

MARKETING MIX STRATEGIES TOWARD CUSTOMER SATISFACTION OF YUFIRO COFFEE IN TANZA, CAVITE: BASIS FOR ENHANCEMENT PLAN OF MARKETING MIX STRATEGIES

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ABSTRACT

This research explores the transformative landscape of the coffee shop industry focusing on Yufiro Coffee. With a commitment to a holistic customer experience, Yufiro Coffee's marketing mix strategies (7Ps) - product, price, place, promotion, people, process, and physical evidence - are scrutinized to understand their influence on customer satisfaction. The objective of the study is to determine the socio-demographic profile of the participants, determine the customer perception and satisfaction levels, and to propose a comprehensive enhancement plan where it serves as a roadmap for Yufiro Coffee that shows competitiveness in the local coffee scene.

This study used quantitative research methods to analyze the marketing mix strategies and customer satisfaction. The descriptive research design describes the marketing mix strategies of Yufiro Coffee and customer satisfaction in terms of the 7Ps of the marketing mix. The data were gathered from 100 participants that are customers from Yufiro Coffee.

As a result, most of the participants are female and belong to the age group 18 - 22 years old. After analyzing the results of the study, the people and processes of marketing mix strategies show outstanding customer perception and satisfaction, leaving us with product, price, place, promotion, and physical evidence that need enhancement. The overall result shows a positive viewpoint, indicating that Yufiro Coffee is good at meeting customer expectations and providing a truly satisfying experience.

Keywords: marketing mix strategies, satisfaction level, perception, enhancement plan, coffee shops

1.0 INTRODUCTION

In the wide world of businesses, the coffee shop industry has seen significant changes. Many entrepreneurs have been attracted to the smell of coffee, and setting up branches has become a common practice. From big names like Starbucks to smaller spots like Yufiro Coffee, these places hold a special place in people's hearts. Coffee shops are everywhere nowadays, providing a casual spot for people to enjoy a cup of coffee, chat, or get some work done.

Despite being popular hangouts, coffee shops deal with various challenges. They face tough competition, changing customer tastes, and developing marketing strategies to enhance

customer satisfaction. Overcoming these challenges involves understanding the varied expectations of customers. Creating a strategy that appeals to a wide range of customers is a difficult task.

According to Alipour (2018), it is true that product, place, process, people, promotion, physical evidence, and price are efficient for consumer satisfaction. These are the same aspects that are effective in customer perception, the application of which can optimize service quality. By understanding customer perception and satisfaction levels, the research sought to provide valuable insights to develop an informed marketing mix enhancement plan. This ensured that Yufiro Coffee could adapt and optimize its 7P's strategies to better meet customer expectations and maintain a competitive edge in the market. The 7P's serve as a comprehensive framework for addressing key elements in the coffee shop's marketing approach.

Yufiro Coffee places significant value on these elements to shape customer perceptions and satisfaction, aiming to offer a comprehensive experience. The study explores the factors that contribute to Yufiro Coffee's appeal, whether it's the quality of its drinks, the inviting atmosphere of its locations, or its dedication to customer satisfaction. Recognizing that Yufiro Coffee has evolved into more than just a coffee stop, the study aimed to propose a comprehensive enhancement plan for its marketing mix strategies. By analyzing customer satisfaction, with a focus on the 7Ps, the study sought to provide actionable insights for refining and elevating Yufiro Coffee's marketing strategies. This enhancement plan is designed to guide Yufiro Coffee in navigating the competitive landscape, adapting to changing consumer preferences and reinforcing its position as a local coffee scene pioneer.

2.0 MATERIALS AND METHODS

2.1 Research Design. The researchers used quantitative research methods to analyze the marketing mix strategies and customer satisfaction. The descriptive research design described the marketing mix strategies of Yufiro Coffee and customer satisfaction in terms of the 7Ps of marketing mix. Data was collected and analyzed through survey questionnaires.

2.2 Sources of Data. The participants in this study consisted of customers from Yufiro Coffee in Tanza, Cavite. A total of 100 participants were randomly selected for inclusion. Before data collection, participants were informed of the study's purpose, and their consent was obtained. The researchers ensure the confidentiality and well-being of the participants.

2.3 Data Analysis. Researchers utilized a survey questionnaire that gathered the demographic information of the participants, examined their perceptions of Yufiro Coffee's 7Ps marketing mix strategies, and evaluated their satisfaction levels with respect to these strategies. The assessment of these strategies was conveyed through a 5-point Likert scale, ranging from strongly agree to strongly disagree.

2.4 Statistical Treatment. The researchers used frequency and percentage to describe the demographic profile of the participants. Weighted mean was utilized to describe the perception and level of customer satisfaction. A five-point Likert scale was a commonly used tool in survey research to measure people's attitudes or opinions on a particular topic. Participants selected the option that best reflected their degree of agreement or disagreement with a given statement, providing a numerical value for analysis.

