



p-ISSN: 2581-1339 | e-ISSN:2615-4862
JURNALAGRIBEST
Journal Homepage: <http://jurnal.unmuhjember.ac.id/index.php/agribest>



The Influence Of Marketing Mix On Marketing Performance In Tye Coffe House Surabaya

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ABSTRACT

Tye Coffee House is a contemporary coffee shop that offers a variety of high quality coffee and non-coffee drinks. As the number of coffee shops in Surabaya increases nowadays. Tye Coffee House implements various marketing mixes so that sales can survive in an increasingly competitive market. The aim of this research is to describe the 7P marketing components that have been implemented by Tye Coffee House, analyze the marketing mix and marketing performance on consumer perceptions at Tye Coffee House Surabaya, analyze the influence of the marketing mix and marketing performance at Tye Coffee House Surabaya. The method in this research uses descriptive analysis and the WarpPLS 8.0 analysis tool with 50 Tye Coffe House Surabaya consumer respondents. The results of the research show that the 7P marketing mix components carried out by Tye Coffee House are considered good by the majority of consumers and in testing the 7P marketing mix on Tye Coffee House's marketing performance it was found that there were 6 marketing mix components in this study that had a significant effect on the acceptance of the research hypothesis and one mix component other marketers rejected their research hypothesis.

Keywords: *Coffe, Marketing Mix, Marketing Performance*

INTRODUCTION

Marketing Mix is a marketing logic in which companies hope to create value for customers and a profitable relationship with customers. Marketing strategy is the initial planning of a marketing activity aimed at increasing consumer interest in buying by offering products to consumers. In addition, it can also convince consumers that the product we offer is a product that benefits the consumer. In addition, the retail strategy can also be done by implementing a marketing mix. Where the mix has a very important role in influencing customers to buy products or services offered by the market, therefore the marketing mix is said to be a tool that will indicate the level of marketing success (Purbohastuti, 2021).

Marketing performance is the accumulation of the final outcome of the entire activity and work process of the company or a view of the situation in its entirety over a certain period of time, which is the outcome or performance influenced by the company's operational activities in using its own resources. Companies must be able to see this phenomenon in a way that maximizes the preservation or upgrading of companies so that they can compete with similar companies. In order to win the competition, companies must be more creative in developing the most effective marketing techniques. Companies as business operators should implement and develop good marketing strategies through e-marketing. The company's marketing strategy must be able to cope with technological developments in the current business situation. The impact of the COVID-19 pandemic and government enforcement led to a decline in the economy of the people to the national income. So entrepreneurs are charged with being sensitive to the growing growth of online business, especially in the coffee business.(Fitria et al., 2022) The rapid growth of the coffee shop or coffee shop business is driving companies to be able to compete in any marketing activity of products and services. Marketing activities have

a very important role in business activities, given their orientation in delivering value to consumers (Lutfiah et al., 2021).

The food and beverage business (F&B) and cafes in Surabaya City, has experienced a recession. The recession is seen from the type of enterprise in the field of industry presented by the Central Statistical Agency of Surabaya City. For example, the kind of business cafes and restaurants in 2019, there is the publication of a business list sign for cafes that amounts to 49 units. A year later, the number dropped to 31. By 2021, there's an increase to 33 new. Tye Coffee House Surabaya is one of the cafes that takes the theme of industrial atmosphere. The selection of Tye Coffee House Surabaya as the object of this research is where it is well known among the youth of Surabaya especially in the area of East Surabaya. Since its inception Tye Coffee House Surabaya has been trying to meet the needs and preferences of some people in enjoying coffee. Tye Coffee House Surabaya often organizes activities involving internal and external parties as well as promoting and performing its social functions towards the environment.

Tye Coffee House Surabaya is located in Jl Semolowaru No.4, Medokan Semampir, Sukolilo Prefecture, East Java. The products offered by Tye Coffee House are divided into two categories: coffee and non-coffee with a total of 44 menu options available. The promotion is done through the promotion on Instagram of TyeCoffee House itself, which is managed by the marketing team of the Tye Coffee House. Tye Coffee House presents a comfortable, attractive, and friendly venue for both young and grown-ups because there are many good photo spot places to celebrate on your own or with friends or family, at relatively competitive prices with the renowned Coffee Shop out there Tye coffee house Surabaya strives to provide services and products as a competitive strategy, given the increasingly competitive competition of coffee business out there.

