

ABSTRACT

Coffee shops have become a popular place for modern society to relax, work, and socialize. The coffee shop business has rapidly expanded in various cities worldwide, including Bandung. Rasa Kopi is one of the coffee shops located in the Bandung area. Rasa Kopi has been in operation since August 2020. However, in April 2023, Rasa Kopi experienced a decline in sales revenue and still not reach the sales revenue target. This has been caused by several internal and external factors.

The aim of this research is to identify the internal and external factors that affect the performance of Rasa Kopi and to design a marketing strategy to address the issue of declining sales revenue at Rasa Kopi. The marketing strategy for Rasa Kopi is developed using the Quantitative Strategic Planning Matrix (QSPM) method, supported by the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External (IE) matrix, and SWOT analysis.

Based on the research findings, five marketing strategy proposals for Rasa Kopi have been identified, with the marketing strategy of introducing Rasa Kopi using social media being the top priority based on QSPM calculations. With the proposed marketing strategy design that will soon be implemented with paying attention to implementation impact and risk, it is hoped that it will address the challenges faced by Rasa Kopi.

Keywords: Coffee shop, Marketing Strategy, SWOT Analysis, QSPM Method