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The Effect of The Marketing Mix on Coffee Sales Performance: Empirical Evidence From An Indonesian SME

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Abstract
This study aims to examine the influence of the marketing mix, consisting of product, price, place, and promotion, on the sales performance of Nuansa Gembira Coffee in Indonesia. The research adopts a descriptive approach by integrating quantitative and qualitative methods to provide a comprehensive understanding of consumer behavior and marketing effectiveness. Data were collected from 300 respondents who had purchased and consumed Nuansa Gembira Coffee, ensuring that the sample represented actual customers with direct product experience. The findings reveal that the marketing mix variables simultaneously have a positive and significant effect on sales, indicating that an integrated marketing strategy plays an important role in improving sales performance. When analyzed individually, the place variable emerges as the most influential factor, highlighting the importance of distribution channels, product availability, and ease of access in driving consumer purchasing decisions. In contrast, product, price, and promotion do not demonstrate a significant individual influence on sales. These results suggest that while product quality, pricing strategy, and promotional activities remain important, their effectiveness may depend on how well the product is distributed and accessed by consumers. Based on these findings, this study recommends that Nuansa Gembira Coffee strengthen its distribution network, ensure consistent product availability, maintain the use of high-quality coffee beans as the main raw material, expand flavor variants, and improve packaging design. These strategies are expected to enhance competitiveness and support sustainable sales growth in the Indonesian coffee market.

Keywords: *Marketing_mix; product; price; place; promotion.*

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Introduction

Indonesia has several designations, such as the emerald equator, an agricultural country, a maritime country, and an archipelagic country. Indonesia is an agricultural country because it plays an important role in the entire national economy. As an agricultural country, Indonesia is blessed with abundant natural wealth plus its strategic position. From a geographical point of view, Indonesia is located in a tropical area that has high rainfall. This condition makes Indonesia have fertile land and many types of plants that can grow quickly (Anthara, I. M. A., & Salim, 2019). One of the plants that thrives is coffee (Donovan & Poole, 2014; Asioli et al., 2014; Thongrawd & Rittboonchai, 2018). Coffee is one of the most important cash crops produced and marketed (Kuma et al., 2016; Selhausen, 2016). Coffee is an important

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economic plant (agricultural goods) with the highest trading ranking in the world (Thongrawd & Rittboonchai, 2018; Sales et al., 2020; Nurdeagraha & Suryawardana, 2020; Zhou, 2022). Coffee grown in Indonesia consists of only three types: Arabica, Robusta, and Liberica. However, other types of coffee emerged, namely Ekselsa coffee. Arabica coffee is a coffee that is quite famous because of its slightly sour taste, and is a traditional coffee that coffee connoisseurs consider the most delicious. Robusta coffee has a slightly rougher texture on the tongue and a slightly bitter taste compared to other coffees. Ekselsa coffee is coffee whose characteristics are seen from its taste and smell, which are like jackfruit

The abundance of coffee production in Indonesia has resulted in many types of coffee brands emerging (Sarianti et al., 2019), which can see this opportunity so that it is used as a promising business and business field (Adeleke, 2020; Pramagista & Wandebori, 2021). One of the coffees in the city of Semarang is Kopi Nuansa Gembira, also known as NG KOPI. Nuansa Gembira Coffee appears because the price value of coffee beans is very cheap, so it is very detrimental to coffee farmers. This is what made Mr. Abdul Haris, as the Owner of Nuansa Gembira coffee, start to change his mindset on how to make the value of coffee very high and can be enjoyed by all people, especially young and old people. Nuansa Gembira Coffee is pure original ground coffee without mixture, all of which uses a very thorough process, from the picking/harvesting process in the garden to pure powder form. Markets are examined, and a variety of data is gathered (Katsikeas et al., 2020). Companies can decide on the strategies to be used for their strategy, and the satisfaction of client needs in this way, setting the direction of the marketing programs required for their products (Mir-Bernal, Pedro, & Sadaba, 2022). As a marketing orientation fosters innovation, it stands to reason that thinking more broadly about what is required of a modern company orientation and having a marketing and societal value orientation will foster innovation that is focused on sustainability (Killian & McManus, 2015; Pomering, 2017; Melchiorre & Johnson, 2017).