The differences in this study are limited to the marketing strategy carried out by Tye Coffee House Surabaya as the subject of the study on the extent to which marketing strategy influences the marketing performance of processed coffee products in Tye coffee house Surabaya, whereas in the previous study using marketing capabilities that have a broader meaning than marketing strategy. The aim of this study is to describe the marketing component of 7P that has been carried through Tye coffee house Surabaya

METHODS

The location of this research uses purposive techniques or location determination techniques that match the purpose of the research. The location selected by the researchers is at Tye Coffee House Surabaya. The population in this study is the consumer of Tye Coffee House Surabaya. The research method uses purposive sampling with a total of 50 samples (Augusty, 2013). The consumer respondents of this survey were determined by a number of specific criteria, namely consumers of Tye Coffee House Surabaya with a minimum purchase once in a year and last purchase of a minimum of no more than 6 months from August 2023. This research analysis technique uses a SEM-PLS data processor called Warp PLS 8.0 (Kock, 2018).

The independent variables in this study are product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7), while the dependent variable in this research is marketing performance (Y) which is divided into three small variables namely customer mindset (Y1), expression of customer preference (Y2), and customer behavior. (Y3). The methods in this research have several stages of testing sorted according to the research objectives. The first objective is to describe the components of the 7P. Marketing mix run by Tye Coffee House Surabaya (Sugiyono, 2014). The second Data measurements are made with statements using the Likert scale. The range of the scale values is 1-5 (Umar, 2005). The third objective. Analysis using SEM-PLS analysis is to find out the impact of marketing mix on marketing performance through the 7P concept at Tye Coffee House Surabaya. SEM-PLS is a prediction technique that can handle many independent variables, even though there is a multicollinearity between these variables (Ghozali & Latan, 2012). Here's the hypothesis in this study:

- H1: Product (X1) suspected influence Marketing Performance (Y)
- H2: Price (X2) suspected influence Marketing performance (Y)
- H3: Place (X3) suspected influencing Marketing performance (Y)
- H4: Promotion (X4) suspected influence Marketing Performance (Y)
- H5: People (X5) Suspected influence Marketing performance (Y)
- H6: Process (X6) Suspected influence Marketing performance (Y)
- H7: Physical Evidence (X7) Suspected influence Marketing performance (Y)

