Proposed Marketing Strategy for Talanoa Kopi and Space

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ABSTRACT

Indonesia's economy relies heavily on Micro, Small and Medium Enterprises (MSMEs), which contribute greatly to GDP and employment. Among them, the food and beverage (F&B) industry has experienced tremendous growth, driven by consumer trends and the increasing popularity of coffee. The purpose of this study is to suggest strategies to improve the competitiveness of Talanoa Kopi and Space, a coffee shop located in Cibubur, by increasing brand awareness, consumer attitudes, and purchase intention. Structural Equation Modeling Partial Least Squares (SEM-PLS) was used to test the hypotheses regarding Marketing Mix, Brand Awareness, Consumer Attitude, and Purchase Intention in this study, which used a quantitative approach. The results show that Customer Attitude and Purchase Intention are substantially influenced by Brand Awareness, both directly and through mediation. In the same way, Marketing Mix affects Customer Attitude, but its effect on Purchase Intention is mediated by Customer Attitude. These observations underscore the importance of improving brand recognition and adjusting marketing strategies to meet consumer expectations. Proposed business solutions include implementing a multi-channel ordering system, launching a loyalty program, diversifying product offerings, and improving customer experience through innovative services and interactive engagement. This research contributes to the academic understanding of the interaction between marketing variables and consumer behavior while providing actionable recommendations for MSMEs in the food and beverage sector. Future research can explore similar frameworks in different contexts to validate these findings and increase generalizability.

Keywords: marketing mix, brand awareness, customer attitude, purchase intention.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are important to Indonesia's economy, profoundly influencing the lives of the lower and middle-class demographics. In addition to being important forces behind economic expansion and development, MSMEs in Indonesia also contribute to lower unemployment rates by generating a large number of job openings (Supandi et al., 2022).Consequently, when the quality and quantity of MSMEs enhance, economic growth increases, and unemployment rates decrease (Aliyah, 2022). MSMEs make up 99% of all business units in the nation, according latest data and statistics. As of 2023, nearly 66 million MSME enterprises are operational. These firms account for 61% of Indonesia's Gross Domestic Product (GDP), totalling IDR 9,580 trillion. Moreover, MSMEs are a significant source of employment, offering positions to over 117 million individuals, which accounts for 97% of the entire workforce (https://kadin.id/data-dan-statistik/umkm-indonesia/).

Figure 1. MSMEs 2018 - 2023 Data
(Source: Kadin Indonesia)

Based on Figure 1, it can be seen, on the start of the depiction and on the end of the illustration, growth in the quantity of MSMEs over time. The rise in number of MSMEs in Indonesia indicates that economic conditions have improved. The majority of the Indonesian population's source of living is from the MSMEs and also accounts for the greatest portion of GDP, and a large workforce can help the economy by minimizing the rate of unemployment (Ministry of Cooperatives and SMEs, 2020). This can also be seen in the food and beverage (F&B) industry, which represents one of the most significant sectors within the MSME ecosystem. The development in the culinary business world is marked by the large number of business actors trying out the culinary business. Agus Gumiwang, the Minister of Industry, stated that the food and beverage industry saw a positive performance in 2023, experiencing a year-on-year growth of 4.47 percent (https://indonesia.go.id/kategori/editorial/8135/lezatnya-industri-makanan-dan-minuman?lang=1). Additionally, this industry is among the key subsectors showing strong performance, as evidenced by its Industrial Confidence Index (IKI) rating, which fell into the expansive category in the June 2023 survey (Yegek, 2023).