The concept that is usually presented as a competitive advantage by a company is the marketing mix, which consists of 4 variables, commonly called the 4p, which are the core of the marketing system, namely: excellence in terms of product, price, place/location, and promotion, which is pursued as much as possible to create brand awareness. These things are usually processed by a company in order to enter competition in an increasingly tight market. The 4Ps represent the seller's view of the marketing tools available to influence buyers. From the buyer's point of view, every marketing tool is designed to provide benefits to customers (Sridhar & Fang, 2019). Mastermarket is very dependent on the ability to utilize the company's marketing strategy such as how to promote a product price (Andorfer & Liebe, 2014; Kubacki, et al., 2017), how

the price strategy is with existing competitors (Morgan, NA, Whitler, KA, Feng, 2019), what the promotion policy is, how the distribution process is right, how to get to know the market environment (Leonidou, C. N., Katsikeas, C. S., & Morgan, 2013; Mukonza, Chipo, 2019; Streimikiene & Ahmed, 2021). The level and type of needs and desires of consumers can differ from one another, which causes choices regarding coffee needs, reasons for choosing, or the purpose of selection, and factors that must be considered in buying coffee. In order to increase sales of Coffee, Nuansa Gembira has a marketing strategy that is able to compete by paying attention to the marketing mix strategy, where marketing consists of product, price, place, and promotion.

Table 1.
NG Coffee Sales Data in 2024-2025

No	Month	Numbers/Kg
1	August 2024	20
2	September 2024	30
3	October 2024	25
4	November 2024	50
5	December 2024	40
6	January 2025	60
7	February 2025	65
8	March 2025	70
9	April 2025	75
10	May 2025	75
Total		**510**

Source: NG Coffee, 2025.

From Table 1, namely sales data for Coffee Nuansa Gembira, especially in the last 10 months (2024 - 2025), it appears that coffee sales fluctuate each month in 2024 - 2025. This is the basis for Kopi Nuansa Gembira to improve its marketing so as to increase sales of coffee itself. The urgency of research is to provide input in the form of information to decision makers at the company in an effort to implement the marketing mix and its effect on increasing coffee sales. As reference material for future researchers, especially the in marketing, and as a development of knowledge acquired in tertiary institutions. And for comparison and study of marketing strategy with theories in management science, especially marketing management.

Literature Review

Culliton, who stated that the marketing manager's job was to be a "mixer of ingredients," was the catalyst for the whole thing. Following him was Borden, who first used the word in a 1964 article and later in his early teaching.2 Product planning, branding, price, methods of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical

handling, and fact-finding and analysis were the 12 components that Borden believed made up the mix. McCarthy subsequently simplified the marketing mix into the instantly recognizable "4Ps": product, price, location, and promotion. This classification has since become the norm and is now taught and researched all around the world (Todorova, 2015; Jackson & Ahuja, 2016; Lasi, 2020). Marketing activities are human activities that are directed to fulfill and satisfy needs and desires through exchange processes (Datta et al., 2017). By applying marketing mix practices, organizations achieve their objectives through increasing their sales and profits (Othman et al., 2019).