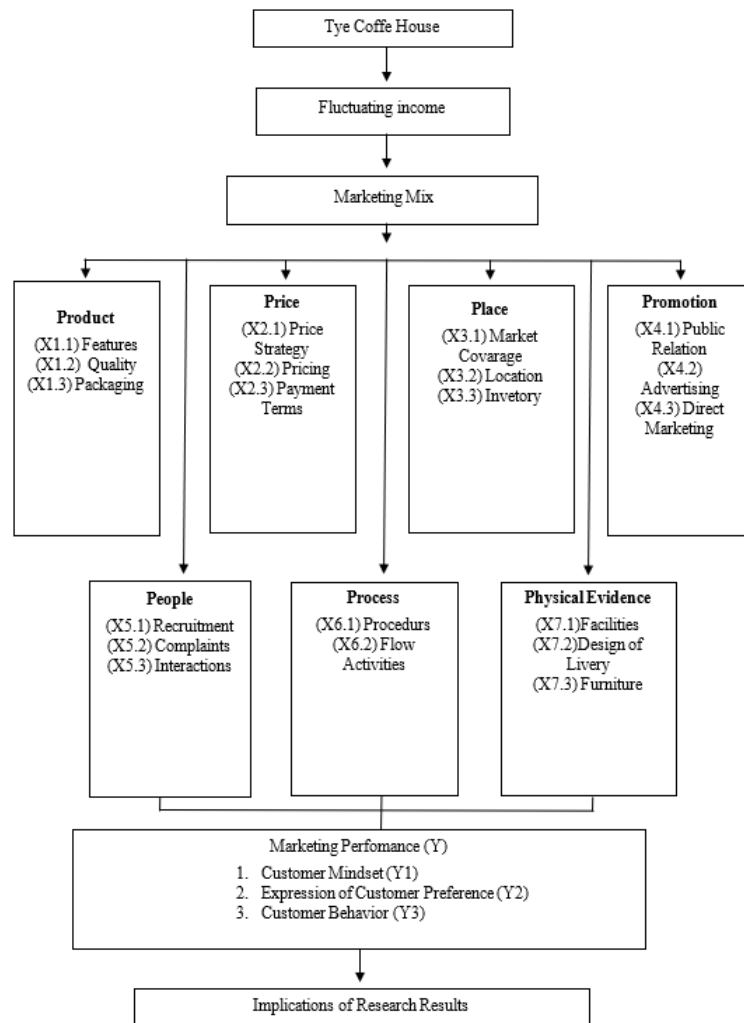


Figure 1. Framework Of Thought
 (Source : Primary Data, 2024)

RESULTS AND DISCUSSION

This study took data from 50 respondents selected purposively by sampling. Before respondents can answer questions on the given questionnaire, they must go through the screening phase first.

Table 1. Characteristics Of Respondents

Characteristic	Total (People)	Percentage (%)
Domicile of Residence		
Surabaya	44	88
Luar Surabaya	6	12
Gender		
Man	19	38
Woman	31	62
Age		
<20 years	9	18
20-30 years	34	68
31-40 years	2	24
>40 years	5	10
Recent Education		

Characteristic	Total (People)	Percentage (%)
Senior High School	28	56
Associate Degree	2	4
Bachelor Degree	19	38
Other	1	2
Based On Job		
Student/Collages	30	60
Government Employee	4	8
Private Employee	10	20
Entrepreneur	6	12
Revenue (Rp)		
< 1.000.000	17	34
1.000.000 – 2.000.000	13	26
2.100.000 – 3.000.000	4	8
3.100.000 – 4.000.000	1	2
> Rp 4.000.000	15	30
Product		
Coffee	34	68
Non coffe	16	32

Source: Secondary Data Processed (2024)

From table above indicates that Tye Coffee House Surabaya has so far targeted only consumers who are domiciled in the city of Surabaya. Tye coffee house Surabaya has already used promotions through social media such as Instagram @tye.coffehouse and which aims to make consumers domiciled outside the town of Surabaya can know the presence of the coffee shop. Based on 50 respondents, the majority of Tye Coffee House Surabaya residents are in the city of Surabaya. The respondents who live in Surabaya are 88%, while those from outside Surabaya are 12%. The results of table 2 show that the consumers are mostly male, i.e. 38% or 19 people out of the total number of respondents 50 while the consumer is more female, 62% or 31 people. The consumer age group that is the most respondent is 20 - 30 years with the number of 34 people or 68% The smallest age group is 31-40 years with a number of 2 people or 4%. A large number of consumer groups aged from 20 to 30 years because of this age category consumers tend to consume coffee and non-coffee beverages. Consumers in this age group prefer to drink coffee or not coffee.

The percentage of the educational level of consumers is quite high, so consumers have had a diverse level of information that can affect their needs for coffee, including their needs in the daily life as well as non-caffe products. In order to influence consumer purchasing power to buy products at Tye Coffee House Surabaya, the majority of consumers come from among students, so that the number of student visits to Tye coffee house Surabaya affects the sales of products. Of the data in the table above, the majority of respondents to Tye Coffee House Surabaya are students, that is 60% or 30 people. For government officials 8% or 4 people, private officials 20% or 10 people and private 12% or 6 people. Based on the Tye Coffee House Surabaya consumer income rate per month, overall consumers are classified into middle down with sufficient purchasing power. There is a tendency for middle-income consumers to prefer coffee or non-coffee drinks at relatively cheaper prices. This is what can affect consumer visits to Tye Coffee House Surabaya. Consumers of Tye Coffee House Surabaya choose the type of Coffee that consists of 18 menu options of 34 people or 68% And consumers who choose non-coffee consisting of 27 menus of 16 people or 32%. Thus it shows that the majority of consumers Tye Coffee House Surabaya choose coffee to accompany the activities of visiting Tye coffee House Surabaya.

