Analysis of Segmentation, Targeting, and Positioning (STP) In Increasing Sales Volume At Imba Coffee Surabaya

Dhimas Febryant Nursetyo [1]*, Jojok Dwiridotjahjono[2]

[1] UPN "Veteran" Jawa Timur, Gn. Anyar, Surabaya, Indonesia, 21042010241@student.upnjatim.ac.id
[2] UPN "Veteran" Jawa Timur, Gn. Anyar, Surabaya, Indonesia, dwiridotjahjono_jojok@upnjatim.ac.id

Corresponding Author Email: 21042010241@student.upnjatim.ac.id

ABSTRACT

Market segmentation, target market determination, and market positioning are fundamental aspects of marketing strategy that every business owner must consider. Segmentation identifies which markets have the potential to become target markets, thereby enhancing the business. Targeting involves determining the target market through evaluation and development based on the segmentation that has been identified. Positioning refers to the perception or image that a company creates for customers regarding the products or services it provides. Imba Coffee Surabaya is one of the coffee shops in Surabaya that applies segmentation, targeting, and positioning in its marketing. This study aims to observe how Imba Coffee applies STP by analyzing the effectiveness of STP implementation in increasing sales. The type of research used is descriptive research with a qualitative approach. This study also emphasizes the researcher's understanding of how marketing strategies based on the application of STP at Imba Coffee are designed and implemented to increase sales. The type of research used is descriptive research with a qualitative approach.

INTRODUCTION

Market segmentation, target market determination, and market positioning are fundamental aspects of marketing strategy that every business owner must consider. By effectively understanding and implementing these three concepts, businesses can identify the most potential customer groups, develop more targeted marketing strategies, and build a strong brand image in the minds of consumers. The proper application of STP not only increases a business's competitiveness but also contributes to boosting sales volume and customer loyalty. Segmentation is one aspect of marketing strategy, where segmentation holds critical value. In its implementation, segmentation involves grouping based on age, demographics, place of residence, and consumer behavior. Targeting, or determining the target market, is done to identify the target market through evaluation and development of the segmentation that has been targeted. Lastly, positioning refers to the perception or image formed by the company toward customers regarding the products or services provided. Currently, coffee shops in Surabaya are numerous and easily found in various corners of the city, both in shopping centers and residential areas. The trend of the coffee shop business can be used as a market dynamic and a shift in people's preferences. This shift in preference shows that people's preference for coffee is now more than just consumption needs but also includes the atmosphere presented, aesthetic interior design, comfort of the place, and the quality of service provided by coffee shops. This shows that consumers are increasingly prioritizing different experiences in enjoying coffee, where environmental factors and social interactions play a role in shaping their satisfaction.

Imba Coffee Surabaya is one of the many coffee shops located in Surabaya.

Picture 1 Imba Coffee Surabaya Product Sales Data

PRODUCT SALES DATA

(Bar chart showing December ≈2300, January ≈5500, February ≈6200)
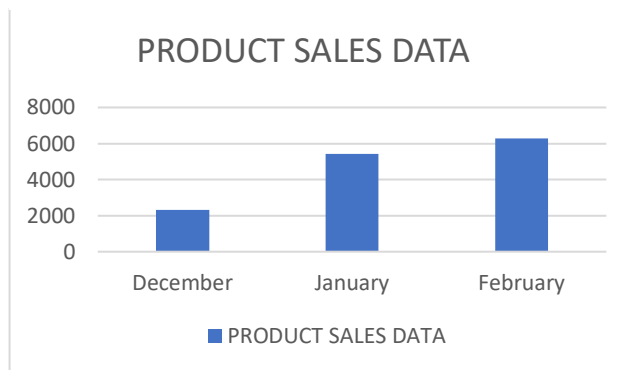
■ PRODUCT SALES DATA

The image above shows Imba Coffee Surabaya's product sales data that researcher got from unit business for the period December 2024 to February 2025. Based on the data above, it can be concluded that there has been a significant increase in sales in the last three months.

In previous studies, there were differences in the results and object of the implementation of STP.

Research by (Maulidiyah & Susanti, 2024). The purpose of this study is to determine the market segmentation carried out by the pocong pancong franchise, analyze the targeting strategy to attract customers and potential business partners and analyze the positioning strategy to place the franchise with consumers and compete with competitors.

