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Perception of Product Strategy, Pricing, and Customer Satisfaction Towards Market Strategy at Ruang Tengah Tegal Coffee

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A B S T R A C T

This study investigates the extent to which perceptions of product strategy, pricing practices, and customer satisfaction contribute to the formulation of the market strategy at Ruang Tengah Coffee Tegal. The background of the study is competition in the coffee shop industry, which demands companies maximize marketing performance. The method used was descriptive quantitative associative, with primary data collected through a questionnaire. The results of a partial test (t-test) indicate that Perception of Product Strategy, Pricing, and Customer Satisfaction each have a positive and significant influence on Market Strategy. Simultaneously (F-test), all three variables also have a significant influence on Market Strategy. The Adjusted R-square result demonstrates that 72.6% of the variation in Market Strategy is collectively explained by the independent variables, with the remaining 27.4% accounted for by other unobserved factors. This research provides practical benefits for management in formulating more effective marketing strategies.

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INTRODUCTION

The coffee shop industry in Indonesia is experiencing rapid growth, including in Tegal City, which holds significant potential in the food and beverage sector. With a population of around 250,000 and a growing lifestyle that sees coffee shops as a place to gather, work, and relax, business opportunities in this sector are increasingly promising. This has led to the emergence of numerous coffee shops with diverse concepts, innovations, and selling points. Increasingly fierce competition demands that every business owner develop the right marketing strategy to maintain their presence and win customers' hearts. Ruang Tengah Coffee Tegal is a coffee shop offering a comfortable space, a varied menu, and a coffee-drinking experience targeting both young and old. However, amidst intense competition, the success of a marketing strategy depends not only on product quality but also on how the company sets competitive prices and creates customer satisfaction. Customer perceptions of product strategy, pricing, and satisfaction levels significantly influence a coffee shop's marketing strategy. A good product strategy must reflect the quality, uniqueness, and innovation that differentiate Ruang Tengah Coffee from its competitors. Meanwhile, pricing must be aligned with consumer capabilities and expectations, without compromising on the value provided. Furthermore, customer satisfaction is a crucial factor in determining loyalty and business sustainability, Customer satisfaction increases the likelihood of repeat purchasing behavior and positive word-of-mouth recommendations. There fore, it is important to understand customer perceptions of Ruang Tengah Coffee Tegal's product strategy, pricing policy, and satisfaction levels. This analysis is expected to provide insight into the effectiveness of the implemented market strategy and serve as a basis for developing more appropriate marketing strategies to address increasingly competitive conditions.

LITERATURE REVIEW

Product Strategy

Product strategy represents a strategic effort to align product offerings with target market needs in a manner that generates customer satisfaction and sustains long-term corporate profitability by driving sales growth and increasing market share (Fandy Tjiptono, 2019)

H1: Product Strategy Perception has a significant and positive influence on Market Strategy at Ruang Tengah Coffee

Pricing

Within the marketing mix, price is the only element that directly contributes to revenue generation. From a marketing standpoint, price encompasses the monetary or non-monetary value exchanged to acquire the right to use or own a particular product or service (Fandy Tjiptono, 2019)

H2 : Pricing has a significant and positive influence on Market Strategy in Ruang Tengah Coffee

Customer Satisfaction

In modern marketing practice, customer satisfaction serves as a foundational element for achieving competitive advantage. Organizations can outperform competitors by effectively acquiring and retaining customers, a process that relies on an in-depth understanding of target consumer behavior. This understanding must be strategically applied in the formulation, communication, and delivery of marketing programs. A key challenge in this process lies in the ever-changing nature of consumer behavior, which is affected by multiple internal and external influences. (Fandy Tjiptono, 2019)

H3: Customer Satisfaction has a significant and positive influence on Market Strategy at Ruang Tengah Coffee

Marketing strategy

Marketing strategy is a company's logical plan for creating value for customers and achieving business objectives by adjusting marketing mix elements (price, product, promotion, place) to target markets, involving marketing cost decisions and resource allocation to build profitable customer relationships and competitive advantage (I.Ghozali, 2021).