7P Marketing Mix Component Running Tye Coffee House

1. Product

Based on the 7P marketing mix concept by a product is everything prepared to provide a product that can meet the desire or purchasing power and consumer needs (Khan, 2014). Products include raw materials used in the manufacture of products such as making coffee drinks, product quality, brand, packaging, to the type – type offered to consumers. The coffee material used by Tye Coffee House Surabaya comes from two types of coffee seeds, the first Arabica comes from the toraja region, poor, blitar, or one origin although different supplier, the second is Robusta comes from one supplier from the lampung. The coffee making

process at Tye Coffee House Surabaya has two methods, namely using coffee and manual brew like v 60, the Vietnamese drip Tye coffee house Surabaya has a package of only 2 sizes and has a special design for the packaging. Today Tye Coffee House Surabaya still uses glass or plastic cups.

2. Price

Based on the research (Singh, 2012), the price of the products offered depends on several things such as consumer purchasing power, the quality of the materials used, and or the availability of promotions tailored to national holidays. The price given is competitive without being affected by the price of competing products whether higher or lower, the price set by Tye Coffee House Surabaya is one product ranging from IDR.10.000 - IDR.30.000 to according to the quality given and the purchasing power of the consumer, with the passage of time also gives vouchers, membership, and discount to consumers who buy the beverage.

3. Place

Referring to the quotation in (Khan, 2014), that the place or location of the business refers to the ease of access and availability of the product to the target customer. The location or location will determine the ease of material distribution, the number of potential customers, and how the product is displayed so that it can attract customer interest. Tye Coffee House Surabaya shows a strategic location and is located in East Surabaya. Besides, the location of Tye coffee house Surabaya is very easy to access by the people who are based in Surabaya, the stores at Tye coffee house Surabaya are in the public and private campus area that is quite famous besides that Tye cafe house Surabaya has a large space so there are two parts of the place that is indoor and outdoor.

4. Promotion

According (Singh, 2012), Promotion helps entrepreneurs to represent products to consumers in an effective way and encourages customers to buy so that the promotion can determine the position of the product in the target market. Tye Coffee House Surabaya is using advertising that utilizes social media for example through Instagram @Tye.coffehouse. By utilizing the social media Tye coffee house Surabaya informs consumers of the available menu variants about the products that will be marketed and of course more quickly received.

5. People

In this study, People of Tye Coffee House Surabaya played an active role in providing services to consumers during making purchases, these SDM /Employee factors play an active part and can have a positive influence on consumer purchasing power. The character of the employees at Tye Coffee House Surabaya is very friendly and responsive to consumers who need their services. As described in (Khan, 2014), employees are the key to successful marketing performance, because interaction can affect customer perception and achievement of customer orientation is not possible without cooperation coming from employees.

6. Process

Cited in (Khan, 2014), processes in a business involve the speed and skills of service providers that can form the basis of consumer satisfaction with purchases. The system implemented by Tye Coffee House Surabaya in ordering menus is to order menus in the cashier and delivered to the respective consumer tables. This causes the consumer response very satisfactory without having to wait for the call / take the product itself, for the service of the transaction process implemented is much easier for consumers e.g. payment can be through cash or non-cash with this consumer purchasing power increases because the facilities and facilities provided are quite satisfactory, Tye coffee House Surabaya also prioritizes keeping health protocol in time of pandemic so that consumers when visiting the store feel safe.

7. Physical Evidence

Proof Referring to (Khan, 2014), physical proof there are indicators of buildings, layouts, furniture, etc. Physical evidence has an important role in judging customers for the quality and level of service that they can expect. In physical evidence there is an indicator that is the environment, layout, and additional facilities that Tye Coffee House Surabaya has always in a clean environment so that it reflects a comfortable place for the consumer. And when consumers feel comfortable also affects consumer purchasing power to buy Tye Coffee House Surabaya products. Tye Coffee House Surabaya provides WiFi access and stop contact for customer needs, and has an attractive design with an industrial open house theme that provides a comfortable atmosphere.



Figure 2. Tye Coffe House Layout
 (Source : Primary Data, 2024)

7P Marketing Mix Consumer Perceptions at Tye Coffe House

Table 2. Respondents Assessment of Variable

Indicator	Response Frequency					Average Score	Rating Categories
	1	2	3	4	5		
Product							
Presentation of interesting menu variants	4	1	14	19	12	73,2	Good
Have good quality	4	2	12	16	16	75,2	Good
Good packaging form	4	3	7	21	15	78	Good
Final Score Average						75,46	Good
Price							
Provide vouchers, discounts or memberships	4	4	11	15	16	74	Good
Have prices according to product quality	4	3	5	26	12	75,6	Good
Facilitate payment system	5	0	9	14	22	79,2	Good
Final Score Average						76,2	Good
Place							
Easy accessibility of the shop	4	7	9	14	16	72,4	Good
Choosing a strategic shop location	3	5	17	13	12	70,4	Good
Have a good place to store raw materials	3	4	13	16	14	75,2	Good
Final Score Average						72,6	Good
Promotion							
social media promotion	3	2	7	22	17	80,4	Good
Promotion through advertising	3	6	9	20	12	72,8	Good
Direct offer	4	7	15	15	9	67,2	Good