In the marketing process, marketing strategies plays a key role in the success of a business. This is also applied by Imba Coffee, which must have a marketing strategy based on proper and effective Segmentation, Targeting, and Positioning (STP). The development of an STP marketing strategy will facilitate the implementation of sustainable marketing activities.

This study aims to observe how STP is applied by Imba Coffee by analyzing the effectiveness of STP implementation in increasing sales. The focus of this study is to emphasize the researcher's understanding of how marketing strategies based on STP implementation at Imba Coffee are designed and applied to increase sales. With the implementation of STP, business actors can easily position their business and successfully communicate what they want to tell to consumers.

LITERATURE REVIEW
Segmentation

According to Tjiptono and Chandra (2012) in (M.K, et al., 2019), segmentation can be defined as the process of grouping the entire market into groups or segments that have similarities in terms of needs,

desires, and behavior towards a specific market. According to Schiffman and Kanuk (2018) in (Serfasia & Dakhi, 2021), market segmentation is a process of dividing the market into segments of consumers who have certain characteristics in accordance with their needs or traits, which are then targeted with different marketing mixes.

Targeting

According to Cravens (1996) in (Putri, et al., 2022), targeting is defined as the process of evaluating targets in each segment carried out by a company involving comparisons between identified groups. Wijaya and Sirine (2016) in (Suyatno, et al., 2023) state that targeting is the process of evaluating segmentation, which involves assessing each segment. The company then selects one or more segments with the most suitable characteristics to serve. This selection aims to focus marketing strategies on segments with the best opportunities, enabling companies to achieve higher effectiveness in meeting customer needs.

Positioning

According to Kotler (2012) in (Manggu & Beni, 2021), positioning refers to how a product is placed in a clear, distinct, and desirable position in the target market. According to Arief (2012) in (Vivaldy, et al., 2023), positioning is the activity of developing products and company images to create a strong brand and clear position in the target market, enabling them to understand their competitors.

Sales Volume

According to Mulyadi (2016) in (Pratiwi, 2020), sales volume is a measure that can indicate the existence or size of the number of goods or services sold. According to Pass and Lowes (2002) in (Tafonao & Tarigan, 2021), sales volume is the number of products or brands sold by a company during a certain period of time, as well as sales performance and the effectiveness of the marketing strategy used. Factors that influence sales volume.

Supporting Review

(Haris Salsabila & Dwiridhotjahtjono, 2023). Analysis of Marketing Strategies Using the Business Model Canvas Method to Increase Sales Volume at PT. Allianz Life Indonesia Surabaya Branch. The purpose of this study is to determine the marketing strategy or business system used by PT Allianz Life Indonesia Surabaya Branch in increasing Sales Volume. Where in this research the analysis used is

BMC (Business Modal Canvas) analysis. This research uses descriptive research categories,

METHOD

In this study, the type of research used is descriptive research. According to (Haris Salsabila & Dwiridhotjahtjono, 2023), descriptive research is research that provides a comprehensive visualization of a phenomenon that occurs or an object being studied. The primary objective of descriptive research is to present accurate and fact-based observational results from the field, without any manipulation or excessive interpretation.

The data collection process for this study employs a qualitative research approach. According to (Waruwu, 2023), qualitative research is a research technique that uses narratives or explanations to elucidate the meaning of all phenomena, symptoms, and social situations. In qualitative research, the researcher acts as the main instrument that has an important role in understanding, interpreting, and analyzing the relationship between conceptual theory and the reality that occurs in the field. Through direct involvement in the research process, researchers not only collect data, but also explore the deeper meaning of each phenomenon observed.

The sample that researcher is informant.The informants of this research are:
1. Key Informant: Owner of Imba Coffee Surabaya
2. Key Informants: Employee of Imba Coffee Surabaya
3. Supplementary informants: Imba Coffee Surabaya consumers who have visited Imba Coffee Surabaaya

RESULT

The researcher conducted research at the Imba Coffee Surabaya outlet located at Jalan Raya Mulyosari No.181, Kalisari, Surabaya, East Java 60113. Before conducting the research, the researcher submitted a request and obtained permission from the owner of Imba Coffee Surabaya to obtain the information or data needed for this research.

After obtaining the necessary permits from the owner of Imba Coffee Surabaya, the researchers conducted direct observations at the Imba Coffee Surabaya location. This observation is part of the qualitative research method to obtain accurate empirical data about the actual conditions on-site. During this observation process, the researcher was able to closely observe the operations taking place at

Imba Coffee Surabaya, including the production preparation process, service activities, employee workflows, and interactions between employees and Imba Coffee Surabaya customers.