The expansion is particularly seen in the coffee shop industry, which has transformed into a competitive and swiftly changing market. The emergence of coffee culture, especially among younger Indonesian customers, has led to the expansion of coffee shops nationwide. Coffee has transitioned from a mere commodity to a fundamental aspect of Indonesian culture and daily existence. The latest generation of Indonesian coffee farmers, entrepreneurs, and professionals has been shaped by the third wave coffee movements originating from nations with esteemed coffee heritage, like the United States and Japan (Yiu, 2019). This movement highlights the artistic dimensions of coffee farming, processing, and brewing, transforming traditional procedures into avenues of creative expression (Fischer, 2022).
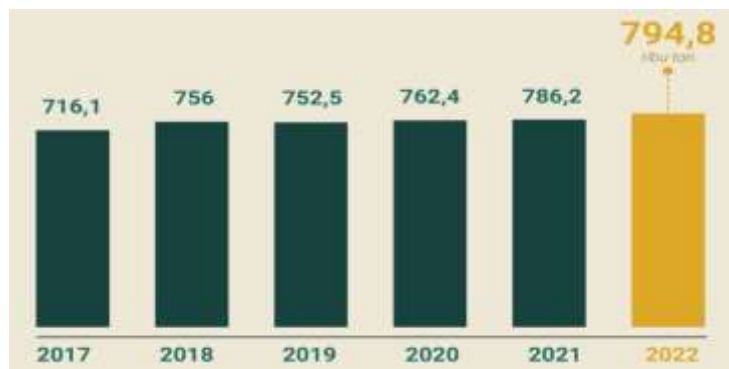

Figure 2. Coffee Production
(Source: Badan Pusat Statistik)

Based on Figure I.2, in the 2023 Indonesian Statistics report Indonesia's coffee output totalled 794.8 thousand tonnes in 2022, reflecting a year-on-year increase of around 1.1% (BPS, 2022). Coffee has transformed from a simple commodity to a fundamental aspect of Indonesian culture and daily existence. The newest community of Indonesian coffee farmers, entrepreneurs, and professionals draws inspiration from the third wave coffee movements originating in the United States, Japan, and other nations with esteemed coffee heritage. This approach emphasises the artistry inherent in coffee farming, processing, and brewing, elevating these processes to forms of artistic expression (Dolbec et al., 2022).

According to the Agricultural Data and Information System Center of the Ministry of Agriculture (2017), reported that national coffee consumption in 2016 was around 250 thousand tonnes, which rose by 10.54% to 276 thousand tonnes. Indonesian coffee consumption is anticipated to increase at an average yearly rate of 8.22% from 2016 to 2021. The rise in coffee output and consumption has catalysed swift expansion and heightened rivalry within the Indonesian coffee shop sector. Consequently, businesses compete not only on the quality of their products but also on factors such as ambiance, branding and customer engagement techniques.

The Center for Agricultural Data and Information Systems of the Ministry of Agriculture (2017) reported that national coffee consumption in 2016 was approximately 250,000 tons, rising by 10.54% to 276,000 tons. Between 2016 and 2021, Indonesian coffee consumption is projected to increase at an average yearly rate of 8.22%. The increase in coffee production and the high demand coffee consumption resulted to increased growth and competition in the coffee shop industry in Indonesia (Berampu et al., 2019). Consequently, the companies are competing in not only the quality of their products but also in development of appealing atmospheres, promotion as well as in the quality of the experience offered to the customers (Hapsari et al., 2021).

As new residential areas continue to open along the Cibubur Alternative Road, this region is expected to become more advanced and developed. Cibubur is one of the areas that has many culinary choices, one of which is a coffee shop. A variety of coffee shop concepts exist in Cibubur. With the ongoing development of new housing areas along the Cibubur Alternative Road, this region is positioned for continued expansion and progress. Cibubur is famous for its varied selection of coffee shops, each presenting distinct concepts and experiences, hence heightening the rivalry for Talanoa.

In this competitive landscape, Talanoa has to compete with various coffee shops not only in In a competitive market, Talanoa has to compete with several coffee shops both in Cibubur and around Jakarta. Jakarta has a vibrant coffee culture with several established coffee shops that attract loyal customers. These competitors frequently leverage more comprehensive marketing techniques, existing brand awareness, and a broader client base. To compete effectively in this environment, Talanoa must enhance its brand recognition to distinguish itself. By adeptly addressing these competing constraints, Talanoa has established its own niche within the coffee shop landscape in Cibubur.