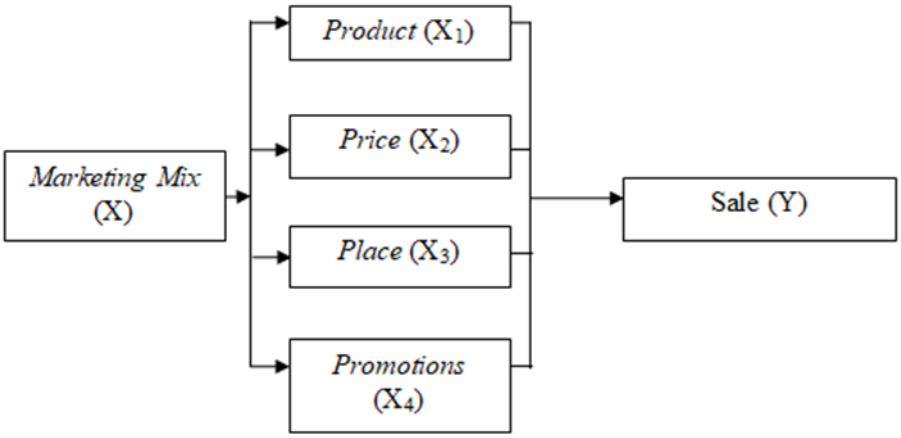
Some previous studies stated that farmers place the most emphasis on the personnel, followed by the product, process, physical evidence, price, place, and promotion, in that order. The innovation factor's impact on the 7Ps marketing's mixed satisfaction was innovation's structure, application, and value, except for quality (Sawmong, 2020). UD. Matt Coffee Bondowoso is searching for creative ways to keep up with and even accelerate sales growth, including alterations to the market, the product, and the marketing mix (Matt et al., 2023). Outlined and examined many components involved in conceptualizing and constructing information services, such as the definition of services, classification, servuction, brand management, and innovation. Additionally, the study considers how its four Ps have been modified for the setting of information services (Marcial, 2015). The marketing mix involves the decisions related to which the products will be made available at a particular price, may be different price will be charged for the same product as per different market, the marketing manager has to take into account the impact of different factors which are categorised under the 4 P‟s to decide marketing mix for a product (Singh, 2012). To help Luckin Coffee strengthen its core competencies, the current marketing mix needs to be improved. For its product, Luckin Coffee needs to deepen its brand portfolio, create additional best-selling items, and leverage co-branding (Zhang, 2022).

Theoretical & Conceptual Framework

This study is grounded in the marketing mix theory proposed by Kotler (1996), which conceptualizes marketing strategy as a combination of controllable variables that firms use to influence consumer responses and achieve organizational objectives. The marketing mix consists of four main elements, commonly referred to as the 4Ps, namely product, price, place, and promotion. These elements represent strategic tools that companies can manage to create value for consumers and enhance market performance, particularly sales. The product dimension (X1) refers to the attributes, quality, variety, design, and packaging of goods offered to consumers. A well-developed product is expected to meet consumer needs and preferences, thereby increasing purchase decisions and repeat buying behavior. The price variable (X2) reflects the monetary value that consumers must sacrifice to

obtain a product. Pricing strategies play a crucial role in shaping consumer perceptions of value, affordability, and competitiveness. The place component (X3) relates to distribution channels, product availability, and ease of access, which determine how efficiently a product reaches consumers. Effective distribution enhances convenience and increases the likelihood of purchase. Meanwhile, promotion (X4) encompasses communication activities such as advertising, sales promotions, and branding efforts that aim to inform, persuade, and remind consumers about a product. Sales (Y) represent the dependent variable in this study and reflect the company's success in converting marketing strategies into actual purchasing behavior. Based on this theoretical foundation, the conceptual framework assumes that the marketing mix variables influence sales both collectively and individually. Figure 1 illustrates the proposed research model, in which product, price, place, and promotion are positioned as independent variables that directly affect sales performance of Nuansa Gembira Coffee in Indonesia. Therefore, the framework for this research is:

Figure 1.
Research Model



Hypothesis

From the formulation of the problem raised, the writers can put forward the following hypothesis:

1. Marketing mix (X) form product (X1), price (X2), place (X3), promotions(X4), simultaneously has a positive effect on sales of Gembira Nuansa Coffee in Indonesia.
2. Marketing mix (X) form product (X1), price (X2), place (X3), promotions (X4), partially has a positive effect on sales of Gembira Nuansa Coffee in Indonesia.

