CONSUMER PREFERENCES FOR INTEGRATED MARKETING COMMUNICATION EXPERT28 CAFE KEDIRI

Ricky Oktaf MESSAKH[1], Hilda Yunita WONO[2], Jessica Nathalia HERMAWAN[3]
[1,2,3]Faculty of Communication Sciences, Ciputra University Surabaya, Indonesia
Corresponding author: Ricky Oktaf Messakh
Email: Rmessakh@student.ciputra.ac.id

Abstract:

Tourism is a major source of income for Indonesia, and Kediri is a popular destination for various types of tourism businesses. Expert28 Cafe Kediri, a local coffee shop brand, has successfully faced competition from other cafes by implementing effective marketing strategies. Integrated Marketing Communication (IMC) is the key approach used by Expert28 Cafe Kediri to attract potential customers. The cafe has implemented several IMC activities, including advertising, direct marketing, sales promotion, and digital marketing. To understand consumer preferences for these activities, a descriptive quantitative study was conducted using a questionnaire. The study involved 71 respondents who were Expert28 Cafe Kediri consumers familiar with the IMC activities. The analysis revealed that consumers preferred digital marketing the most, followed by advertising, direct marketing, and sales promotion. This study's findings provide valuable insight to help Expert28 Cafe Kediri enhance their marketing strategies by focusing on the most preferred IMC activities, particularly digital marketing.

Keywords: Consumer Preferences, Integrated Marketing Communication, Coffee Shop, Digital Marketing.

INTRODUCTION

Based on research managed by the International Coffee Organization (ICO) in 2021, Indonesia was found to be the fifth largest country, after the European Union, the United States, Brazil and Japan, with data on coffee consumption of 5 million bags weighing 60 kg (Rizaty, 2022). This shows similarities with the growth rate of Indonesian MSMEs (Micro et al. Enterprises) engaged in food and beverage. The Central Statistics Agency (BPS) outlines the growth of the food and beverage industry (Mamin) in the Gross Domestic Product (GDP) data, which increased in the second quarter of 2023 by 4.62% (Mustajab, 2023). Business activities in Indonesia's food and beverage industry can contribute 34% to industrial growth from a collection of business lines in Indonesia (Semuel & Claranita, 2020). This business field in the food and beverage industry in East Java also experienced growth in the second quarter of 2023 of 8.85%. This data shows that the food and beverage business is a rapidly growing industry structurally throughout the East Java region. This business field in the food and beverage industry in East Java also experienced growth in the second quarter of 2023 of 8.85% (Zulkipli, 2023). This data shows that the food and beverage business is a rapidly growing industry structurally throughout the East Java region.

The increase in the food and beverage business in micro, small and medium enterprises in Kediri has resulted in business competition between each restaurant and cafe spread throughout the Kediri area. This competition occurs in several aspects, including business location, each brand's price offerings, and product quality. These three things affect consumer purchasing decisions, directly affecting the growth of the restaurant or cafe business. Ma'una and Siswahyudianto (2022) suggest strategies that an industry must form to maintain its existence amid the rapid growth of the same businesses. Expert28 Cafe Kediri is a business engaged in food and beverages with its coffee

specialties, becoming a growing business by conducting several marketing strategies and approaches to its consumers. This is interesting because Expert28 Cafe is a pioneer cafe in Kediri with a different theme from other cafes, with specially curated menu choices. Using social media as a medium of promotion and communication with consumers is likely to have a significant impact on increasing visitor traffic to Expert28 Cafe's social media and its location directly, where social media plays a role in providing information with the proper message packaging so that consumers can understand the existence of products, offers, promotions, and strategic locations provided by Expert28 Cafe in Kediri. Based on what was stated by Setiadi (in Kurniawan et al., 2018), the communication process between industry and consumers can encourage consumers to know the existence of marketed products.

The marketing concept carried out by Expert28 Cafe based on Integrated Marketing Communication (IMC) includes advertising, direct marketing, sales marketing, digital marketing, and Sponsorship. This marketing integration is carried out to attract consumer interest and align that interest with the behavior or actions taken as a purchasing decision. The implementation of integrated marketing by Expert28 Cafe is mainly carried out in the Kediri area to expand market reach as the intended target market. This image formation is supported by the product concept initiated to resemble a contemporary drink packaged differently from its competitors. This marketing activity is carried out by adjusting the characteristics of the consumers that Expert28 Cafe wants to attract, both new and loyal consumers who are used to coming to Expert28 Cafe in Kediri. Using social media as a medium of promotion and communication with consumers will likely significantly impact increasing visitor traffic to Expert28 Cafe's social media and its location directly. Social media provides information with the proper message packaging so that consumers can understand the existence of products, offers, promotions, and strategic locations provided by Expert28 Cafe in Kediri. Social media is a marketing instrument due to its rapid capacity to disseminate information widely (Axelino et al., 2024). Marketing through social media entails promoting products or services across different platforms, facilitating consumer interaction, and circulating promotional content within the social media sphere (TJANDRA & WONO, 2024). Based on what was stated by Setiadi in Kurniawan et al. (2018), the communication process between industry and consumers can encourage consumers to know the existence of marketed products.