Social media is characterised as an interactive mechanism through which individuals create, share, exchange, and create ideas or concepts via virtual communication or networks (Leonardi & Vaast, 2017). It is regarded as an optimal platform for marketing because of its accessibility (Wu & Zha, 2024). It is a strategic approach to product marketing to employ social media channels such as blogs, social networks, Facebook, and Instagram. Social media not only diminishes advertising expenses but also provides a broad audience and enhanced accessibility for product promotion in comparison with traditional marketing techniques (Leonardi & Vaast, 2017).
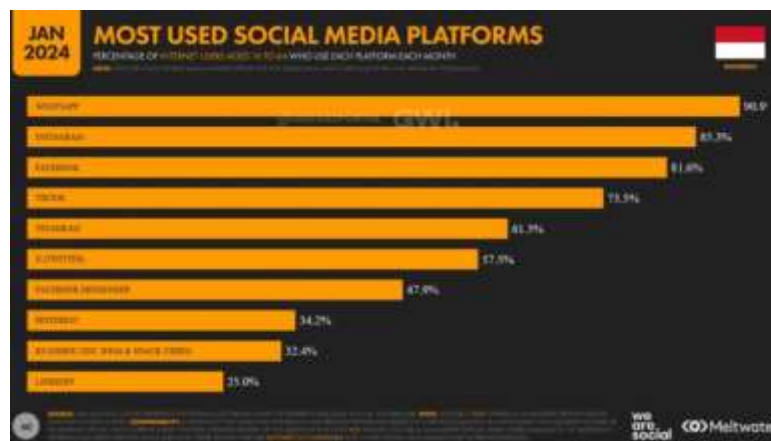

Figure 3. Social Media Use in Indonesia 2024
Source: https://datareportal.com/reports/digital-2024-indonesia

In accordance with the study's goals, the aspect of social media and its relevance in the communication framework was mostly examined. The findings of the evaluated case imply that Indonesia is a country with the greatest percent of social media users who turn to social media to seek news information (71.6%). This shares is lower than that in China which comes second (68.3%), Japan (64.4%), Thailand (61.2%), and Taiwan (55.7%) (Ambardi et al., 2014). Based on Figure I.3, WhatsApp users in Indonesia cover 90.9% of the total population, indicating that this platform is the main choice for communication in the country. Currently, 85.3% of the Indonesian populace utilises Instagram, rendering it one of the most favoured platforms for picture and video sharing. Facebook retains its popularity, utilised by 81.6% of the population, despite growing competition from alternative platforms. TikTok, a swiftly expanding platform, has captivated 73.5% of the internet user demographic in Indonesia. This data illustrates the distribution of social media usage in Indonesia and provides important insights into the digital preferences and behavior of the Indonesian people.

A Statista report from 2021, stated that the number of global social media users reached 3.6 billion in the year 2020, and is expected to surge to 4.41 billion by the year 2025. This expected growth can be attributed to the increasing adoption and reach of social media in the present times. These platforms have transformed communication, but equally important they have transformed many fields within the digital world (Verhoef et al., 2021). Abu Rumman (2014) has emphasized that social media marketing is a technique that is employed by firms in order to connect and network with other people on the internet. This emerging trend advantages Indonesian Micro, Small, and Medium Enterprises (MSMEs) by enabling

them to expand their audience reach and interact directly with customers, hence improving visibility and recognition. with customers, hence improving visibility and recognition.

Various studies have explored the impact of marketing strategies on consumer behavior, especially within the framework of Micro, Small, and Medium Enterprises (MSMEs). Research by Rizky & Aprianingsih (2024) identified the crucial role of the marketing mix in influencing customer attitudes and purchase intentions. Similarly, several studies show the importance of brand awareness in shaping consumer perceptions (Kumari & Dutt, 2024). However, most of the existing literature focuses more on theoretical frameworks without practical application, especially in the context of the food and beverage sector in Indonesia.

While there is a wealth of research on marketing strategies, there is a lack of empirical studies that specifically analyze the coffee shop industry in Indonesia, especially regarding how brand awareness, consumer attitudes, and marketing mix interact to influence purchase intentions. Existing studies have not adequately addressed the unique challenges faced by local coffee businesses such as Talanoa Kopi and Space, especially amidst intensifying competition and evolving consumer preferences.

This research introduces a holistic approach by integrating structural equation modeling focusing on local MSMEs in Indonesia's dynamic coffee culture. By examining the relationship between brand awareness, consumer attitudes and marketing mix, this study provides a new perspective on how these variables collectively influence purchase intentions in a competitive market. This deeper understanding contributes to academic knowledge as well as practical applications for coffee shops aiming to improve competitiveness.

The main objective of this study was to develop marketing strategies that Talanoa Kopi and Space can implement to increase brand awareness, improve consumer attitudes, and ultimately increase purchase intentions. Using a quantitative approach, this study aims to identify specific marketing mix elements that can effectively attract consumer attention and differentiate Talanoa in a crowded market.