In addition to conducting direct observations in the Imba Coffee Surabaya business environment, the researcher also conducted interviews with the owner, employees, and customers of Imba Coffee Surabaya. During the data collection process through interviews, the researcher conducted interviews with the owner, employees, and customers during the first meeting. On the following day, the researcher conducted in-depth interviews with quality control staff and employees. On the final day, the researcher interviewed customers. For customer data, the researcher collected it by interviewing customers who were visiting Imba Coffee Surabaya. The researcher required a total of three days for the interview data collection process. The data was obtained through in-depth interviews. This interview process used the in-depth interview technique to conduct systematic and structured interviews, as well as to gather as much information as possible from the informants. The documents obtained from the interviews or observations will then be described in a systematic narrative format. This analysis aims to provide a comprehensive explanation based on the data that has been obtained and analyzed in depth. The analysis process is used to identify patterns, trends, and information relevant to the research focus. The following are the results of the in-depth interviews with the targeted informants.

DISCUSSION
Segmentation

Researchers seek information related to the segmentation used by Imba Coffee Surabaya to increase sales volume. In the process, segmentation itself consists of various variables, including geographical, demographic, psychographic, and consumer behavior variables. The following are the results of interviews with informants regarding the segmentation of Imba Coffee Surabaya.

Geographic variables
Geographically, Imba Coffee Surabaya is strategically located at Jalan Raya Mulyosari No.181, Kalisari, Mulyorejo District, Surabaya, East Java 60113. The location of Imba Coffee Surabaya is very strategic, as Jalan Raya Mulyosari itself is close to universities, malls, and residential areas. The ease of access to Imba

Coffee is one of the standout features of this coffee shop.

Demographic variables

Imba Coffee Surabaya itself has a demographic segmentation of 16-40 years old, both female and male. Researchers conducting observations at the coffee shop found that Imba Coffee Surabaya's demographic segmentation is dominated by college students.

Psychographic Variables

Imba Coffee Surabaya categorizes consumer characteristics based on consumption levels. By focusing on active college students, this segmentation helps Imba Coffee Surabaya provide better service.

Behaviouristic Variables

Behavioral variables are a continuation of psychographic segmentation analysis. In this variable, Imba Coffee Surabaya describes students who visit just to pass between classes, continue their work, or even just to drink coffee.

Targeting

In this process, market segmentation that has been carried out in the previous stage becomes the basis for determining the target of the business unit.

Single Market Concentration

For the variable targeting the market concentration of Imba Coffee Surabaya itself, it is people of productive age between 18 and 40 years old, with the largest number of consumers being students who visit Imba Coffee Surabaya.

Product Specialization

With the product specialization process, Imba Coffee Surabaya can have the advantage of product quality and efficiency from the research and development process. This is because the variety of menu options offered to consumers means the company no longer needs to worry about products that do not align with consumer preferences. However, it is important for Imba Coffee to continue evaluating its production processes to maintain the quality and quantity of its products, ensuring they do not disrupt existing service operations.

Selective Specialization

Imba Coffee Surabaya has a selective specialization in its menu. Even though it has a selective specialization in certain segments, Imba Coffee tries to give the best service to its segments. This selective specialization in target consumers lets Imba Coffee Surabaya boost its sales volume with potential customer loyalty.

Market Specialization

In terms of market specialization, Imba Coffee Surabaya focuses on tailoring products that are relevant to the consumption needs of active college students, who are their target market. The products offered are quite diverse, ranging from coffee and non-coffee beverages to snacks and meals. The variety and wide selection of menu items allow students to choose products that suit their preferences.

Comprehensive Coverage

In terms of overall coverage, business units focus more on how their products or services can reach all segments of society. In terms of overall coverage, business units focus more on how their products or services can reach all segments of society.

Positioning

This positioning stage is crucial for business units, as it requires them to position their products or services in the competitive market. In addition, the positioning process involves how a business unit shapes the image or perception of its products or services in the minds of consumers.

Positioning based on attribute

Focusing more on certain characteristics of products or services with the aim of providing added value to consumers. The characteristics of the beans used by Imba Coffee Surabaya make them a key advantage that distinguishes their products from those of their competitors. The selection of high-quality beans in terms of taste, aroma, and authenticity can help Imba Coffee Surabaya build its positioning.

