



## **BREWING SUCCESS: THE IMPACT OF PROMOTIONAL STRATEGIES ON SALES GROWTH AT KOPI KENANGAN**

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### **Abstract**

This study aims to assess the impact of promotional strategies on sales growth at Kopi Kenangan, a prominent coffee chain in Indonesia. As the coffee retail industry continues to expand with increasing competition, understanding the effectiveness of marketing tactics is critical for business success. This research employs a quantitative approach to evaluate how different promotional strategies influence customer behavior and sales performance. Data were collected through a structured survey distributed to 160 respondents, using purposive sampling to target customers who have purchased from Kopi Kenangan at least twice within the last six months. The survey focuses on customers' perceptions of Kopi Kenangan's promotional strategies, including social media marketing, discount offers, influencer collaborations, and loyalty programs. The quantitative data collected were analysed using statistical tools such as descriptive statistics, correlation analysis, and multiple regression analysis to identify which promotional strategies have the most significant impact on driving sales growth.

The findings reveal that social media marketing and discount promotions have a substantial positive effect on increasing short-term sales, while loyalty programs contribute to customer retention and long-term revenue growth. The analysis also indicates that influencer marketing plays a key role in attracting new customers, especially among younger demographics. Respondents reported a high level of engagement with promotional content on social media, which was linked to increased frequency of purchases. This research highlights the effectiveness of targeted promotional strategies in enhancing sales performance and provides actionable insights for Kopi Kenangan to optimize its marketing efforts. By focusing on the most impactful promotional tools, Kopi Kenangan can further strengthen its market position and achieve sustainable growth. Future studies could expand the scope by incorporating a larger sample size and exploring other variables such as brand loyalty and customer satisfaction. The study concludes that a strategic mix of promotional activities, informed by customer preferences and market trends, is essential for achieving sales growth in the competitive coffee retail industry.

**Keywords:** promotional strategies, sales growth, Kopi Kenangan

### **INTRODUCTION**

Indonesia is one of the most populous countries in the world with abundant natural resources, cultural diversity, and history. Indonesia has more than 17,000 islands stretching from Sabang to Merauke and has a variety of areas ranging from volcanoes, various coral reefs, and charming white sand beaches (Purwanto et al., 2020). In addition, as a country with a population of more than 270 million people, Indonesia is one of the countries with the strongest economy,

especially in Southeast Asia. With abundant natural resources including natural gas, oil, and agriculture, Indonesia is one of the countries with great economic potential. In Indonesia, the tourism sector not only plays a role as a contributor to the country's economy, but also reflects and fosters cross-cultural understanding, cultural exchange, and increased awareness of diversity (Wijaya, 2019)

The abundant natural wealth and diverse arts and culture in Indonesia are major tourism assets that have the potential to continue to be improved. Indonesia, which is known as one of the largest coffee producers in the world, has become an inseparable element in the history and culture of global coffee (Martauli, 2018; Sulaiman et al., 2021). The development of coffee in Indonesia is growing very rapidly and getting better every year. The uniqueness of Indonesian coffee lies in the diversity of varieties offered. From Arabica coffee which has a subtle aroma to strong Robusta coffee. According to data released by the Central Statistics Agency (BPS), the development of coffee production in Indonesia in 2022 reached 774.96 thousand tons. Most areas in Indonesia that are coffee production centres are in the provinces of Bengkulu, South Sulawesi, Aceh, Central Java, East Java, Lampung, North Sumatra, and South Sumatra. When discussing coffee, it is difficult not to associate it with places that serve or sell various kinds of coffee drinks, one of which is a coffee shop. In recent years, the modern-style coffee shop business or what is called a coffee shop has experienced rapid growth in Indonesia. According to data released by DataIndonesia.id, it is estimated that in 2023 the sales volume of ready-to-drink coffee in Indonesia will reach 234 million liters, which is an increase of 4% from the previous year. The coffee shop business and the phenomenon called *ngopi* have become an inseparable part of the lifestyle and urban mobility in various regions in Indonesia. This phenomenon not only affects the increase in the number of coffee shops in Indonesia, but also innovations in concepts, designs, and menus provided. In addition, coffee shops are not just places to enjoy coffee, but also become centres of social activities, places to work, and spaces of creativity for many individuals.