This research provides significant benefits to various parties. For Talanoa Coffee and Space, the findings will provide concrete recommendations regarding marketing strategies that can increase brand visibility, improve customer engagement, and drive sales. For other MSMEs, the research offers insights that can be adapted by small businesses in the food and beverage sector, thereby promoting greater competitiveness and sustainability. On the academic side, this study contributes to the development of existing knowledge by filling the research gap regarding marketing strategies in the coffee shop industry in Indonesia, as well as paving the way for further exploration and validation of the findings in different contexts. For policymakers, insights from this study can provide information on the challenges and opportunities within the MSME sector, particularly in supporting local businesses to improve their marketing capabilities.

RESEARCH METHOD
Research Design

Based on the above problems, this conceptual framework aims to ensure a systematic approach to problem solving and strategic planning

Figure 4.Conceptual Framework

The conceptual framework demonstrates the relationship between the Marketing Mix (7Ps), Brand Awareness, Customer Attitude, and Purchase Intention in the context of Talanoa Kopi and Space, as illustrated in Figure 3. It highlights the importance of brand recognition and the various elements of the marketing mix, that is, Product, Price, Place, Promotion, People, Process, and Physical Evidence, in regard to the perception of the business by consumers. In effect, these perceptions determine a consumer's intention to purchase a brand's products and in this case, how probable a consumer is to buy Talanoa's products or services.

The following hypotheses are included in this research, as indicated by the conceptual framework:

H1: Customer Attitude is positively correlated with the Marketing Mix.

The marketing mix is a set of tactics that an organisation uses with the aim of triggering a particular result within its target audience. With such a definition, it is possible to consider marketing mix actions as those that are supposed to create an impact on audiences and offer value (Armstrong et al., 2014). Other authors state that the marketing mix of any firm is composed of four key components: Product, Place and Promotion, which are all considered as determinants of Customer Attitude (Rizky & Aprianingsih, 2024). Quality of products encourages trust and satisfaction, suitable location and strategic location boosts convenience to customers, strong promotion via advertisements, social media and campaigns creates brand values and piques customers interest. Other empirical studies, such as Ng et al. (2022) within food and beverage sub-sector further assert that marketing mix strategies have a bearing on customer satisfaction and positive disposition to customers. These findings are consistent with Hypothesis 1 (H1); that the marketing mix has a positive impact on customer attitude. The findings enhance realisation of integrated marketing mix concepts as a means of influencing perceptions of the customers towards the brand as well as the likelihood of going back to purchase it again. Therefore, this study formulates that, the Marketing Mix relates positively with Customer Attitude.

H2: Brand Awareness has a positive relationship on Customer Attitude.

Combining sentiments, beliefs and intentions directed to behaviour or usage of a product or a service in context of an individual's experiences, knowledge and memories is what a customer attitude consists of which in turn is controlled by someone's own perspective (Ng et al., 2022). Moreover, the research of Rizky & Aprianingsih (2024) validates the assertion that customer attitude positively affects purchase intention adding that it is statistically significant as evidenced with a path coefficient of 0 .685. This study

indicates that when there is a positive change in the customer attitude, there is an equal positive increase as well on the purchase intention. In the study customer attitude emerged as an important mediating variable, particularly in the place and purchase intention. However, the direct omitted "place" variable did not contribute to the prediction of purchase intention, once the customer attitude was introduced as a mediator, the relationship became statistically significant. Customer Attitude serves to strengthen the statistical significance of the effectiveness of marketing mix elements. Likewise, Aimé et al, (2022) also seem to have established a point consensus that there is a heavy influence of customer attitude on purchasing intention. The findings are in support of Hypothesis 3 (H3) where it is proposed that customer attitudes have a positive relationship with the purchase intention. If positive perceptions are generated for customers through proper use of strategies that focus on delivering service quality, satisfying the product and convenience, this leads to a high purchase intention. Thus, sales can increase while improving customer loyalty.

H3: Customer Attitude has a positive relationship on Purchase Intention.

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H4: Marketing Mix has positive relationship on Purchase Intention through Customer Attitude.