Positioning based on price

The variable positioning of this price provides a benchmark for Imba Coffee Surabaya to measure the effectiveness of its marketing strategy. This is because with the prices offered by Imba Coffee Surabaya, ranging from Rp. 30,000 to Rp. 60,000, consumers can enjoy food or beverages of the highest quality. This strategy not only serves as a differentiator in the

competitive market but also ensures affordability for Imba Coffee Surabaya's target audience.

Positioning based on product users
The positioning variable based on usage shows that brand image building must be in line with consumer characteristics, so that consumers feel that the product is "intended for them." In addition, this variable can increase sales volume through consumer loyalty, as consumers feel that the product reflects their individual identities.

Positioning based on class/category
Variable positioning based on product class/category shows that Imba Coffee Surabaya consumers are in a position where all segments of society can enjoy Imba Coffee Surabaya products and services. Building an image as an innovator and trusted brand, even in the service process, makes Imba Coffee Surabaya easily recognizable by consumers when compared to competitors.

Positioning based on value
This positioning variable based on benefits provides an overview of how to communicate the benefits or added value that consumers gain from using Imba Coffee Surabaya's products/services, in terms of convenience, efficiency, and consumer circumstances.

Positioning based on competitors
This competitor-based positioning variable shows that Imba Coffee Surabaya can compete successfully with its competitors. Imba Coffee Surabaya has successfully created a strong perception among consumers that it is a better choice than other alternatives in the coffee shop category. This positioning strategy also plays an important role in encouraging customer loyalty, as consumers feel that Imba Coffee not only offers products, but also provides an experience that is more relevant and tailored to consumer needs.

Sales Volume
Segmentation, Targeting, and Positioning (STP) are steps that can be taken by business units in the course of business operations and developing marketing strategies. The application of STP plays an important role in helping companies to accurately identify target markets, develop appropriate marketing

strategies, and establish a strong image of products or services in the minds of consumers.

Producer conditions
In this case, suppliers are the main thing to consider, and Imba Coffee Surabaya does this by working with suppliers that can be trusted. These suppliers ensure the availability of raw materials, which can affect the production process and operational services of Imba Coffee Surabaya.

Market Condition
The concept presented by Imba Coffee Surabaya can be seen as a response to current market conditions. By observing consumer trends and preferences, Imba Coffee Surabaya is able to offer a modern, aesthetic, and comfortable coffee shop concept. This concept, which is tailored to suit all segments of society, can easily attract consumers.

Equity
Imba Coffee Surabaya itself requires sufficient capital to run its business, which has an industrial concept. Starting from renovations to interior design, everything is carefully calculated. Equipment and operational support facilities are also taken into consideration by Imba Coffee Surabaya.

Company Organizational Structure
Imba Coffee Surabaya highly values the efficiency of its organizational culture. A strong and focused organizational culture is an important foundation for creating productive workplaces that focus on service quality. The organizational culture implemented by existing human resources can be used as a benchmark to measure whether the increase in sales volume is in line with the company's organizational conditions.

Other Factor
Sales volume variables based on these other factors show that Imba Coffee Surabaya also focuses on things outside of what has been previously determined. By participating in bazaars, which were not previously a focus, Imba Coffee Surabaya is able to position its brand directly among the community, increase brand awareness, and build more personal relationships with potential customers.

Results of Applying Segmentation, Targeting, and Positioning to Increase Sales Volume for Imba Coffee Surabaya

Picture 2 Data after STP implementation
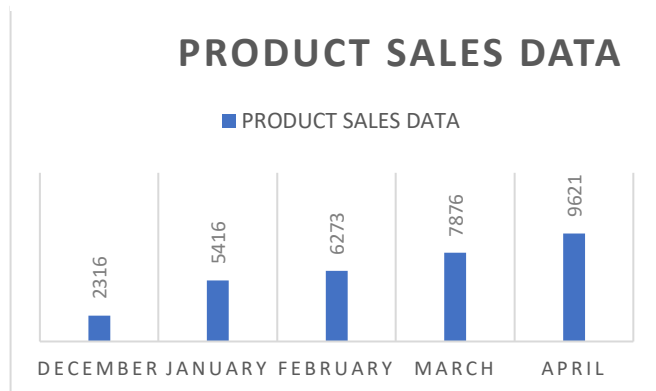
Based on the diagram above, data that researcher get from unit business (Imba Coffee Surabaya) as a Volume Sales it can be explained that there has been a significant increase in sales volume in the last 5 months. This increase is due to Imba Coffee Surabaya being able to efficiently implement Segmentation, Targeting, and Positioning. Imba Coffee Surabaya structurally segments the market by identifying consumers who have high potential to increase sales volume, such as students, workers, and coffee lovers. Through the consistent implementation of the STP strategy, Imba Coffee Surabaya has successfully increased brand awareness among consumers, which has directly contributed to the increase in sales volume.
Present figures