METHODS

According to Burhan Bungin (2018), quantitative research aims to generalize research findings so that they can be used to predict the same situation in other populations and explain the cause-and-effect relationship between the variables studied. Quantitative research methods start with theories and hypotheses, use manipulation techniques, and control variables through formal instruments to see causal interactions. The quantitative descriptive research method, which Burhan Bungin also discusses, describes the problem based on existing data and then further analyzes and draws statistics in descriptive analysis, which aims to test the hypothesis of the research conclusion. This method uses one or more variables but is independent. Therefore, this analysis is not in the form of a comparison or relationship. Descriptive test (Yusuf, 2016). Based on the explanation above, this research uses quantitative descriptive methods to obtain relevant data and sequences to determine consumer preferences for IMC implementation used by Expert28 Caffe in Kediri.

According to (Tersiana, 2018), Attributes, properties, or values of a person, object, or action that undergo specific changes are designated by the researcher to be studied and then concluded as the object of study. Expert28 Caffe consumers were chosen as the research object in this study. However, the population size is not known precisely because no consumer database is available

from Expert28 Caffe. Therefore, researchers will use the Slovin formula (2013) to determine the number of samples used in this study. The formula will help determine a representative sample size for research. The process of gathering data utilizes surveys and questionnaires as tools, wherein surveys represent quantitative research employing structured questions that are documented, managed, and examined by the researcher (Dhaifullah et al., 2022). The study utilizes primary data obtained directly from respondents under actual circumstances (Silalahi & Atif, 2015). The researcher gave customers a Google Forms-based survey as part of the investigative data collection. The questionnaire used was researcher-generated and formatted with a Likert scale. A Likert scale is displayed as a strongly agree to disagree scale. In this study, a Likert scale was used as a measurement tool. The Likert scale evaluates and measures respondents' views, attitudes, and perceptions of social phenomena. The questionnaire is considered valid if r > 0.3 and the significance level is 0.05; conversely, if r is 0.3, the questionnaire is considered invalid, and if the significance level is 0.05, the questionnaire is considered insignificant.

To determine consumers' preferences for integrated marketing communication implemented by Exper28 Caffe, the research adopted the weighting method and calculated the average of the questionnaire data. This process allowed the researcher to determine the order of consumer preferences and identify the IMC activities that were most interesting to the sample under study. This data analysis process includes several stages, with the following steps: calculating the average and weighting (final result).

RESULT AND DISCUSSION

Expert 28 Caffeine considers social media promotion a critical element in its marketing strategy. The café can build and maintain direct relationships with customers through social media platforms, particularly Instagram. Social media promotion allows Expert 28 Caffeine to quickly and effectively communicate with its audience, providing up-to-date information about its menu, events and special offers. An active presence on social media also allows Expert 28 Caffeine to interact directly with its followers, responding to questions, feedback and comments. This creates a more personalized customer relationship and builds a loyal online community. In addition, social media promotions make it easier for cafés to create engaging visual content, showcasing their products aesthetically pleasingly. In this way, Expert 28 Caffeine can attract the attention of potential customers and build a strong brand image. Expert 28 Caffeine's official Instagram account consistently presents engaging content and is the primary medium for customer interaction. Through this platform, the café continues to publicize exclusive promotions that are accessible to its followers. From exciting photos of the coffee menu to moments of togetherness at the cafe, Expert 28 Caffeine uses Instagram as an effective tool to introduce the cafe's atmosphere and attract the attention of potential customers. This strong presence on social media creates high engagement and becomes a direct channel for customers to get the latest information regarding the cafe's promotions and activities. Expert 28 Caffeine has successfully implemented various sales promotion strategies to attract customers. By providing attractive discounts and lucrative bundling packages, the café consistently adds value to its customers. Periodic discounts not only increase the appeal of the products but also allow customers to experience a variety of menus at a more affordable price. Meanwhile, bundling promos provide an all-round experience by combining some of the café's signature products in an economical package. This strategy creates a memorable atmosphere for customers and encourages customer loyalty.

Table 1. Results of Consumer Weighting Preferences

Dimension	Weight	Average Order	IMC Activities	Final Result Weighting Ranking
X.1	3.8	4	Advertising	2
X.2	3.3	2	Direct Marketing	4
X.3	3,5	3	Sales Promotion	3
X.4	4,6	5	Digital Marketing	1
X.5	3,1	1	Sponsorship	5

Source: Data Processed 2024

From the final weighting preferences of consumers in Table 1 related to the various dimensions of Integrated Marketing Communication (IMC) activities, it can be concluded that consumers give the highest weight to the Digital Marketing dimension, which is 4.6, so it is ranked first. Advertising received a weight of 3.8 and ranked second, followed by Sales Promotion with a weight of 3.5 and ranked third. Direct Marketing received a weight of 3.3 and ranked fourth. The dimension with the lowest weight and ranked last is Sponsorship, which received a weight of 3.1. The results provide an overview of consumer preferences for various IMC activities, with Digital Marketing being the highest priority.