Research Method

This study employs a descriptive analytical research design that integrates quantitative and qualitative approaches to obtain a comprehensive

understanding of the influence of the marketing mix on sales performance. The descriptive approach is used to systematically describe and analyze phenomena related to marketing strategies and consumer responses, while the analytical component aims to examine the relationships between variables based on empirical data. The quantitative approach is applied to measure the effect of marketing mix variables product, price, place, and promotion on sales using numerical data. This approach enables objective measurement through statistical analysis, allowing the researchers to test hypotheses and identify the strength and direction of relationships among variables. Quantitative data were collected using a structured questionnaire distributed to respondents who had purchased and consumed Nuansa Gembira Coffee. The questionnaire was designed using a Likert scale to capture respondents' perceptions and evaluations of each marketing mix element and its influence on their purchasing behavior. In conducting this research, the authors chose descriptive analysis research with quantitative and qualitative approaches, namely research using numbers and words or sentences using samples and using questionnaires as a primary data collection tool. Operational variables in this studycan be seen in the following table.

Table 2.
Operationalization of Variable X

Variable	Sub Variable	Indicator	Scale
(*Marketing Mix*)	*Product* (X1)	1. Goods Quality 2. Appearance/packaging 3. Brand 4. Service 5. Guarantee	Ordinal
	Price (X2)	1. Price 2. Discounts 3. Reasonable price	Ordinal
	place (X3)	1. Convenience of consumers in getting the product 2. Inventory or stock available at the agent/retailer 3. Product availability at agents/retailers	Ordinal
	Promotions (X4)	1. Promotion frequency 2. Promotion media 3. Sales promotion material 4. Information.	Ordinal

Source: Variable X developed from Kotler (2005)

Table 3.
Operationalization of Variable Y

Variable	Dimensions	Indicator	Scale
Sale (Y)	Sales Orientation	a. Achieve a certain sales volume b. Get a certain profit c. Supporting company growth	Ordinal

Source: Variable Y developed from Kotler (2005).

In conducting a test of each variable will be measured using a Likert scale. The Likert Scale technique used in this study gives a score to the answer items. Giving a score for each answer to the questions posed to the respondents of this study will refer to the statement that the answers to each instrument using a Likert scale have a gradation from very positive to very negative, which can be in the form of words. The questionnaire was prepared by preparing (five) choices, for example: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. Each choice will be given a different value weight as shown in Table 4 below:

Table 4.
Variable Value Weight

Choice	Weight
Strongly Agree/ Always	5
Agree/ Often	4
Neutral	3
Disagree/Rarely	2
Strongly Disagree/ Never	1

Population and sample

The population in this study comprises all consumers who have purchased Nuansa Gembira Coffee in Indonesia, as they represent individuals who are directly exposed to the company's marketing mix strategies. This population is considered relevant because purchasing experience allows respondents to evaluate product attributes, pricing, distribution accessibility, and promotional activities in a realistic and informed manner. The sample consists of consumers who have purchased and consumed Nuansa Gembira Coffee, ensuring that respondents possess firsthand experience with the product. The determination of sample size follows the guideline suggested by Taylor et al. (2016), which states that a sample size ranging from 30 to 500 respondents is generally adequate for social science research. Based on this criterion and to enhance statistical robustness, this study employs 300 respondents, which is considered sufficient to represent the population and produce reliable empirical results.

This study uses convenience sampling, a non-probability sampling technique in which respondents are selected based on their accessibility and willingness to participate. Data were collected from consumers who were easily reachable through various channels, including direct face-to-face interactions, WhatsApp (WA) communication, and social media platforms. Although convenience sampling may limit the generalizability of findings, it is appropriate for exploratory and descriptive research where access to a complete sampling frame is limited. Moreover, this technique allows efficient data collection across diverse geographic locations in Indonesia.