The marketing mix influences, in as much as it shapes customer attitudes significantly in relation to purchase inclined through activities like advertising, public relations, promotional campaigns, and even direct marketing (Munamba & Nuangjamnong, 2021). Customers, for example, look for product variety, cleanliness and such other items, which determine the type of effective marketing mix to be used. A large part of the view is that customer attitude which is negative or positive towards the purchase is a factor in the purchase behaviour because customers reconstruct the meanings or the thoughts as coded

about them by marketing practice (Cherubino et al., 2019). Purchase intention is in some instances affected by how credible a product information is and how useful it is, hence underlining a poorly executed marketing mix. Based on the researched of Farid et al. (2023) have shown that there is a strong direct morphological correlation between attitude of consumers to product information and thus sale of goods, applying this correlation to coffee products. Likewise, it has been established in more studies that marketing mix increases customer recognition, interest and trust which are the determinants of positive attitudes and purchase decisions (Hanaysha et al., 2021).

In light of this evidence, the fifth hypothesis of this research argues that marketing mix affects purchase intention via customer attitude especially in relation Talanoa Kopi and Space respectively.

H5: Brand Awareness has positive relationship on Purchase Intention through Customer Attitude.

Consumers' likelihood of choosing a given brand when making a purchase increases greatly with high brand awareness because it creates associations around the brand and builds consumer confidence (Ruhamak & Rahayu, 2016). The role of social media enhances this impact by increasing brand awareness which has a great impact on the attitudes of consumers towards the items that are sponsored (Alam et al., 2016; Zafar et al., 2021). There is a consistent evidence supporting the link between brand awareness and intention to purchase whereby educated consumers portray high self-efficacy in their decision-making processes, while consumers with low level of awareness are likely to diversify their choices (Cassar et al., 2022; Shahid et al., 2017). In addition, the fact that there is a relationship between brand awareness and consumer's attitude confirms that consumers working on their positive attitudes can influence purchase behavior since attitudes help professionals determine consumer's hopes and contentment (Ramesh et al., 2019). What's more, high brand awareness and positive attitudes are strong determinants of purchase intention, hence purchase of a brands is followed by an action (Hameed et al., 2023). Also, attitude functions as a mediator in the relationship between brand awareness and purchase intention enabling the consumer to be all recognition to the decision making. Based on these findings, this study proposes that Brand Awareness affects Purchase Intention via Customer Attitude, most probably in the case of Talanoa Kopi and Space.

RESULT AND DISCUSSION

The study used deductive approach with an online survey technique through Google Forms. These questionnaires were distributed at Talanoa Kopi and Space's outlet, as well as through Talanoa's social media platforms and the researcher's personal social media accounts. The respondents were 245. his recruitment strategy was intentionally implemented so that the data gathered represented the views and the experiences of people who knew the coffee shop, and this gave a better customer analysis.

Table 1. Factor loadings, reliabilities, and convergent validity

	Loadings	Cronbach's Alpha	Composite Reability	Average variance extracted (AVE)
BA1	0,948	0,894	0,95	0,904
BA2	0,953			
CA1	0,878			
CA2	0,914			
CA3	0,912	0,942	0,955	0,811
CA4	0,907			
CA5	0,891			
P1	0,867			
P2	0,745			
P3	0,816			
P4	0,833			
P5	0,852			
P6	0,828			
P7	0,83			
P8	0,859			
P9	0,792			
P10	0,838			
P11	0,847			
P12	0,826			
P13	0,856			
P14	0,821			
P15	0,804	0,984	0,955	0,656
P16	0,817			
P17	0,8			
P18	0,816			
P19	0,856			
P20	0,794			
P21	0,765			
P22	0,803			
P23	0,829			
P24	0,859			
P25	0,859			
P26	0,798			
P27	0,736			
P28	0,751			
P29	0,757			

	Loadings	Cronbach's Alpha	Composite Reliability	Average variance extracted (AVE)
P30	0,741			
P31	0,825			
P32	0,78			
P33	0,747			
P34	0,767			
PI1	0,918			
PI2	0,913	0,938	0,956	0,843
PI3	0,929			
PI4	0,914			

Demographic analysis shows a majority of the respondents are females with an age bracket of 14 to 34 years. The domicile majority are from Cibubur, Bogor, Jakarta, and Bekasi and the audience comes from the middle to upper segment who have quite high purchasing power.

