly and effectively across various digital platforms. The total score for internal factors on the IFE matrix is 3.287, indicating that the company's internal conditions fall into the "fairly strong" category.

Identification of Key External Factors

The identification of the company's external factors yielded 11 external factors, which were subsequently evaluated by the informants through weighting (calculated using the paired comparison method) and ranking for each factor. The results of the weighting and ranking were then analyzed using the EFE Matrix to determine the score for each of the company's external factors.

Table 2. EFE Matrix

Code	External Factor	Weight	Rank	Score
Odds				
A	A 2.78% increase in coffee consumption in Indonesia from 2023 to 2024	0.101	4.0	0.405
B	Economic growth increased by 5.03% from 2020 to 2024	0.101	3.8	0.379

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Code	External Factor	Weight	Rank	Score
C	Bekasi City Regulation No. 16 of 2002 concerning the Administration and Fees for Disturbance Permits or Business Location Permits for small restaurants.	0.092	3.5	0.322
D	The POS (Point of Sale) application facilitates sales transactions and daily reporting quickly and easily.	0.073	3.3	0.236
E	We have 3 suppliers who have been partnering with us to meet our coffee bean needs since 2023	0.100	3.5	0.350
Subtotal				1.692
Threat				
F	A 1.46% increase in the price of Robusta coffee beans from 2020 to 2023	0.093	3.0	0.280
G	An income tax rate of 0.5% for MSMEs with annual revenue below Rp4.8 billion	0.068	1.5	0.102
H	A 1.1% increase in coffee production from 2017 to 2022	0.097	2.3	0.217
I	There are 18 competing companies selling similar products with the same target market and sales territory	0.091	2.5	0.227
J	New entrants are increasing with better concepts, product variety, and services	0.098	2.3	0.220
K	There are juice competitors with the same concept as coffee shops	0.086	2.3	0.194
Subtotal				1.241
Total				2.933

Source: Primary Data, processed (2025)

Based on the results of the EFE matrix analysis, it was found that the subtotal for opportunity factors reached 1.692, which is higher than the subtotal for threat factors. This indicates that the company's external environment presents significant opportunities

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for business development. The most dominant opportunity factor stems from a 2.78% increase in coffee consumption in Indonesia during the 2023–2024 period. For Juro Coffee Shop, this situation represents a strategic opportunity because rising market demand can drive sales growth and expand the customer base, particularly among office workers and coffee enthusiasts—the company's primary target audience. To capitalize on the trend of rising coffee consumption, the company can strengthen its marketing strategy and increase the availability of products that align with consumer preferences. Juro Coffee Shop's management can optimize operating hours, expand sales channels, and maintain product quality to effectively capture the continuously growing market demand. Additionally, the company needs to ensure consistency in taste and service to encourage repeat purchases from customers.

The highest threat factor is the 1.46% increase in the average price of Robusta coffee beans from 2020 to 2023, with a score of 0.280. This rise in the price of the primary raw material has the potential to increase production costs and squeeze the profit margins of coffee shops. If not managed properly, this situation could force the company to raise product prices, which could ultimately reduce its competitiveness amid increasingly fierce competition among coffee shops. Therefore, it is necessary to control costs and manage the supply chain efficiently. Steps that Juro Coffee Shop can take include establishing long-term partnerships with suppliers of ready-to-use coffee beans to secure stable prices, implementing measured raw material procurement planning, and optimizing raw material usage without compromising product quality. Thus, Juro Coffee Shop is expected to be able to minimize the impact of these threats while ensuring business sustainability.

The results of the external factor analysis show that the company achieved a total " " score of 2.933. This score indicates that the company's position falls into the "fairly strong" category according to David & David (2020), meaning the company's ability to capitalize on existing opportunities is quite good, although at the same time there are still threats from the external environment that need to be anticipated with appropriate strategies.

Company Position

The company's position was analyzed using the IE matrix based on the results of the IFE and EFE matrices. The average score for the IFE matrix was 3.287, and the average score for the EFE matrix was 2.933. These values place the company in Quadrant IV, where the required strategy is to grow and expand. Possible market

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strategies include intensive or integrative strategies. According to David and David (2020), intensive strategies include market penetration (increasing the market share of existing products or services with stronger marketing support), product development (increasing sales of existing products or services through development or modification), and market development (introducing products or services to new geographic regions), while integrative strategies include forward integration (acquiring or increasing control over distributors and retailers), backward integration (seeking ownership or increasing control over suppliers), and horizontal integration (acquiring or increasing control over competitors).