H4: Perception of Product Strategy, Pricing, and Customer Satisfaction have a simultaneous influence on Market Strategy in Ruang Tengah Coffee

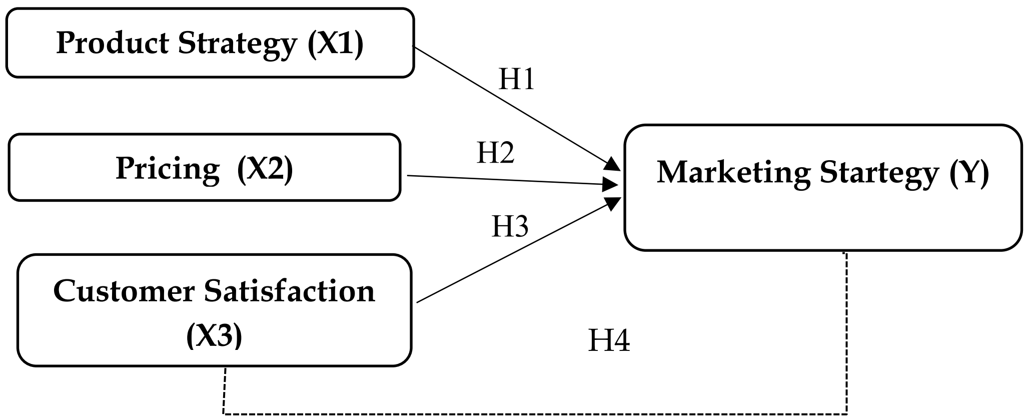

Figure 1 Conceptual Framework

METHODOLOGY

This research adopts a quantitative methodological approach to empirically assess the relationship between strategic perceptions, customer satisfaction, and market strategies. The population studied in this study were all customers who had ever made a purchase at Ruang Tengah Coffee Tegal, while the sample studied were consumers who met the criteria of being 17-30 years old and had purchased at least once. Determination of the number of respondents (samples) was carried out through the purposive sampling method. Purposive sampling is a sampling technique carried out by considering certain characteristics of the population that are considered to have relevant information.

Because the total population is not known with certainty, it is necessary to determine the sample for this study using the formula from proposive sampling, the following is an explanation of the formula:

$$n = \frac{N}{(1+Ne^2)}$$

RESEARCH RESULT AND DISCUSSION

Multiple Linear Analysis

Multiple linear regression analysis serves as an analytical tool to assess the simultaneous effects of multiple independent variables on a dependent variable, thereby determining the existence of functional or causal relationships among variables (X1), (X2), and (X3) with respect to the dependent variable (Y). In the context of this study, this method is used to evaluate the combined influence of product strategy perception (X1), pricing (X2), and customer satisfaction (X3) on market strategy (Y).

Table 1 Multiple Linear Regression Analysis Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,422	1,720		-,827	,410
	Product_Strategy	,799	,057	,789	13,970	,000
	Pricing	,067	,050	,076	2,055	,019
	Satisfaction	,157	,054	,158	2,917	,004
a. Dependent Variable: Market						

Based on the research results, the following regression formula was obtained:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Market Strategy = -1.422 + 0.799 Product Perception + 0.067 Pricing + 0.157 Customer Satisfaction + e

Following the estimation of the multiple regression model involving X1, X2, and X3 as predictors of Y, the interpretation of the resulting equation is provided in the following section:

a. A constant of -1.422; this means that if Product Perception (X1), Pricing (X2), and Customer Satisfaction (X3) are zero, then Market Strategy (Y) is -1.422.
b. The estimated regression coefficient for Product Strategy Perception (X1) is 0.799 and positive, suggesting that a one-unit rise in product strategy perception leads to a 0.799 increase in market strategy. This positive association confirms that stronger perceptions of product strategy correspond to enhanced market strategy performance at Ruang Tengah Coffee Tegal.
c. The regression coefficient for the Pricing (X2) variable is positive at 0.067; this means that if product quality increases by 1, repurchase intention will increase by 0.067. A positive coefficient indicates a positive relationship between product quality and repurchase intention. The higher the product quality, the higher the consumer interest at Ruang Tengah Coffee Tegal.

d. The estimated regression coefficient for Customer Satisfaction (X3) is positive at 0.157, suggesting that improvements in customer satisfaction are associated with increases in marketing strategy. This positive coefficient confirms the existence of a positive relationship between customer satisfaction and marketing strategy.