Factor Loadings, Reliabilities, and Convergent Validities of Constructs
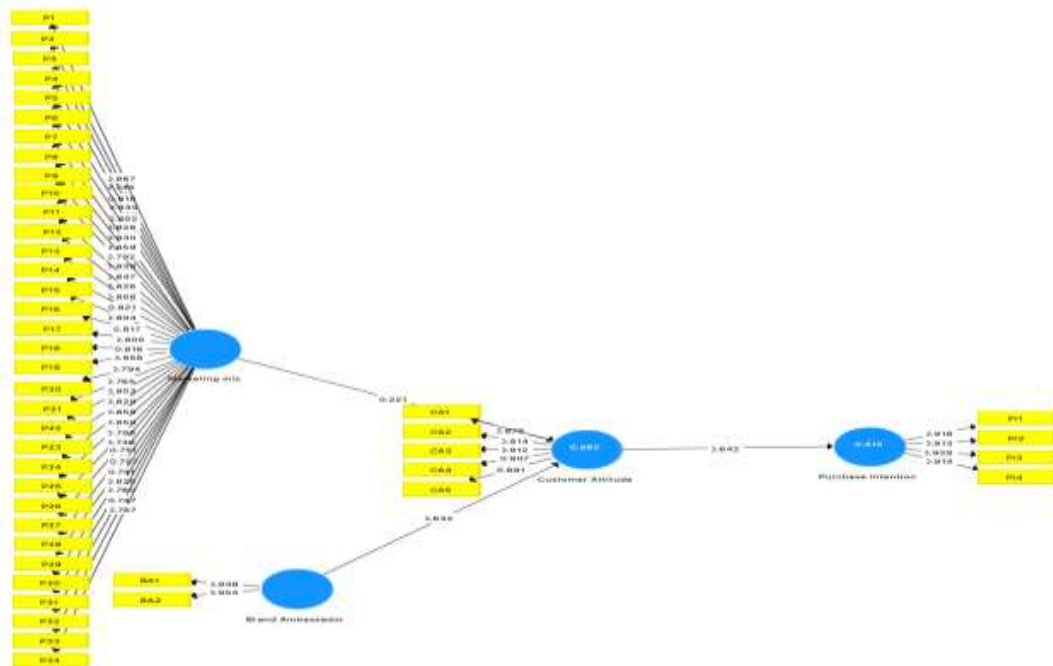
Figure 5. Factor Loadings, Reliabilities, and Convergent Validities of Constructs

According to the results reported in **Table 1**, all item factor loadings exceeded the minimum threshold of 0.7 (Hadi et al., 2016b; Hair et al., 2014). The model concerns the complete indication of the variables having a high level of convergent validity. In the Marketing Mix the strongest indicator is "Product" (outer loading 0.897) whereas the weakest was "People" (service procedure) with 0.736 which shows that there must be improvements made in service systems. For Brand Awareness the indicators are all strongly consistent with the highest one being recall of Talanoa Kopi and Space at 0.953. Customer Attitude indicators also exhibit similar level of consistency with food happiness being the most at 0.914. Lastly, Purchase Intention is assessed satisfactorily and the weakest indicator being a

strong intention to buy at 0.926. These findings imply that all the variables being evaluated have a strong measurement reliability, though some indicators such as service procedures still need to be optimized.

To measure discriminant validity, the researchers examine the construct measurement's cross loading values. The cross loading value depicts the strength of the relationship of each construct with its indicators as well as with indicators of other block constructs that the correlation value of the construct with its indicators is mostly greater than the correlation value with other constructs. Thus, it can be interpreted that the majority of constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than the indicators in other blocks. Or in other words, the variables have quite good reliability.

The majority of constructs show that the AVE, Cronbach Alpha, rho_A, and Composite Reliability values have shown complementary results. It can be seen in the table above that the majority of variables have an AVE value of >0.5 and a Composite Reliability value of >0.7. These values have met the requirements according to the minimum CR value limit specified, which is 0.70. In the table above, it can be seen that all variables have a CR value>0.7, so the variables are said to be sufficiently reliable

After the outer model testing has been fulfilled, the next step is to test the inner model (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value from the path coefficient test. The higher the r-square value, the better the prediction model of the proposed research model.

