

ABSTRACT

Kopi Kadeudeuh is a coffee shop built in the middle of downtown Sumedang. But now there are many other coffee shops that have sprung up in Sumedang and other cities in Indonesia. Marketing involves more than simply promoting things; it also calls for an appropriate plan. Because a company's ability to successfully attract more consumers depends on its marketing plan. The aim of this research is to ascertain the impact of Kopi Kadeudeuh's marketing methods. In order to gather data for this study, which used a quantitative descriptive research design, 100 respondents who were visiting Kopi Kadeudeuh were given questionnaires and interviews. The study's findings demonstrate the significant impact that marketing tactics have on consumers' choices to buy products from businesses, particularly coffee shops. The study's findings demonstrate that Kopi Kadeudeuh has successfully incorporated marketing methods that address people, process, physical evidence, site, pricing, promotion, and product. Customer purchase choices are influenced by a number of elements, including high-quality Irish coffee products, competitive and accessible rates, a strategic location, appealing promotions, prompt and pleasant service, a simple ordering procedure, and a warm and welcoming environment. But there is always room for improvement in the promotional area, particularly with regard to using social media and creating more alluring discount schemes.

Keywords: Marketing Strategy; Purchasing Decision