3.0 RESULTS AND DISCUSSION

3.1 Demographic Profile of the Participants. Table 1 displays the demographic profile of Yufiro Coffee's customers, specifically focusing on the distribution of age and sex. For age, among the 100 surveyed individuals, 39 customers fall within the 18 to 22 years old category, constituting 39 percent of the total, followed by 38 individuals in the 23 to 27 years old group. The subsequent age brackets, 28 to 32 years old, 33 to 37 years old, and 38 years old and above, contribute to 14 percent, 6 percent, and 3 percent of the total, respectively. While for sex, among the 100 surveyed individuals, 37 are male, constituting the total customer base, while 63 (63 percent) customers are female.

The prevalence of participants aged 18 -22 and 23 – 27 frequenting Yufiro Coffee suggests several potential reasons. Firstly, this age group often consists of young adults and student who may be drawn to coffee shops for socializing, studying or simply enjoying coffee beverages. Additionally, Yufiro Coffee's marketing strategies or location may specifically target this demographic, resonating with their preferences and lifestyle. Lastly, assuming females are more inclined to be influenced by the ambiance and aesthetics of a rooftop café, they may be drawn to the scenic views and comfortable settings.

Table 1. Distribution of participants in terms of their demographic profile.

DEMOGRAPHIC PROFILE	FREQUENCY	PERCENTAGE
Age		
18 to 22 years old	39	39
23 to 27 years old	38	38
28 to 32 years old	14	14
33 to 37 years old	6	6
38 years old and above	3	3
Sex		
Male	37	37
Female	63	63

3.2. Perception of the Participants towards Yufiro Coffee. The second objective of the study was to determine the perception of the customers towards Yufiro Coffee in terms of the 7Ps of marketing mix strategies which are product, price, place, promotion, people, process and physical evidence. Showing on the table 2 is the overall mean score of 4.25 (SD = 0.67) that corresponds that the customers strongly agree that they have positive perception about Yufiro Coffee.

The research findings presented in this study align with several key studies in the field. Untu and Tielung (2021), emphasize the essential connection between product success and its alignment with consumer characteristics and expectations. The study affirms that Yufiro Coffee's products not only meet but exceed participant standards, highlighting the brand's commitment to satisfying consumer preferences. Nierkek B. (2018) also supports the importance of pricing decisions, indicating their role in conveying value and influencing consumer perceptions. Effective pricing decisions are crucial for Yufiro Coffee's success, extending beyond cost determination to impact various aspects of the consumer experience.

Furthermore, the research concurs with the insights of Untu and Tielung (2021) on the significance of distribution channels in marketing management. The chosen distribution channels play a crucial role in Yufiro Coffee's success, as emphasized by the positive outcomes observed. Effective promotional strategies, as mentioned by Untu and Tielung (2021), contribute to customer interest and market success for Yufiro Coffee.

The study echoes Marlina et al., (2018) findings regarding the influential role of people, both customers and employees, in shaping perceptions of a business. Interactions between people and businesses significantly influence customer views, emphasizing the importance of understanding and managing these interactions for positive brand image and successful relationships.

Additionally, the research aligns with Ramadani's (2020) emphasis on the connection between positive perceptions and a well-optimized operational process. The study highlights the pivotal role of an efficient operational framework in shaping favorable attitudes and responses, reinforcing the argument that process quality significantly impacts stakeholders' perspectives.

Lastly, the study supports Xie's (2020) findings that the aesthetics and ambiance of a place are crucial for customers' positive feelings about their purchases. This research confirms and adds to Xie's insights, emphasizing that the look and feel of a place have a substantial impact on customer perceptions and feelings about the products or services they are acquiring.

Table 2. Overall perception of the participants towards Yufiro Coffee.

7Ps of Marketing Mix Strategies	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Product	4.24	0.65	Strongly Agree
Price	4.18	0.64	Agree
Place	4.19	0.73	Agree
Promotion	4.05	0.72	Agree
People	4.38	0.65	Strongly Agree
Process	4.37	0.62	Strongly Agree
Physical Evidence	4.34	0.68	Strongly Agree
OVERALL	4.25	0.67	Strongly Agree

3.3. Satisfaction Level of the Participants towards Yufiro Coffee. The last objective of the research was to determine the satisfaction level of the participants towards Yufiro Coffee in terms of the 7Ps of marketing mix strategies that includes product, price, place, promotion, people, process, and physical evidence. Table 3 shows an overall mean score of 4.24 (SD = 0.68) with an interpretation of the customers are very satisfied with Yufiro Coffee.

The findings of this study are supported by various research studies. Marlina et al. (2018) argue that the inherent quality of a product directly correlates with customer satisfaction, emphasizing the historical pattern of higher satisfaction with superior product offerings. Wantara and Tambrin (2019) findings align with the results in terms of pricing, highlighting the significant impact of pricing on customer satisfaction and its pivotal role in shaping business success.

The study also corroborates Marlina et al., (2018) assertion that while business accessibility and location are important, a comprehensive combination of factors shapes customer

satisfaction. The integration of these factors is deemed crucial for Yufiro Coffee's success in the market. Additionally, the positive correlation between well-executed promotional efforts and customer satisfaction, as highlighted by Marlina et al., (2018), is reinforced by the study's outcomes, emphasizing the enduring importance of effective promotional strategies in fostering a positive business-consumer dynamic.