Table 2. R-Square Value of the Model

	R Square	R Square Adjusted
Customer Attitude	0,582	0,578
Purchase Intention	0,412	0,410

Based on the Tale 2, the both Marketing Mix and Brand Awareness variable has R-Square value of Customer Attitude, with the value of 0.582. This means Marketing Mix and Brand Awareness has 58.2% influence on Customer Attitude and indicate that a relationship between dependent variable and independent variable is strong. This result suggests a moderate to strong explanatory power, meaning the independent variables significantly influence the formation of Customer Attitude. However, Customer Attitude has R-Square value of Purchase Intention with the value of 0.412. This means Customer Attitude only influence 41.2% to Purchase Intention and indicate that the model is moderate.

Q^2 Predictive Relevance is used in Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the predictive ability of a research model. The Q^2 value indicates the extent to which the model can predict the variance of the dependent or endogenous variable based on the independent or exogenous variables.

Table 3. Predictive Relevance

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Awareness	440,000	440,000	
Customer Attitude	1100,000	593,051	0,461
Marketing mix	7480,000	7480,000	
Purchase Intention	880,000	580,440	0,340

Thus, this Q² evaluation in the Table 3, shows that the model has good predictive ability for Customer Attitude and sufficient for Purchase Intention, but not significant for Brand Awareness and Marketing Mix. Model revision and strengthening of independent variables are needed to improve the overall results.

F² or Effect Size in Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to evaluate the magnitude of the influence (effect size) of the independent (exogenous) variable on the dependent (endogenous) variable. f^2 value of 0.02 is weak, f^2 value of 0.15 sufficient influence, f^2 value of 0.35 is a strong influence (Haryono, 2017).

Table 4. F2 Evaluation Data

	Brand Awareness	Customer Attitude	Marketing mix	Purchase Intention
Brand Awareness		0,736		
Customer Attitude				0,701
Marketing mix		0,090		
Purchase Intention				

Based on Table 4, it can be seen that Brand Awareness has the largest and most significant influence on Customer Attitude with a value of 0.736. Customer Attitude also significantly influences Purchase Intention by 0.701. Meanwhile, Marketing Mix only has a weak influence on Customer Attitude by 0.090

Hypothesis testing is done to determine the influence of the entire hypothesis proposed in this study, both direct and indirect influences. The criteria in testing research hypotheses can be seen directly or indirectly. Hypothesis testing criteria can be seen through the results of statistical test values and p-values. The hypothesis is declared accepted if the p-value is less than 0.05 and has a statistical value greater than the t table, namely 1.96. Statistical testing is carried out using the bootstrapping method as follows

Table 5. Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness -> Customer Attitude	0,632	0,621	0,075	8,462	0,000
Customer Attitude -> Purchase Intention	0,642	0,640	0,066	9,791	0,000
Marketing mix -> Customer Attitude	0,221	0,229	0,069	3,195	0,001

Based on the Table 5, shows that the results show that Brand Awareness significantly influences Customer Attitude with a strong positive effect (path coefficient 0.632, p-value 0.000), highlighting the importance of brand recognition in shaping perceptions and trust. Similarly, Customer Attitude has a strong positive impact on Purchase Intention (path coefficient 0.642, p-value 0.000), emphasizing the need for fostering positive customer perceptions to drive loyalty and repeat purchases. Meanwhile, the Marketing Mix has a moderate positive effect on Customer Attitude (path coefficient 0.221, p-value 0.001), suggesting that elements like product, price, promotion, and place contribute to customer perceptions, though its influence is smaller compared to Brand Awareness. These findings underscore the critical role of strengthening Brand Awareness and optimizing the Marketing

Mix to improve Customer Attitude and drive Purchase Intention. Indirect influence testing can also be done using. The test results using the Sobel test are shown in the following table:

Table 6. Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness-> Customer Attitude -> Purchase Intention	0,406	0,400	0,075	5,425	0,000
Marketing mix -> Customer Attitude -> Purchase Intention	0,142	0,146	0,045	3,126	0,002

According to Table 6, the findings show that Customer Attitude is a stronger positive mediator in the relationship between Brand Awareness and Purchase Intention (path 0.406, p-value 0.000), thus, it is necessary to improve brand recognition in order to win customer trust and make their purchases. At the same time, Customer Attitude is found to be a partial mediator between the Marketing Mix and Purchase Intention but with a trivial effect (path 0.142 , p-value 0.002). This implies, that among the four marketing elements spanning product, pricing, promotion and distribution have a low effect on the purchasing intention as brand awareness does. These findings suggest that for Talanoa it is vital to focus specifically on building the brand awareness level while adequately adjusting the marketing mix according to the needs of the customers and the aim of increasing the purchase intentions.