The coffee industry has seen significant growth in recent years, driven by changing consumer preferences, a rising middle class, and an increasing demand for high-quality, artisanal beverages (Ferreira & Ferreira, 2018; Ufer et al., 2019). One of the key players capitalizing on this trend in Southeast Asia is Kopi Kenangan, an Indonesian coffee chain known for its unique blend of convenience, affordability, and premium quality. Kopi Kenangan has quickly established itself as a leading brand in the competitive coffee market, leveraging innovative promotional strategies to expand its customer base and drive sales growth. Promotional strategies play a crucial role in influencing consumer behaviour, enhancing brand visibility, and ultimately boosting sales. In a saturated market, coffee shops must differentiate themselves through targeted marketing campaigns that resonate with their audience. Kopi Kenangan's success can be attributed to its strategic use of promotional tools, ranging from social media marketing and influencer partnerships to seasonal promotions and loyalty programs. Understanding the impact of these strategies on sales growth is essential for businesses aiming to replicate this success in other markets. The research aims to explore the effectiveness of various promotional tactics employed by Kopi Kenangan. The study focuses on how these strategies have contributed to increasing customer engagement, enhancing brand loyalty, and driving revenue growth. By examining the correlation between specific promotional activities and sales performance, this research seeks to provide valuable insights into the best practices that can be adopted by other players in the food and beverage industry.

Despite the rapid expansion of coffee chains across Southeast Asia, there remains a gap in understanding the precise impact of promotional strategies on sales growth in this sector. While many studies have explored the role of marketing in brand development, fewer have focused on the coffee industry, particularly in emerging markets like Indonesia. Kopi Kenangan presents an interesting case study due to its meteoric rise within a short period, making it a valuable subject for examining the role of promotional strategies in driving business success. The primary objectives of this research is to analyse the impact of various promotional strategies on the sales growth of Kopi Kenangan. The findings of this research are expected to benefit not only Kopi Kenangan but also other coffee brands and retail businesses seeking to enhance their marketing strategies. By identifying successful promotional practices, this study can serve as a guide for businesses aiming to improve their sales performance in competitive markets. Furthermore, the research contributes to the academic literature on marketing strategies in the food and beverage sector, particularly within the context of emerging markets.

The rapid expansion of the coffee industry, especially within Southeast Asia, has led to increased competition among coffee brands, making it crucial for companies to adopt effective promotional strategies to drive sales growth. Kopi Kenangan, as one of Indonesia's fastest-growing coffee chains, presents a unique case study for examining the impact of promotional strategies on sales performance. This study seeks to explore how Kopi Kenangan's diverse marketing initiatives have influenced its sales growth and overall market presence.

Promotional strategies in the food and beverage industry encompass a range of tactics, including advertising, social media marketing, sales promotions, and loyalty programs. According to (Kotler et al., 2016; Spotts et al., 2022) effective promotion not only drives immediate sales but also builds brand equity. In the context of coffee chains, promotions often aim to attract new customers, retain existing ones, and enhance brand visibility. Previous research by (Kaushal & Yadav, 2020; Lemy et al., 2022; Payne et al., 2008; Varadarajan, 2020) highlighted that personalized marketing and customer engagement are pivotal in influencing consumer behaviour in the food service industry.

Social media platforms like Instagram, TikTok, and Facebook have become powerful tools for promoting brands in the coffee industry. Kopi Kenangan, leveraging its strong online presence, utilizes social media campaigns to reach a broader audience and create a buzz around its new product launches. Studies by (Cao et al., 2021; Hussain et al., 2022; Juliana et al., 2021; Sashi et al., 2019; Sihombing et al., 2024) indicate that social media engagement significantly impacts consumer purchase intentions, especially among younger demographics. The ability to create viral content and engage with followers can substantially enhance brand loyalty and drive sales growth.

Loyalty programs are a critical component of promotional strategies, particularly in retaining customers in a highly competitive market. Kopi Kenangan's loyalty app, which offers rewards and exclusive discounts, is designed to enhance customer retention by providing value to repeat buyers. According to (Bhat & Darzi, 2018; Stathopoulou & Balabanis, 2016; Young, 2019) loyalty programs positively affect customer satisfaction and encourage repeat purchases, which ultimately contribute to long-term sales growth. The integration of digital payment and reward systems has been a game-changer in the Indonesian coffee market, facilitating ease of access and increasing customer stickiness.