T-Test (Partial Testing)

The t-test serves as a statistical tool to assess whether independent variables exert a significant impact on the dependent variable. In the present study, the partial t-test is conducted to examine the individual effects of each independent variable on market strategy (Y). Hypothesis testing is based on the criterion that a significance value below 0.05 leads to the rejection of H_0 and acceptance of H_a. The corresponding t-test results are provided in the table below

Table 2 T-Test Results (Partial Testing)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,422	1,720		-,827	,410
	Product_Strategy	,799	,057	,789	13,970	,000
	Pricing	,067	,050	,076	2,055	,019
	Satisfaction	,157	,054	,158	2,917	,004

As shown in the preceding table, the findings of the t-test analysis reveal the impact of the independent variables on the dependent variable:

a. The t-value of the Product Perception variable on Market Strategy is 13.970 with a significance value of 0.000 < 0.05, indicating that H1 is accepted. A unidirectional relationship is established, thus concluding that Product Perception positively influences Market Strategy at Ruang Tengah Coffee Tegal.
b. The t-value of the Pricing variable on Market Strategy is 2.055 with a significance value of 0.019 < 0.05, indicating that H2 is accepted. A unidirectional relationship is established, thus concluding that Pricing positively influences Market Strategy at Ruang Tengah Coffee Tegal.
c. The t-value of the Customer Satisfaction variable on Market Strategy is 2.917 with a significance value of 0.004 < 0.05, indicating that H3 is accepted. A unidirectional relationship is established, thus concluding that Customer Satisfaction positively influences Market Strategy at Ruang Tengah Coffee Tegal.

Uji F (Simultaneous Testing)

The F test is used to determine whether the independent variables (X1, X2, X3, Xn) simultaneously have a significant effect on the dependent variable. The F test is used to determine whether product strategy, pricing, and customer satisfaction simultaneously influence market strategy. The decision criteria are if the sig. value is <0.05 then H0 is rejected, and Ha is accepted if it is carried out simultaneously. A summary of the F test results can be seen in Table 3 as follows:

Table 3 F-Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1163,354	3	387,785	84,977	,000[b]
	Residual	438,086	96	4,563		
	Total	1601,440	99			

The findings displayed in the preceding table demonstrate that the simultaneous significance test yields an F statistic of 84.977 with a significance level below 0.05. Accordingly, Product Perception (X1), Pricing (X2), and Customer Satisfaction (X3) collectively have a statistically significant impact on the Market Strategy of Ruang Tengah Coffee Tegal.

Coefficient of Determination Test

The coefficient of determination (R^2) functions as an indicator of a model's explanatory power with respect to the dependent variable (I.Ghozali, 2021). The coefficient of determination quantifies the extent to which variations in the dependent variable are explained by the independent variable. This measure is represented by the R-square value reported in the Model Summary table. The R-square value obtained from the output is then utilized to calculate the coefficient of determination using the formula $KP = R^2 \times 100\%$, in which KP denotes the coefficient of determination and R signifies the correlation coefficient. The summary of R-square values is presented in the table below.

Table 4 Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,852[a]	,726	,718	2,136

Based on the table above, the Adjusted R Square value is 0.726, or 72.6%. This indicates that the variables Product Perception, Price, and Customer Satisfaction simultaneously (together) influence market strategy by 72.6%. Meanwhile, the remaining 27.4% is influenced by other variables not explained in this study.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the perception of product strategy, pricing and customer satisfaction have a significant influence on the market strategy at the Ruang Tengah Coffee Tegal.

a. Product Strategy
   Consumer perception of Ruang Tengah Coffee Tegal's product strategy (including taste quality, presentation, menu diversity, and comfortable cafe atmosphere/ambience) has a strong and positive influence on customer satisfaction and is a key pillar in determining the brand's position in the market.

b. Pricing

   Pricing (which includes perceptions of affordability and the appropriateness of price to value/quality received) has been shown to have a significant and positive influence on consumer purchasing decisions. If the price is perceived as appropriate to the quality of the product and service received, it will strengthen Ruang Tengah Coffee Tegal's competitiveness and become an integral part of their market strategy.

c. Customer Satisfaction

   Customer satisfaction is a combination of successful product and pricing strategies, and this variable has a very significant influence on the long-term success of the market strategy. If customers are satisfied, they will become voluntary promoters, which automatically supports and strengthens Ruang Tengah Coffee Tegal's market strategy without additional promotional costs.

These three variables interact with each other in influencing consumer decisions to carry out market strategies such as consumer experience, satisfaction, and loyalty.

RECOMMENDATIONS

To strengthen Ruang Tengah Coffee Tegal's competitive position and market strategy, it is highly recommended to take further steps focused on the core marketing mix. First, management must ensure consistent quality of core products, both in terms of taste, presentation, and menu diversity, while enhancing the cafe's comfortable and attractive ambiance experience, considering that product strategy is the main determinant of satisfaction. Second, the pricing aspect must be continuously evaluated to ensure fair and transparent policies, so that the prices set are always considered commensurate with or exceed the value and experience received by customers (value-for-money). Finally, it is important to activate and intensify loyalty programs and promotions that provide clear incentives to consumers, as these efforts are key to driving repeat purchase intention and building a loyal customer base in a sustainable manner.

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