Final Score Average						73,4	Good
Human Resources/Employees							
The attraction to visit the shop	3	5	8	17	17	76	Good
Employee service is always ready when needed	4	0	8	20	18	79,2	Good
Good service to consumers	4	0	9	19	18	78,8	Good
Final Score Average						77,7	Good
Process							
Fast process	5	0	8	20	17	77,6	Good
The flow of activities is in accordance with operational standards	4	2	9	18	17	76	Good
Final Score Average						76,8	Good
Physical Evidence							
Additional facilities	4	4	9	16	16	73,2	Good
Attractive logo layout and design	4	2	10	17	17	76,4	Good
Have good environmental or hygiene standards	4	4	8	15	19	76,4	Good
Final Score Average						75,3	Good

Source: Secondary Data Processed (2024)

1. Product

The respondent's rating of Tye Coffee House Surabaya products is "good" indicated by the final score of 75.4 in the range of 60% - 79.99% The rating is based on results and respondents generally assess each product variable formation indicator.

2. Price

The respondent's assessment of Tye Coffee House Surabaya price is "good" indicated by the final score of 76.2 in the range of 60% - 79.99% The assessment is based on results and respondents generally assess each indicator of price variable formation.

3. Place

The respondent's assessment of Tye Coffee House Surabaya is "good" indicated by the final score of 72.6 in the range of 60% - 79.99% based on the results and respondents generally assess each variable forming indicator of the place.

4. Promotion

The respondent's rating of Tye Coffee House Surabaya promotion is "good" shown by the final score of 73.4 in the range of 60% - 79.99% The rating is based on results and respondents generally assess each of the indicators forming promotional variables.

5. People

The respondent's assessment of Tye Coffee House Surabaya staff is "good" indicated by the final score score of 77.7 in the range of 60% - 79.99% The assessment is based on results and respondents generally assess each indicator of variable formation of People

6. Process

The respondent's assessment of Tye Coffee House Surabaya process is "good" indicated by the final score of 76.8 in the range of 60% - 79.99% The assessment is based on results and respondents generally assess each indicator of process variable formation.

7. Physical Evidence

The respondent's assessment of the physical evidence Tye Coffee House Surabaya is "good" indicated by the final score of 75.3 in the range of 60%-79.99% The assessment is based on results and respondents generally assess each of the indicators of the formation of physical evidence variables.

Analysis of the Impact of Marketing Strategies on Marketing Performance Structural Model Evaluation (Inner Model)

The next stage is to perform structural evaluation (inner model) which includes model fit, path coefficient, and R2 tests. In the model matching test there are 3 test indices, namely average path coefficient (APC), average R-squared (ARS) and average variance factor (AVIF) with APC and ARS criteria accepted with p - value < 0.05 and AVIF less than 5 (Sholihin & Ratmono, 2013). The result of the data processing in Table 4.9 explains that APC has an index of 0.175 with a p-value value = 0.048 whereas ARS has an indeks of 0.884 with p-value < 0.001. Based on the criterion, APC meets the criteria because it has a p= 0.048 value greater than > 0.05. The p value of ARS is p < 0.001 in accordance with the p-criterion < 0.05. Thus, then the inner model in this study is acceptable. Further testing is intended to prove the truth of the presumptive research or hypothesis. The result of correlation between variables is measured by looking at path coefficients and the level of significance. The degree of significance used in this study is 5%. Here's a hypothesis intended to prove the truth of the hypotheses of the study, which consists of seven assumptions, namely:

