

ABSTRAK

Skripsi yang berjudul “Analisis Strategi *Marketing* Dalam Meningkatkan Kepuasan Pelanggan Terhadap Warung Kopi Brewok Cabang Tulungagung” ditulis oleh Nur Afifah, NIM 12405183057, Program Studi Manajemen dan Bisnis Syariah, Fakultas Ekonomi dan Bisnis, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, pembimbing Dr. Qomarul Huda, M.Ag

Penelitian ini dilatarbelakangi oleh strategi *marketing* yang sangat dibutuhkan dalam menganalisa masa depan suatu bisnis usaha karena mampu meningkatkan kepuasan pelanggan. Fokus penelitian ini meliputi (1) menganalisa strategi menentukan produk yang dilakukan oleh Warung Kopi Brewok Cabang Tulungagung, (2) menganalisa strategi menentukan harga yang dilakukan oleh Warung Kopi Brewok Cabang Tulungagung, (3) menganalisa strategi memilih tempat yang dilakukan oleh Warung Kopi Brewok Cabang Tulungagung, (4) menelaah strategi mempromosikan produk yang dilakukan oleh Warung Kopi Brewok Cabang Tulungagung dan (5) menganalisa faktor pendukung dan penghambat di Warung Kopi Brewok Cabang Tulungagung dalam meningkatkan kepuasan pelanggan. Pendirian usaha *coffee shop* ini harus mempertimbangkan beberapa aspek sebagai dasar peningkatan kepuasan pelanggan. Sebuah bisnis dapat meningkatkan kepuasannya dengan cara melakukan strategi pemasaran.

Jenis metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Lokasi penelitian yang saya pilih adalah Warung Kopi Brewok Cabang Tulungagung. Teknik pengumpulan data yang telah dilakukan meliputi wawancara dan dokumentasi. Selain itu, teknik analisis data yang digunakan adalah hasil pemikiran dari Miles dan Huberman meliputi reduksi data, penyajian data hingga penarikan kesimpulan.

Berdasarkan hasil penelitian yang telah dilakukan analisa menunjukkan bahwa (1) penentuan strategi produk meliputi pemilihan kemasan sesuai dengan jenis dan kapasitas menu dapat memenuhi kepuasan pelanggan, (2) penerapan strategi harga di Warung Kopi Brewok diperoleh dari pertimbangan bahan baku produk dan kemampuan pasaran dari target yang telah ditetapkan, (3) penentuan lokasi didasarkan pada akses jalan yang mudah ditemukan, berada di kawasan strategis hingga kenyamanan lokasi untuk digunakan sebagai warung kopi, (4) penetapan strategi *marketing* dilakukan dengan cara *online* dan *offline* dan (5) faktor pendukung mampu meningkatkan kepuasan pelanggan.

Kata Kunci: Strategi Marketing, Kepuasan Pelanggan, Warung Kopi Brewok

ABSTRACT

The thesis under the title "Analysis of Marketing Strategies in Increasing Customer Satisfaction with Brewok Coffee Shops Tulungagung Branch" was written by Nur Afifah, NIM 12405183057, Sharia Business and Management Study Program, Faculty of Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung, supervisor Dr. Qomarul Huda, M. Ag

This research is motivated by therefore, a marketing strategy is needed in analyzing the future of a business because it can affect customer satisfaction. The objectives of this study include (1) analyzing the product determination strategy carried out by the Tulungagung branch of the Brewok coffee shop, (2) identifying the pricing strategy carried out by the Tulungagung branch of the Brewok coffee shop, (3) knowing the strategy of choosing a place carried out by the Brewok coffee shop in the Tulungagung branch. Brewok coffee shop Tulungagung branch, (4) examine the product promotion strategy carried out by the Tulungagung branch Brewok coffee shop and (5) analyze the marketing strategy carried out by Brewok coffee shop Tulungagung branch. competition in the business world in the coffee shop field which is currently much favored by the public. The establishment of this coffee shop business must consider several aspects as the basis for increasing customer satisfaction. A business can increase customer satisfaction by doing promotions so that their business is widely known by the wider community.

The type of research method used in this study is a type of research and a qualitative approach. The research location that I chose was the Brewok Coffee Shop, Tulungagung Branch. Data collection techniques that have been carried out include interviews, documentation and documentation studies. In addition, the data analysis technique used is the result of the thoughts of Miles and Huberman including data reduction, data presentation to drawing conclusions.

Based on the results of the research that I have analyzed, it shows that (1) the determination of the product strategy includes the selection of packaging according to the type and capacity of the menu to meet customer satisfaction, (2) the implementation of the pricing strategy at the Brewok Coffee Shop is obtained from consideration of the product's raw materials and market capabilities of the target. that has been determined, (3) the determination of the location is based on road access that is easy to find, located in a strategic area to the convenience of the location to be used as a coffee shop, (4) the determination of marketing strategies is carried out online and offline and (5) supporting factors can increase customer satisfaction.

Keywords: Marketing Strategy, Customer Satisfaction, Brewok Coffee Shop