Data Collection Procedures

Data collection in this study was conducted using observation and questionnaire techniques. Observation was carried out through direct and indirect monitoring of the application of the marketing mix in the sales activities of Nuansa Gembira Coffee. This method enabled the researchers to understand how product offerings, pricing strategies, distribution channels, and promotional efforts were implemented in practice. The primary data collection instrument was a structured questionnaire, consisting of closed-ended and open-ended questions. The questionnaire was administered to respondents who had purchased and consumed Nuansa Gembira Coffee. Closed-ended questions were designed using a Likert scale to quantify respondents' perceptions of the marketing mix variables and sales outcomes, while open-ended questions allowed respondents to provide additional insights and qualitative feedback. This combination of data collection methods enhances the depth and validity of the research findings by integrating quantitative measurement with qualitative interpretation.

Data Analysis and Results

Validity and Reliability Test Results

The validity test was carried out by calculating the correlation between each list of statements or questions posed to the respondent. The number of 30 respondents to test the question instrument is valid and reliable with the help of the SPSS version 25 program. The results of testing the validity of each research variable can be seen in the following table:

Table 6.
Results of Reliability and Validity of Pre-Survey Data

No	Variable	Reliability Cronbach Alpha	Indicator	Coreeted Total Correlation Items	Information
1	*Product* (X1)	0.785	X1.1 X1.2 X1.3 X1.4	760 329 431 760	Reliable And Valid

			X1.5	622	
2	*Price* (X2)	0.672	X2.1	474	Reliable
			X2.2	467	And
			X2.3	513	Valid
3	*Place* (X3)	0.672	X3.1	195	Reliable
			X3.2	717	And
			X3.3	717	Valid
4	*Promotions* (X4)	0.719	X4.1	560	Reliable
			X4.2	471	And
			X4.3	420	Valid
			X4.4	592	
5	Sales (Y)	0.641	Y. 1	688	Reliable
			Y.2	329	And
			Y.3	415	Valid

Source: data processed by SPSS 25.

Based on the data in Table 6, the alpha coefficient (Cronbach's alpha) has a value of > 0.60, so it can be explained that these variables are reliable, and they can be used as variables in this study. Furthermore, all indicators are valid, as can be seen in the Corrected item total correlation (r) table > 0.03; this evidence shows that all indicators are feasible to be used as indicators

Coefficient of Determination (R2)

To find out the value of the coefficient of determination, namely the contribution or contribution of the influencing variables (Product, Price, Place, and Promotions) to the dependent variable (Sales) are as follows:

Table 7.
Model Summary

Model	R	**R Square**	Adjusted R Square	std. Error of the Estimate
1	.804a	**.647**	.642	1030

a. Predictors: (Constant), X4, X1, X3, X2

Source: data processed by SPSS 25.

From Table 7 above, it can be seen that the value of the coefficient of determination (R-squared) is 0.647 (the value of 0.647 is the squaring of the correlation coefficient or R, which is 0.804 x 0.804 = 0.647). The magnitude of the coefficient of determination (R-squared) is 0.647, which equals 64.7%. This number means thatProduct, Price, Place, and Promotion have an effect on sales of 64.7%. While the rest (100% - 65% = 35.3%) is influenced by other variables outside this regression model.

Simultaneous Test (F)

Simultaneous test or F test to find out information about whether or not the influence of the Product, Price, Place, and Promotion variables together on the Sales variable. To find out the basis for decision-making in the Simultaneous test, there are two references, namely:

1. Based on significance value (Sig.)
   a) The hypothesis is accepted = If the significance value <probability 0.05, then the independent variable (X) simultaneously affects the variable (Y).
   b) The hypothesis is rejected = If the significance value > probability 0.05, then the independent variable (X) simultaneously does not affect the variable (Y).
2. Based on a comparison of calculated F values with table F values
   a) If the calculated F value > F table, then there is an influence of the independent variable (X) on the dependent variable (Y).
   b) If the calculated F value <F table, then there is no effect of the independent variable (X) on the dependent variable (Y).