Business Solution

Talanoa Kopi and Space has to improve its ordering and sales process, in doing so another level of customer satisfaction and purchase intention can be acquired. So far the firm has limited options when it comes to placing orders unlike many of its competitors. In this regard, Talanoa has an opportunity to use multi-channel ordering system and apps such as GoFood, GrabFood, and ShopeeFood for customers' ordering as well as an internal website or application for pre-ordering and online payments. Additionally, introducing a loyalty and promotion system—such as a membership or rewards program—can increase transaction frequency by offering incentives like discounts or exclusive offers for loyal customers. Expanding ordering procedures to include table-side ordering or delivery to the table can also improve service convenience and align with customer expectations.

Talanoa must adopt an integrated marketing strategy aimed at addressing the issues of limited marketing efforts and small audience coverage. This encompasses the initiation of targeted advertisements on Instagram, TikTok and Google which are vital for reaching the Millennial and Gen Z age groups.Talking of marketing, a local influencer marketing campaign that partners with KOLs as well can increase company brand recognition with attractive contents and word of mouth marketing. Furthermore, pop up markets, creative workshops, and acoustic performances can help increase Talanoa's offline marketing by reaching out to local communities. These combined strategies can improve brand visibility, attract a wider audience, and foster stronger connections with existing and potential customers.

In order to stay in the competitive market and get more market share, Talanoa has to turn their attention towards offering a wider range of its services and products. Coming up with new seasonal and thematic menus is something that can also help the customers who hunger for change and invention and would therefore help in attracting customers more often. Additionally, promoting space rental services for events such as birthdays and corporate meetings can attract diverse customer segments and provide a new revenue stream. Finally, it is possible to develop packaged ground coffee and selling business, as well as production of coffee shop's branded goods, including logo-covered tumblers or tote bags. Such actions will not only help customers of coffee shop get interested in the brand of the company, but also help them to promote their brand without being in the shops. These strategies augment Talanoa's profitability and further enable the company to target different customer segments.

Implementation Plan & Justification

Based on the research results, the author developed a content plan to be implemented during the first semester of 2025. The proposed schedule is as follows:

Figure 6. Implementation Plan

Based on the Table IV.25, the implementation strategy is designed to run from Q1 to Q4. Additionally, hiring individuals with expertise in monitoring and managing Objective and Key Results (OKRs) will be a crucial aspect to consider. These individuals will be tasked with ensuring that each action plan aligns with Talanoa Kopi and Space's OKRs. By leveraging technologyand utilizing skilled human resources, Talanoa Kopi and Space can continuously evaluate, measure, and adjust this strategy as needed. The ultimate goal is to enhance its appeal to existing customers while attracting new customers, allowing Talanoa Kopi and Space to further solidify its competitive position in the market.

CONCLUSION

The research concludes that the proposed marketing strategy for Talanoa Kopi and Space aims to enhance brand awareness and purchase intention amidst intense competition. Key findings reveal that the marketing mix does not significantly affect customer attitudes or purchase intentions, while brand awareness significantly impacts both customer attitudes and purchase intentions, directly and indirectly. Customer attitude also strongly influences purchase intention. To capitalize on these insights, Talanoa should prioritize building a strong digital presence on platforms like Instagram and TikTok to engage younger audiences, coupled with enhancing customer experiences through diversified offerings such as exclusive menus, space rentals, and interactive activities. An integrated marketing strategy combining digital marketing, offline brand activation, and service innovation is essential to align with

customer expectations and drive loyalty and new customer acquisition. Strategic improvements, including optimizing the ordering and sales process, offering diversified products and services, and enhancing customer experience, are critical to strengthening Talanoa's competitive position. Implementing these strategies requires clear objectives, regular performance reviews, and adaptability to market changes. Collaborating with third-party marketing professionals can further optimize campaign performance and boost customer engagement, ensuring Talanoa thrives in the competitive coffee shop industry.

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