Expert 28 Caffeine utilizes Instagram as the leading platform to design and execute its advertising strategy, focusing on target audience engagement. To achieve this goal, Expert 28 Caffeine optimizes Instagram as a visual communication channel to effectively promote its products and brand. One of the apparent strategies is the regular posting on their Instagram account. Through this approach, Expert 28 Caffeine ensures the presence of consistent and relevant content on the platform. They regularly and regularly share posts that include interesting photos, tantalizing promotional content, and updates on the latest products and services they offer. By posting regularly, Expert 28 Caffeine keeps its audience interested and provides them with the latest and exciting information about its brand. By presenting interesting content continuously, Expert 28 Caffeine hopes to maintain the interest and support of its audience, as well as build strong relationships with potential customers. In addition, this strategy creates the impression that Expert 28 Caffeine is always innovative and constantly strives to provide exciting experiences for its consumers through social media platforms. Expert 28 Caffeine adopts the strategy of endorsement and cooperation with third parties, particularly influencers or well-known culinary accounts on Instagram, as an integral part of their efforts to expand their reach and increase brand visibility. By establishing these partnerships, Expert 28 Caffeine can benefit from the wider audience built by influencers or culinary accounts established on the platform. Collaboration with influencers can involve them in presenting content highlighting the products and consumption experience on Expert 28 Caffeine.

Sponsorship is also an effective strategy for Expert 28 Caffeine to increase its brand visibility. By doing sponsorships, the café can collaborate with various events or activities relevant to the coffee industry or café lifestyle. Sponsorship can include supporting local activities, coffee championships or festivals, or even sponsoring community events focusing on coffee drinks. Through Sponsorship, Expert 28 Caffeine not only gains exposure in coffee-related venues but can also build a closer relationship with the local community. As a sponsor, Expert 28 Caffeine can display its logo on various event promotional materials, get featured on social media, and even provide its products as part of the event experience.

Based on this research, determining preferences for each IMC (Integrated Marketing Communication) activity begins with data collection through a questionnaire distributed via Google

Forms to 71 respondents, consisting of 36 male and 35 female respondents. Each respondent assessed statements related to IMC dimensions, namely Advertising (X.1), Direct Marketing (X.2), Sales Promotion (X.3), Digital Marketing (X.4), and Sponsorship (X.5). After data collection, weighting is carried out on each statement and IMC dimension. This weighting involves calculating the average of the ratings given by respondents. These average weights are then ranked from smallest to largest for each IMC dimension. Thus, the IMC activity with the most significant average weight will rank the highest, while the one with the most negligible average weight will rank the lowest.

This analysis shows that the Digital Marketing dimension (X.4) gets the most significant average weight, which is 4.6 and ranks highest in respondents' preferences. On the other hand, the Sponsorship dimension (X.5) has the most negligible average weight, which is 3.1, and ranks the lowest in preference. These results show that respondents prefer digital marketing more, while Sponsorship has a lower preference level. These ratings reflect respondents' inclination towards various IMC activities and provide insight into the extent to which the target audience considers each dimension relevant or attractive.

CONCLUSION

The research objective for this research process is to find consumer preferences for Integrated Marketing Communication (IMC) Expert28 Cafe Kediri. This study aims to determine consumer IMC preferences at Expert 28 Caffeine. Based on the results of the research and discussion previously presented, the researcher can conclude that, of the five dimensions of IMC activities carried out by Expert 28 Caffeine, the following are the results of the Expert 28 Caffeine consumer preference table, it can be concluded that consumers give the highest assessment in the dimensions of Digital Marketing, Advertising, Sales Promotion, Direct Marketing and Sponsorship. These overall results reflect consumer preferences for various IMC activities, with Digital Marketing dominating as the highest priority in consumers' views. Data analysis shows that the Digital Marketing dimension received the fifth preference with an average weight of 4.6, signifying its success and high appeal in grabbing respondents' attention.

In contrast, the Sponsorship dimension had the first average weight of 3.1 and ranked lowest in preference. These results show that respondents are more likely to value digital marketing activities than Sponsorship. The success of digital marketing lies in its high attractiveness in grabbing attention and influencing respondents' perceptions. Therefore, companies or entities concerned are advised to focus their marketing efforts on digital activities that are more effective in reaching the target audience and increasing consumer interest.

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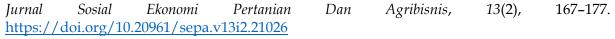
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