

Abstract

The marketing mix theory is one of the most popular theories in the field of marketing. The marketing mix is also often used to research the marketing of coffee products in Indonesia. However, there is not much bibliometric literature that highlights how many reputable publications highlight the use of the variable marketing mix. In this article, we examine the topic of the marketing mix using bibliometric analysis and a systematic review. From this research, we conclude several important literatures and authors on topics related to marketing mix and the coffee business, coffee shop, or cafe around the world. This article limits investigations to reputable publications Scopus

Keywords: *Marketing mix, bibliometrics, literature review.*