Strategic Alternatives

The positions identified in the IE Matrix are then used to formulate strategic alternatives using the SWOT Matrix by pairing internal and external factors, namely SO strategies, ST strategies, WO strategies, and WT strategies. The IE strategy serves as a reference in formulating strategic alternatives using the SWOT Matrix, resulting in the following five strategic alternatives that can be used for marketing coffee products at Juro Coffee Shop:

1. S-O Strategy (Strengths-Opportunities)

   The S-O strategy is used to capitalize on existing opportunities (David, 2020). Juro Coffee Shop's S-O strategy involves establishing partnerships with companies in the Bekasi area. This strategy can be implemented by targeting companies with a large number of employees—as potential customers who require coffee beverages for their daily work activities. Such partnerships could include providing regular orders, beverage subscription packages for employees, setting up temporary booths during peak hours, and offering special prices to specific office tenants. These efforts align with the characteristics of Juro Coffee Shop's target customers, the majority of whom are office workers in downtown Bekasi. Through this strategy, Juro Coffee Shop is expected to expand its customer base in a more targeted manner, build a stable customer base, increase daily sales volume, drive sustainable business growth, and strengthen its competitive position amid other coffee shops targeting a similar market.

2. W-O (Weaknesses-Opportunities) Strategy

   According to David (2020), the W-O strategy is designed to address a company's internal weaknesses so it can capitalize on external opportunities. In this context, the relevant strategy involves leveraging digital technology to enhance the

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effectiveness of digital marketing through the use of marketplaces (Tokopedia, ShopeeSeller, Shopeefood, Gofood, and Grabfood) and social media platforms (TikTok, Facebook, and Twitter). Companies can use this strategy to disseminate product information more effectively, while also making it easier for consumers to access the information they need (Balakrishnan, et al., 2014). Additionally, direct interaction between consumers and the company is possible, allowing for a more responsive process in conveying information, presenting product offers, and addressing customer inquiries. As a result, Juro Coffee Shop can increase product visibility, attract new customers, and strengthen its market position amid increasingly dynamic competition. Juro Coffee Shop may consider forming a dedicated marketing team focused on social media and marketplaces.

3. S-T (Strengths-Threats) Strategy

The ST strategy aims to address threats by leveraging the company's strengths in marketing coffee products. Under the ST strategy, one alternative approach is identified: maintaining and ensuring product quality while pursuing product innovation to counter competitive threats. Juro Coffee Shop needs to leverage its internal strengths to address the growing number of competitors and the intensifying competition in the coffee shop industry. One of Juro Coffee Shop's key strengths lies in the quality of its coffee products and its ability to continuously innovate its menu in line with consumer preferences. By maintaining consistent quality standards, Juro Coffee Shop can build customer trust and retain consumer loyalty amid the growing market share of other coffee shops offering competitive prices and a wider variety of menu items. In addition to maintaining quality, product innovation is a strategic step to ensure that Juro Coffee Shop remains relevant and competitive. Innovation can be achieved by developing new menu items, updating the presentation and flavor profiles of existing products, or creating seasonal beverages that capture consumer interest. These innovative efforts not only enhance product appeal—thereby increasing consumer attraction (Herlinda et al., 2023)—but also provide added value that is difficult for competitors to replicate (Hasanah et al., 2025). This can strengthen Juro's position in a dynamic market. By combining consistent quality with sustained innovation, Juro Coffee Shop can mitigate the impact of competitive threats and maintain its long-term competitive advantage.

4. W-T (Weakness-Threats) Strategy

The W-T strategy is a strategy that can be useful for minimizing a company's internal weaknesses and avoiding external threats it faces. Based on a combination

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of weakness and threat factors, alternative W-T strategies can be formulated—specifically, an intensive strategy falling under the product development category and an integrative strategy falling under the backward integration category. The W-T strategy yields two alternative strategies, namely:

a. Offering products in small cup sizes.

A strategy of offering beverage size variations, such as small cups, is a form of product development strategy aimed at meeting consumer needs. Juro Coffee Shop can provide consumers with the flexibility to choose beverage sizes according to their preferences, purchasing power, and consumption situations. Implementing this strategy not only enhances product appeal but also has the potential to expand the market segment to price-sensitive consumers (Jinyi, 2024). Additionally, new customers who are still in the trial phase will feel more comfortable trying the product in smaller portions (Jinnang, 2024). This strategy simultaneously addresses the weakness of limited product variety previously faced by the coffee shop. Furthermore, offering a variety of sizes can serve as a strategic step to counter external threats, such as increasing competition from other coffee shops that offer more diverse menus. With these size options, consumers will feel more satisfied and have many alternatives when visiting, thereby boosting customer loyalty and overall sales volume.

b. Establishing long-term partnerships with distributors of roasted coffee beans.

This strategy is a backward integration strategy aimed at strengthening the stability of the raw material supply chain for Juro Coffee Shop. Through sustainable partnerships, the company can ensure the availability of roasted coffee beans of consistent quality, allowing the coffee beverage production process to run more efficiently and in a standardized manner. This long-term partnership also provides supply certainty over a broader timeframe, reducing the potential for operational disruptions caused by delays or fluctuations in raw material availability. In addition to ensuring the availability of raw materials, this strategy also has the potential to reduce operating costs because the company can secure more competitive prices through fixed-supply contracts (Asbar et al., 2025). By reducing reliance on short-term purchases or seasonal suppliers, Juro Coffee Shop can avoid the unpredictable price fluctuations of roasted coffee beans in the market, which have long been one of its external threats. Long-term relationships with distributors can also facilitate more flexible payment terms, scheduled deliveries (Nielson &

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Hartatri, 2014), and technical support regarding the selection and storage of coffee beans (Wahyudi, et al., 2026).