Table 8.
ANOVA

Model		Sum Squares	of df	MeanSquare	F	Sig.
1	Regression	573,570	4	143,393	135,250	.000b
	residual	312,760	295	1,060		
	Total	886330	299			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X3, X2

Source: data processed by SPSS 25.

From the results of the study, it can be explained that the F count is equal to135,250. The next step is to find the F table value using the F distribution table with a significance level of 0.05, degrees of freedom for the numerator 4 (df for regression), and degrees of freedom for the denominator of 295 (df for residuals), obtaining a critical value of F or F table of 2.41. Because F count135,250> from the F table value of 2.41, it can be concluded that the independent variables X1, X2, X3, and X4 simultaneously affect the sales of Nuansa Gembira Coffee. The significance level generated in the table is 0.000, which is smaller than 0.05. Thus, it can be concluded that the multiple regression model is feasible to use.

Partial Test (t)

The t-test aims to determine whether the independent variable (X) partially (alone) affects the dependent variable (Y).

Table 9.
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	1871	.728		2,569	011
	X1	013	022	.020	.572	.568
	X2	085	.060	071	1,413	.159
	X3	.686	032	.772	21,461	.000
	X4	039	044	044	.889	.375

a. Dependent Variable: Y

Source: data processed by SPSS 25.

From the table above, we will do a test to find out whether the Product (X1), Price (X2), Place (X3), and Promotion (X4) variables partially affect Sales (Y).

a. Basis for Decision Making

To find out the basis for decision-making in the partial test, there are two references, namely:

1. Based on significance value (Sig.)
   a) The hypothesis is accepted = If the significance value <probability 0.05, then there is an influence of the independent variable (X) on the dependent variable (Y).
   b) The hypothesis is rejected = If the significance value > probability 0.05, then there is no effect of the independent variable (X) on the dependent variable (Y).
2. Based on the comparison of the calculated t value with the t table value
   a) The hypothesis is accepted = if the t count > t table, then there is an effect of the independent variable (X) on the dependent variable (Y).
   b) The hypothesis is rejected = if the value of tcount <ttable, then there is no effect of the independent variable (X) on the dependent variable (Y).
3. The formula for finding the t-table value
   t table = (a/2;nk-1 or df residual)
   t table = (0.05/2;300-4-1)
   t table = (0.025; 295). Look at the distribution table for the value of t table (1.962)

b. How to Do a Partial Test

1. Product Variable t-test

The first test was conducted to determine whether there is an effect of the Product on Sales.

a) Based on the value of Sig.
   Based on the SPSS "Coefficients" output above, it is known that the sig. Product variable (X1) is 0.568. Because the value of Sig. 0.568 > probability 0.05, it can be concluded that H2, or the second hypothesis,

is rejected. So, in conclusion, Product does not significantly affect Sales.

b) b). Based on a comparison of t values with t tables
Based on the SPSS output above, it is known that the calculated t value of the product variable is 0.572 <t table 1.962, so it can be concluded that H2 or the second hypothesis is rejected. So, in conclusion, the product does not significantly affect sales.

2. Price Variable t-test

The second test was conducted to determine whether there is an effect of price on sales.

a) Based on the value of Sig.
Based on the SPSS "Coefficients" output above, it is known that the sig. price variable (X2) is 0.159. Because the value of Sig. 0.159 > probability 0.05, it can be concluded that H3, or the third hypothesis, is rejected. So, in conclusion, the price does not significantly affect sales.

b) Based on a comparison of t values with t tables
Based on the SPSS output above, it is known that the calculated value of the price variable is 1.413 <t table 1.962, so it can be concluded that H3, or the third hypothesis, is rejected. So in conclusion, the price does not significantly affect sales.