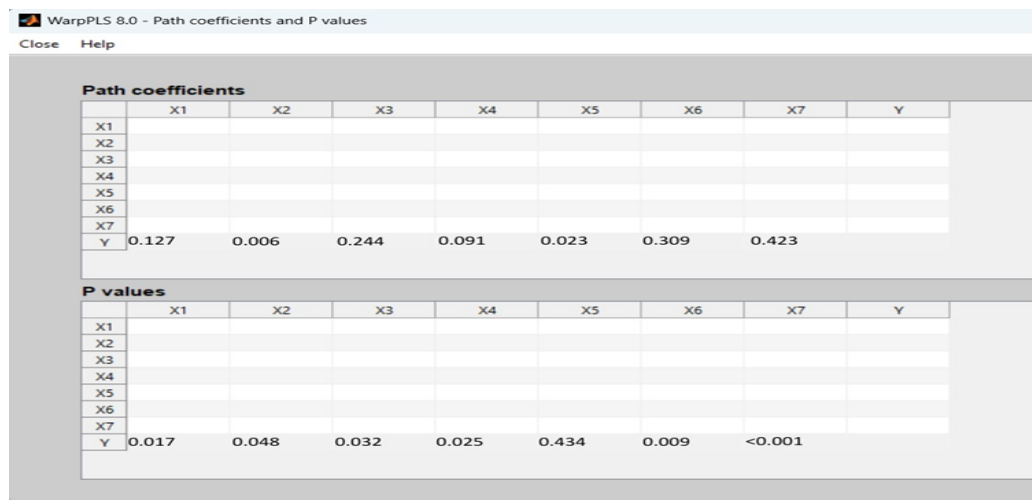


Figure 3. Path Coefficient and P-values
 (Source : Primary Data, 2024)

Table 3. Hypothesis Test Results

Hypothesis	Path Coefficient	P-Values	Standart Error For Coefficient	Effect Size	Criteria	Conclusion
Product -> Marketing Perfomance	0.127	0,017	0,135	0,079	Received when p-value ≤ 0.05 and Rejected when p - value > 0.05	Hypothesis Accepted
Price -> Marketing Perfomance	0,006	0,048	0,141	0,004		Hypothesis Accepted
Place -> Marketing Perfomance	0.244	0,032	0,129	0,156		Hypothesis Accepted
Promotion -> Marketing Perfomance	0,091	0,025	0,137	0,056		Hypothesis Accepted
People -> Marketing Perfomance	0,023	0,434	0,140	0,017		Hypothesis Rejected
Process -> Marketing Perfomance	0,309	0,009	0,126	0,234		Hypothesis Accepted
Physical Edvidence -> Marketing Perfomance	0,423	<0.001	0,120	0,339		Hypothesis Accepted

Source: Secondary Data Processed (2024)

Testing The hypothesis can be seen from the magnitude of the p-value value of each variable. Hypotheses are accepted when the p -value ≤ 0.05 and the hypotheses rejected when p - value > 0.05, and can be found in table 4.16 that of the 7 variables in the marketing mix at Tye Coffee House Surabaya stated there

are 6 accepted hypotheses with all p values <0.05 and there is 1 hypothesized refused is the variable SDM/ Employee with the p value of 0,434, whereas for variables that give the greatest contribution to the marketing performance that at tye coffe house surabaya is the physical proof variable that gives a very significant p value is <0.001. The path coefficient value in table 4.18 can be said to be positive for all 7 variables, because the value is greater than 0 and less than 1, and if more than 1 can be called negative. The effect size value in Table 4.18 has 4 variables of small influential value, and 3 variables are medium influential values, but none of them are large influential, provided that the value of effect size ≥ 0.02 indicates small effect size, if the value ≥ 0.15 indicates moderate effect size and if the number of effect sizes $\geq 0,35$ indicates large effect size.