5) Strategic Priorities for Juro Coffee Shop

The various alternative strategies generated from the IE and SWOT matrices were then used to calculate their total attractiveness scores (STAS) through analysis using the QSP (Quantitative Strategic Planning) matrix**.** The STAS values indicate the priority ranking of each formulated alternative strategy.

Table 3. Strategic Priorities for Juro Coffee Shop

No	Strategy Priority	STAS
1	Collaboration with companies in the Bekasi City area	6,523
2	Improving the effectiveness of digital marketing through the use of marketplaces and social media	6,708
3	Maintaining and ensuring product quality and innovating products to address competitive threats	6,516
4	Offering products in small cup sizes	6,332
5	Establishing long-term partnerships with distributors of roasted coffee beans.	5,504

Source: Primary data, processed (2025)

Table 3 shows that the strategy with the highest STAS score is to improve the effectiveness of digital marketing through the use of marketplaces and social media to expand the marketing area and increase consumer reach (Marketing Development). This score indicates that leveraging digital marketing is considered the most attractive strategy and has the greatest potential to significantly boost the visibility and reach of Juro Coffee Shop by forming a dedicated team responsible for professionally managing social media and creating high-quality content (photos and videos covering coffee education, behind-the-scenes glimpses, and customer testimonials), a consistent posting schedule, the use of trending and relevant hashtags, and active interaction with followers are key to increasing engagement. Additionally, Juro Coffee Shop can strengthen its store profile on the Gofood platform and register online order sales on platforms like Grabfood and Shopeefood, as well as other marketplaces such as Tokopedia and Shopee Seller, to expand its market reach through paid advertising. The next priority strategy is collaboration with companies in the Bekasi City area (market penetration), which demonstrates that partnerships with companies present a significant opportunity to expand the market and directly increase brand exposure.

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These partnerships provide direct access to Juro Coffee Shop's key customer segments: office workers and coffee enthusiasts. By establishing B2B (Business-to-Business) partnerships—including forming a small team to manage special employee subscription packages, providing coffee break services, handling regular orders for office events, or offering exclusive employee membership programs—Juro Coffee Shop can strengthen its base of loyal customers and consistently increase sales volume. Additionally, partnerships with companies create opportunities to increase brand exposure, as Juro Coffee Shop's products and services can be introduced directly to large consumer groups. This approach not only expands market reach but also enhances Juro Coffee Shop's reputation as a professional, reliable, and high-quality coffee service provider.

The third strategy is to maintain and ensure product quality while pursuing product innovation to counter competitive threats (product development). This strategy underscores that quality and innovation are key factors that set Juro Coffee Shop apart from competitors, especially amid the proliferation of new coffee shops offering similar products. Therefore, Juro Coffee Shop must act swiftly to continue developing product innovations while ensuring product quality does not decline, maintaining skilled coffee-brewing techniques, conducting market research aligned with current trends, improving quality control of raw materials, evaluating customer feedback, and developing special menu items.

Another strategy with significant appeal is offering products in a "small cup" size variation (product development strategy), which scored 6.332. Product development through the addition of smaller portion sizes is considered relevant and has the potential to reach a broader consumer segment. Currently, Juro Coffee Shop does not differentiate by cup size, so all products are served in a single standard size. This situation leaves consumers who prefer smaller portions without suitable alternatives. This strategy can be implemented by establishing standardized sizes and estimated prices, as well as conducting demand analysis and sales evaluations based on customer feedback. Meanwhile, the strategy with the lowest STAS score is establishing a long-term partnership with a distributor of roasted coffee beans (backward integration strategy), with a score of 5.504. Although it ranks last in priority, this strategy is crucial for ensuring the sustainability of raw material supply and maintaining the consistency of the coffee quality used by Coffee Shop Juro. This is achieved by entering into contractual agreements to secure long-term supply and guarantee roasting quality, evaluating quality consistency across shipments, and building communication and good relationships with suppliers so

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that Coffee Juro's raw material inventory management can operate effectively and efficiently.

CONCLUSION

Juro Coffee Shop's main strength lies in its customer base, which consists of office workers and coffee enthusiasts in the Bekasi City area, while its main weakness is the higher price of its beverages compared to its main competitors . The primary opportunity for Juro Coffee Shop is the 2.78% increase in coffee consumption in Indonesia, whereas the main threat is the 1.46% rise in the average price of Robusta coffee beans. An analysis of these internal and external factors places Juro Coffee Shop in Quadrant IV of the IE matrix, indicating a position of growth and development. The appropriate strategies for this position are the intensive strategy and the integrative strategy. From these basic strategies, five alternative strategies were developed, prioritized from highest to lowest as follows: 1) collaborating with companies in the Bekasi City area, 2) improving the effectiveness of digital marketing through the use of marketplaces and social media to expand the marketing area and broaden the consumer reach, 3) maintaining and ensuring product quality while innovating products to counter competitive threats, 4) offering products in small-cup sizes, and 5) establishing long-term partnerships with distributors of roasted coffee beans.

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