The role of customer interactions and experiences, as emphasized by Marlina et al. (2018), is affirmed by the study, underscoring the significance of representatives in shaping perceptions and fostering positive customer experiences. Ramadani's (2020) study is in line with the findings, emphasizing that a smooth and optimized process significantly increases customer satisfaction by facilitating seamless transactions and contributing to a positive overall experience.

Xie's (2020) insights regarding the impact of a meticulously maintained physical ambiance on customer satisfaction are supported by the study, highlighting the strategic investment in creating an optimal environment for a gratifying customer experience.

Table 3. Overall satisfaction level of the participants towards Yufiro Coffee.

7Ps of Marketing Mix Strategies	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Product	4.24	0.73	Very Satisfied
Price	4.20	0.67	Satisfied
Place	4.23	0.81	Very Satisfied
Promotion	3.98	0.70	Satisfied
People	4.35	0.67	Very Satisfied
Process	4.39	0.61	Very Satisfied
Physical Evidence	4.35	0.63	Very Satisfied
OVERALL	4.24	0.68	Strongly Agree

3.4. Yufiro Coffee Marketing Mix Enhancement Plan

An enhancement plan allows Yufiro Coffee to adapt to changing market conditions, technological advancements, and shifting consumer trends. It ensures that the coffee shop remains relevant and appealing to its target audience. Given the cafe's outstanding performance in fostering positive customer perceptions and maintaining high satisfaction levels through effective people and process, no specific enhancement plan are deemed necessary based on the study results.

Furthermore, consumer expectations are constantly rising, especially in the hospitality and food and beverage sectors. Yufiro Coffee's enhancement plan allows the business to meet and exceed these expectations. Whether it involves introducing new and innovative coffee blends, enhancing the store ambiance, or implementing efficient customer service processes, the plan ensures that Yufiro Coffee consistently delivers value to its customers. By focusing on product innovation, customer engagement, operational efficiency, and overall brand experience, Yufiro Coffee can foster long-term success and maintain a strong position in the competitive coffee market.

Table 4. Yufiro Coffee Marketing Mix Enhancement Plan

7PS OF MARKETING MIX STRATEGIES	OBJECTIVES	ENHANCEMENT PLAN
Product	<ul style="list-style-type: none"> To enhance flavor and mixtures options. 	<ul style="list-style-type: none"> Provide sugar level options for customers to choose the level of sweetness they prefer. Add “select your own coffee mixtures” option. Customers choose their mixtures according to their preferences and/or simply customize a drink.
Price	<ul style="list-style-type: none"> To enhance the Yufiro Coffee’s pricing strategy. 	<ul style="list-style-type: none"> Slightly reduce the price to make it more reasonable and match it to the product offered. Have an organized price list of products that indicates a wide range of prices from budget-friendly to expensive. Slightly reduce the price to make it more reasonable and match it to the product offered.
Place	<ul style="list-style-type: none"> Enhance Yufiro Coffee’s accessibility in terms of product distribution options and location. 	<ul style="list-style-type: none"> Fully utilize the availability of online delivery platforms to attract or reach more customers. In this way, the café can provide customers with an online delivery option if they can’t visit the actual store. Display clear and concise directions to the cafe from nearby public transportation and landmarks. Utilize signage, maps, or online platforms to help customers easily navigate to the café’s location.
Promotion	<ul style="list-style-type: none"> Increase brand visibility/ awareness and implement special offers. 	<ul style="list-style-type: none"> Providing discounts (e.g., Valentine’s Day discounts for couples or senior discounts). Full engagement or being active on all social media platforms by posting more often to advertise their brand and products at least twice per week to reach wider target customers. Providing special deals on products at least every month. Giving the customers a redeem or loyalty card if they have at least 10 purchases already

		which also serves as a discount.
Physical Evidence	<ul style="list-style-type: none"> To enhance the physical environment in terms of the availability of parking area. 	<ul style="list-style-type: none"> Create a well-structured parking area that optimizes space utilization and utilizes clear markings and signs for efficient driver guidance. Accessible parking for all especially for those customers with disabilities.

4.0 CONCLUSIONS

The study was conducted to determine the perception on marketing mix strategies and customer satisfaction towards Yufiro Coffee in Tanza, Cavite. Specifically, the study aimed to determine the demographic profile of the participants; determine the perception on the 7Ps of marketing mix strategies of the participants; determine the satisfaction level on the 7Ps of marketing mix strategies of the participants; and to provide an enhancement plan on the areas where improvement is needed.

After analyzing the results, it was found that most of the participants are female and belonged to a group range of 18 – 22 years old. This showed positive perception and high satisfaction level of the participants towards Yufiro Coffee where it is evident through the evaluation of the 7P’s marketing mix strategies specifically on people and process. Meanwhile, further analysis is required to identify specific areas such as product, price, place, promotion, and physical evidence for enhancement and develop a comprehensive improvement plan. Through the implementation of the enhancement plan, Yufiro Coffee’s marketing mix strategies will undergo refinement, aiming for even greater success.

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