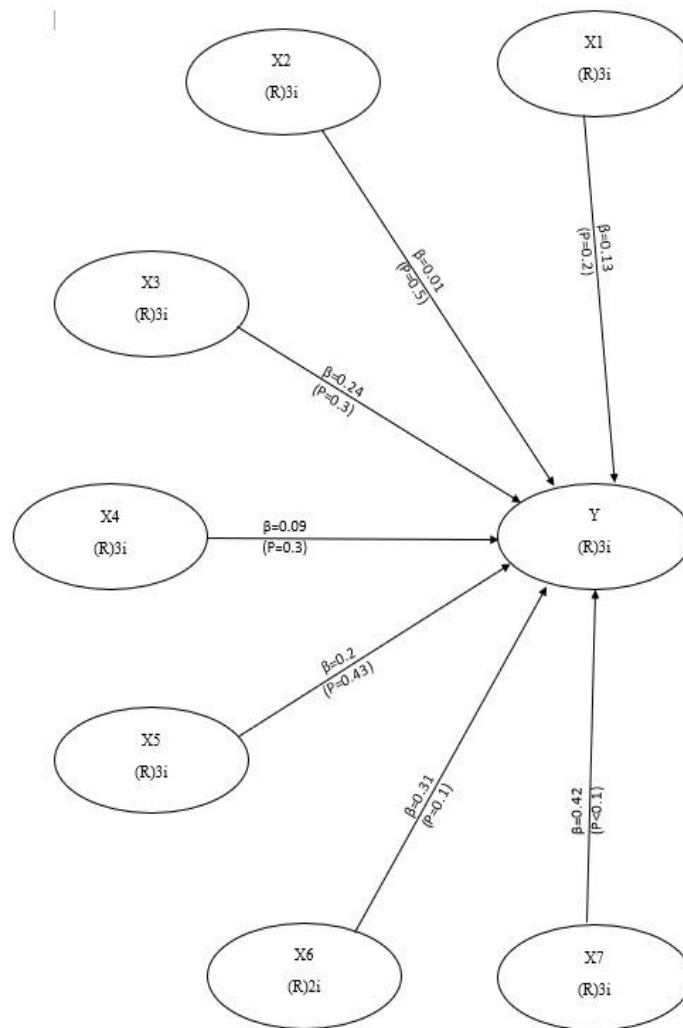


Figure 4. Path Diagram
 (Source : Primary Data, 2024)

Implications Of Research

1. Implications Product

Tye Coffee House Surabaya is expected to maintain products with high quality raw materials and continue to maintain product quality as well as use good packaging. Maintaining product quality will have a positive impact on consumers as it produces a good product flavor. Regularly adding a variety of beverages can be done to increase consumer purchasing power. As a suggestion is to use environmentally friendly packaging by reducing the use of plastic containers in product packaging. Attention consumers will taste good on Tye Coffee House Surabaya products is good. From this opportunity, Tye Coffee House Surabaya must continue to improve the quality and diversity of products. The results of this study are in line with several previous studies (Erdiana & Farida, 2021),(Rachmawati, 2011), and (Sukarno, 2011) that stated that product variables have a positive and significant influence on marketing performance.

2. Implications Price

The price variable is a major variable that influences consumer purchases in order for it to require proper handling to be able to maximize marketing strategy activities on price variables. The pricing on the product, Tye Coffee House Surabaya is currently in line with the majority of consumers who are respondents. Because of the characteristics of consumers who buy the product, Tye Coffee House Surabaya is among teenagers with a high purchasing power and with a standard income. According to the results of the questionnaire data that the discount given to the consumer by Tye Coffee House Surabaya includes limited, but respondents do not bother the disconnect because they feel the price set by, Tye coffee house Surabaya is relatively affordable price. Because with the availability of the granting of discount will increase the willingness of consumers to buy Tye coffee house Surabaya products at affordable prices with good taste quality. The findings of this research are confirmed in the study (Setyanto, L. E., Arifin, Z., & Sunarti, 2017) that price is an inherent attribute of a commodity and enables it to meet the needs, desires and can satisfy a given consumer with money.

3. Implications Place

Place is one of the main keys to the success of a company. The strategic location will make it easy for consumers from different regions to come and visit and can minimize the time to review the location. The location of Tye Coffee House Surabaya, which is on Semolowaru Street, is right now, because it is in the student-intensive kmapus zone, but if you can advise him if you want to open the next branch, it is better if the location is on the main road that is easy for the public to pass. The results of this research are also confirmed by the theory (Kotler et al., 2017) in the study (Rondonuwu & Tamengkel, 2016) that the location or location of the business is one of the activities carried out by the company so that its products are readily available and suitable for the target consumer.