3. Place Variable t test

The second test was conducted to determine whether there is an effect of place on sales.

a) Based on the value of Sig.
Based on the SPSS "Coefficients" output above, it is known that the sig. The place variable (X3) is 0.000. Because the value of Sig. 0.000 <probability of 0.05, it can be concluded that H4, or the fourth hypothesis, is accepted. So, in conclusion, place significantly affects sales.

b) Based on a comparison of t values with t tables
Based on the SPSS output above, it is known that the calculated value of the place variable is 21,461 > t table 1.962, it can be concluded that H4, or the fourth hypothesis, is accepted. So, in conclusion, place significantly affects sales.

4. Promotion Variable t-test

The second test was conducted to find out whether there is an effect of promotion on sales.

a) Based on the value of Sig.
Based on the SPSS "Coefficients" output above, it is known that the sig. the promotion variable (X4) is 0.375. Because the value of Sig. 0.375 > probability 0.05, it can be concluded that H5 or the fifth hypothesis, is rejected. So the conclusion is that promotion does not significantly affect sales.

b) Based on a comparison of t values with t tables

Based on the SPSS output above, it is known that the calculated value of the promotion variable is 0.889 <t table 1.962, so it can be concluded that H5, or the fifth hypothesis, is rejected. So the conclusion is that promotion does not significantly affect sales.

Table 10.
Coefficients of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	1871	.728		2,569	011
	X1	013	022	.020	.572	.568
	X2	085	.060	071	1,413	.159
	X3	.686	032	.772	21,461	.000
	X4	039	044	044	.889	.375

a. Dependent Variable: Y

Source: data processed by SPSS 25.

Based on the results of data processing using SPSS 25, in summary, the results of the estimation of the multiple regression equation are as follows:

Y = 1.871 + 0.013 X1 + 0.085 X2 + 0.686 X3 + 0.039 X4

From the regression equation above, it can be interpreted that the value:

a = 1.871. This means that when other variables are considered constant, the increase in sales will be 1,871.

b1 = 0.013 X1, meaning that if the product variable increases by one unit, then the sales increase will increase by 0.013 units, assuming that the price, place, and promotion variables are constant. Increasing the value of product variables results in increased sales.

b2 = 0.085 X2, meaning that if the price variable increases by one unit, then the increase in sales will increase by 0.085 units, assuming that the Product, Place, and Promotion variables are constant. The increasing value of the price variable results in an increase in sales.

b3 = 0.686 X3. This means that if the place variable increases by one unit, then the increase in sales will increase by 0.686 units, assuming that the product, price, and promotion variables are constant. Increasing the value of the Distribution variable results in increased sales.

b4 = 0.039 X4 This means that if the promotion variable increases by one unit, then the increase in sales will increase by 0.039 units, assuming that the product, price, and place variables are constant. Increasing the value of the promotion variable results in increased sales.

Discussion

The results of this study indicate that the product variable does not have a significant influence on sales performance. This finding suggests that product attributes such as quality, packaging, brand, service, and product guarantees are not the primary determinants of consumer purchasing decisions for Nuansa

Gembira Coffee. This phenomenon can be explained by the strong coffee-drinking culture in Indonesia, where coffee consumption is deeply embedded in daily social activities such as working, socializing, and gathering with friends. Many consumers purchase coffee not solely based on product evaluation, but rather due to habitual behavior and social influence. As a result, consumers tend to consume coffee regardless of variations in product features or brand differentiation. Similarly, the price variable is found to have no significant effect on sales. This indicates that consumers' purchasing decisions are relatively insensitive to price differences. Coffee has become a cultural necessity for many Indonesians, making it a routine consumption item rather than a discretionary purchase.