CONCLUSION

Based on the results of the research and discussion in the previous chapter, the researcher can draw the following conclusions regarding the application of segmenting, targeting, and positioning strategies in increasing sales volume at Imba Coffee Surabaya:

1. Segmenting
Imba Coffee Surabaya uses all basic segmentation variables in its market segmentation. These include geographic segmentation, demographic segmentation, psychographic segmentation, and behavioral segmentation.
2. Targeting

Imba Coffee Surabaya determines its target by following the variable pattern of single market concentration, product specialization, market specialization, and single market concentration. In this targeting process, Imba Coffee Surabaya has focused its target on the segment of productive-aged students who enjoy visiting coffee shops not only to enjoy coffee.
3. Positioning
Imba Coffee Surabaya positions its products based on the following variables: positioning based on attributes, positioning based on price and quality, positioning based on usage, positioning based on product users, positioning based on class/category, positioning based on benefits, and positioning based on competitors.

References

Haris Salsabila, R. S. & Dwiridhotjahtjono, J., 2023. Analisis Strategi Pemasaran dengan Menggunakan Metode Business Model Canvas untuk Meningkatkan Volume Penjualan pada PT. Allianz Life Indonesia Cabang Surabaya. *Jurnal Ekonomi, Keuangan, dan Bisnis Syariah,* 5(3), pp. 960-977.

M.K, P. et al., 2019. Analisis Segmentasi Pasar dalam Penggunaan Produk Viefresh di Wilayah Sekitar Kampus Universitas Muhammadiyah Surabaya. Jurnal Balance, 17(2), pp. 156-162.

Manggu, B. & Beni, S., 2021. Analisis Penerapan Segmentasi, Targeting, Positioning (STP) dan Promosi Pemasaran sebagai solusi meningkatkan perkembangan UMKM Kota Bengkayang. Jurnal SEBATIK, 25(1), pp. 27-34.

Pratiwi, H., 2020. Pengaruh Volume Penjualan dan Biaya Produksi Terhadap Laba Bersih Studi Empiris Pada Perusahaan Manufasktur Sektor Industri Barang Konsumsi Sub Sektor Makanan dan Minuman yang terdaftar di Bursa Efek Indonesia Tahun 2016-2019. Jurnal Program Studi Akuntasi STIE Mahardia Surabaya, pp. 1-20.

Putri, N. H., Sari, N. S. & Rahmah, N., 2022. Faktor-Faktor yang mempengaruhi proses riset konsumen : Target Pasar, Perilaku Pembelian dan Permintaan Pasar (Literature Revier

Perilaku Konsumen). Jurnal Ilmu Managemen Terapan, 3(5), pp. 504-514.

Serfasia, L. & Dakhi, Y., 2021. Pengaruh Segmentasi Pasar terhadap Volume Penjualan di UD.LIS Teluk dalam Kabupaten Nias Selatan. Jurnal Riset Manajemen dan Bisnis, 6(2), pp. 36-46.

Suyatno, A. et al., 2023. Penerapan Strategi Segmenting dan Targeting dalam Meningkatkan Kinerja Pemasaran : Literature Review. Journal Of Economics, Business, and Accounting, 6(2), pp. 1598-1609.

Tafonao, L. & Tarigan, I. A., 2021. Pengaruh Bauran Pemasaran dan Kualitas Produk terhadap Volume Penjualan pada PT. Berastagi Bintang Asia Medan. Jurnal Global Manajemen, 10(2), pp. 109-124.

Vivaldy, E., Ogi, I. W. & Linton, D. C., 2023. Strategi Pemasaan dalam Peningkatan Volume Penjualan Perumahan pada PT. Elfando Bersaudara Sentosa di Minahasa Utara. Jurnal EMBA, 11(1), pp. 866-872.