4. Implication Promotion

Promotion is one of the important marketing strategies in increasing consumer purchasing power because it is felt that promotions are a medium to share information with consumers. According to the questionnaire data that the parties have been promoting through advertising well and always informing through social media. Tye Coffee House Surabaya is a social media account that is always up to date about the development of coffee shops in the social media. Tye coffee house Surabaya is advised to keep informed about Tye coffee house Surabaya products through social media or other platforms in order to attract consumers/clients to visit tye coffe house Surabaya. Promotion of social media accounts can be done by providing information to consumers about the social network accounts of tye Coffe House Surabaya either through the employee of the coffee shop or by embedding information in the interior design of coffee shop. The results of this research are also reinforced by research (Syardiansah, 2017) which explains that promotion is an activity carried out by a company in communicating and introducing its products to a wide audience that matches the target market of the company and this activity is one way in developing consumer interest and purchasing power and can be a way to get good reviews from consumers.

5. Implications People

The SDM/Employee variable becomes one of the determinants of the success of a marketing activity. According to the questionnaire data that Tye Coffee House Surabaya has already provided good quality to its employees even though the hypothesis is rejected or not acceptable. Tye coffee house Surabaya should improve employee performance that can improve consumer purchasing power because according to the respondents the performance of a friendly employee as well as providing good service makes consumers long-lasting in Tye coffee house Surabaya and make consumers return to visit the store. The results of this research are also reinforced by Philip Kotler's theory and research (Ivy & Naude, 2004) that explains that when the performance given to the consumer is good, the better the impact will be in the decision-making of the buyer or attracting consumers.

6. Implications Process

Results from the questionnaire show that the process has a positive influence on the marketing performance at Tye Coffee House Surabaya. It covers how the company serves the demands of each of its customers. From consumers ordering until they finally get what they want. The system implemented by Tye Coffee House Surabaya in ordering menus is using the system of consumer order products delivered at their respective tables without having to wait for the call / take the product itself, for the service of the transaction process that is applied is much easier for consumers for example payment can be through cash or non-cash with that consumer purchasing power increased because of the facilities and convenience provided quite satisfactory. The step taken by Tye Coffee House Surabaya to improve the process variable strategy is by waiting for the product it purchased immediately to be taken at the same time, so that the consumer does not wait to be called needs to be delivered to the table. It can be done to give a quick process to consumers. The results of this study are reinforced by supporting previous research that explains that process variables can have a positive and significant influence and can increase product interest and purchasing power

(Surahman et al., 2021). Citing research (Hashim & Hamzah, 2014), the process refers to best practices in providing products and services to buyers with the aim of making them happy and satisfied.

7. Implications Physical Evidence

According to the results of the questionnaire show that Tye Coffee House Surabaya is always in a clean environment that reflects a comfortable place for consumers. Additional facilities that Tye Coffee House Surabaya has is to provide wifi access and stop contact for consumer needs, then we have an interesting design is the Industrial Open House theme that is able to give a house nuance so that can make consumers can last - long in Tye coffee House Surabaya because they are satisfied with the services provided. Nevertheless, the consumers who responded did not care too much about the physical evidence made by Tye Coffee House Surabaya during the taste of the product from Tye coffee house Surabaya which has good quality and tasty taste. This study is in line with previous research and reinforces the theory that physical evidence is something that directly influences consumer purchasing power to buy and use the products or services offered (Surahman et al., 2021).

CONCLUSION

The 7p marketing mixing component has been made by Tye Coffe House Surabaya in the form of a Product Component, has some excellent quality products that are much sought by customers. The price component, performs an attractive discount/ membership so that it becomes more value in marketing. Promotion component, using social media Instagram and advertising (advertising) to attract consumer purchasing power. Process component, fast process service according to established operational standards. Physical Proof Component, the layout it has always followed a trend that is booming so that the atmosphere in the coffee place is impressed like Industrial Open House. The marketing mix to the perception of the consumer makes an assessment through the indicator of each variable component which determines that the product component has an average average value of 75.46. The price component had an average price of 76.2. The Place component possessed an average rate of 72.6. The Promotion component was 73.4. The SDM component/Employee has a mean value 77.7. The Process component Has an average value 76.8, and the last Physical proof component is 75.3. In the measurement of Marketing Blend versus Marketing Performance at Tye Coffe House Surabaya using 7p components that have been tested SEM-PLS and quantitative data. The results obtained on the 7 components of the variable, there are 6 variable components that have a significant influence and the hypothesis is accepted, and there is one component that does not give influence, and the hypothetic is rejected against the marketing performance of Tye Coffe House Surabaya.

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