Consequently, consumers continue to buy coffee despite price variations, as coffee consumption is associated with tradition, social interaction, and daily habits rather than price considerations. In contrast, the place or distribution variable shows a significant influence on sales. Easy access to Nuansa Gembira Coffee, wide product availability, and efficient distribution channels play a crucial role in encouraging purchases. The presence of the product across various platforms, including direct ordering through messaging applications and widespread exposure on social media, enhances convenience and accessibility for consumers. This ease of distribution allows consumers to obtain the product quickly and according to their preferences. Meanwhile, the promotion variable does not significantly influence sales. This suggests that promotional activities alone are not the main drivers of consumer purchases. Instead, word-of-mouth communication, recommendations from friends, and social networks appear to play a more influential role than formal advertising. Overall, the findings demonstrate that the marketing mix variables collectively influence sales performance. Sales growth is shaped by the combined interaction of product quality, pricing strategies, distribution effectiveness, and promotional efforts, with distribution emerging as the most dominant factor in supporting sales growth of Nuansa Gembira Coffee.

Some results of studies stated that It has been proven that elements of the marketing mix significantly increase client absorption (Bahman et al., 2013). It should make it possible for marketers to identify the most important and significant factors influencing university students' purchase intentions. Except for venue, advertising, and physical evidence, every component of the service marketing mix was substantially correlated with purchasing intention (Hossain et al., 2020). Multiple regression analysis of the 7P's marketing mix factors influencing the decision to use the coffee shop service in Chanthaburi Province shows that coffee shop entrepreneurs are constantly developing marketing mix strategies to meet the needs of consumers and customers who are the brand royalty (Brorewongtrakhul & Kunthotong, 2021). Findings revealed the marketing tactics that coffee shop proprietors employed to maintain their

business, give favored customer service, boost sales, and set the coffee shop apart from rivals. Coffee shop owners participated in this study, which used the 8Ps of marketing mix as a lens (Adeleke, 2020). Results show that all components of the SC marketing mix (SCMM) have significant effects on SC consumer value. Moreover, SC customer value positively influences SC customer loyalty (Wu & Li, 2018). The study finds that product, process, and promotion have a positive and significant effect on customer loyalty (Souar et al., 2015). Whatever marketing mix we're discussing, it's important to keep in mind that a successful product is one that employs all four Ps equally, which means that each component is given the same amount of weight (Marušić, 2019). Furthermore, the Marketing mix 4Ps: product, price, place, and promotion simultaneously have a positive and significant effect on sales of Nuansa Gembira coffee in Indonesia. The product does not significantly affect the sales variable of Nuansa Gembira coffee in Indonesia. Price does not significantly affect the sales variable of Nuansa Gembira coffee in Indonesia. Place significantly influences the sales variable of Nuansa Gembira coffee in Indonesia, and promotion does not significantly affect the sales variable of Nuansa Gembira coffee in Indonesia.

Conclusion

Based on the results of the research and discussion presented in the previous sections, several conclusions can be drawn. The marketing mix variables product, price, place, and promotion simultaneously have a positive and significant effect on the sales of Nuansa Gembira Coffee in Indonesia. This indicates that the overall implementation of marketing strategies plays an important role in influencing sales performance. Partially, the findings show that the product variable does not have a significant effect on sales. This suggests that product attributes such as quality, packaging, and brand differentiation are not the primary determinants of consumer purchasing decisions. Similarly, the price variable is found not to significantly influence sales, indicating that consumers' purchasing behavior is relatively insensitive to price variations. The promotion variable also does not demonstrate a significant impact on sales, implying that promotional activities alone are insufficient to drive purchasing decisions. In contrast, the place variable has a significant influence on sales. This highlights the importance of effective distribution channels, product availability, and ease of access in encouraging consumer purchases. Accessibility and convenience emerge as key factors in supporting sales growth. Based on these findings, it is recommended that Nuansa Gembira Coffee increase product stock availability, consistently use high-quality coffee beans as the main raw material, expand flavor variants, and enhance packaging design to strengthen its competitiveness and support sustainable sales growth.

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