Sales promotions, such as discounts, bundling, and limited time offers, are widely used to boost short-term sales. For Kopi Kenangan, strategic promotions during festive seasons or special

events have proven to be effective in attracting customers and increasing foot traffic. Research by (Ilyas et al., 2020; Kumail et al., 2022) shows that well-timed promotions can drive significant sales spikes and enhance brand awareness. However, the challenge lies in balancing promotional activities to avoid diminishing the perceived value of the brand.

The in-store experience plays a vital role in the success of promotional strategies. Kopi Kenangan focuses on delivering a unique and consistent brand experience across its outlets, which is complemented by attractive point-of-sale promotions. According to Bitner, (1992) elements of the service environment, such as ambiance, employee interaction, and layout, significantly influence customer satisfaction and purchase behaviour. Thus, Kopi Kenangan's emphasis on a cozy, welcoming atmosphere supports its promotional efforts, driving customer engagement and repeat visits.

Pricing is another crucial element of Kopi Kenangan's promotional mix. The brand positions itself as offering affordable yet high-quality coffee, appealing to a broad customer base. This value proposition is supported by occasional price promotions, which are strategically used to stimulate demand without compromising brand integrity. According to (Gupta & Kalra, 2012; Kumar, 2012; Lin et al., 2018) consumers perceive promotional pricing as a signal of good value, which can enhance their willingness to purchase. Therefore, Kopi Kenangan's pricing strategies contribute to its competitive advantage in the market.

Digital marketing, encompassing online ads, email marketing, and SEO, is instrumental in driving sales growth for modern coffee chains. Kopi Kenangan's investment in digital marketing initiatives has enabled it to tap into online consumer segments and increase brand visibility. A study by (Pramezwarly et al., 2022; Rahman, 2015; Vicente-Ramos & Cano-Torres, 2022) highlights that digital marketing strategies are critical for reaching tech-savvy consumers and achieving scalability. The use of data analytics further allows Kopi Kenangan to refine its marketing efforts, ensuring that promotional content is targeted and effective.

Analyzing Kopi Kenangan's successful promotional campaigns, such as its collaboration with local influencers and limited-edition product launches, provides insights into the effectiveness of its marketing strategies. For instance, the brand's partnership with celebrities has enhanced its brand appeal among younger consumers. Previous research by (Azhar et al., 2022; Dhun & Dangi, 2023; Martínez-López et al., 2020; Wang & Weng, 2023) shows that influencer marketing can significantly impact brand trust and consumer engagement, making it a valuable component of Kopi Kenangan's promotional strategy.

## RESEARCH METHOD

This research adopts a quantitative approach to investigate the impact of promotional strategies on sales growth at Kopi Kenangan. The quantitative method is ideal for this study as it allows for the measurement of variables in numerical terms and the use of statistical tools to test hypotheses (Sekaran & Bougie, 2016). To achieve the research objectives, will employ Partial Least Squares Structural Equation Modelling (PLS-SEM), which is particularly useful for exploratory research with a focus on prediction and theory development. PLS-SEM is suitable for this study because it handles complex models with multiple constructs and indicators, making it a robust technique for analysing the relationships between promotional strategies and sales performance.

Data were collected through a structured survey distributed to 160 respondents, using purposive sampling to target customers who have purchased from Kopi Kenangan at least twice within the last six months. The survey focuses on customers' perceptions of Kopi Kenangan's promotional strategies, including social media marketing, discount offers, influencer collaborations, and loyalty programs

Data will be collected through a structured online questionnaire, designed using Google Forms and distributed via social media platforms, email lists, and direct invitations at selected Kopi Kenangan outlets. The questionnaire is divided into sections that capture demographic information, customer perceptions of promotional strategies (discounts, social media marketing, loyalty programs), and their impact on purchase behaviour and sales growth. The survey will utilize a 5-point Likert scale ranging from "strongly disagree" to "strongly agree" to measure the constructs. The study's conceptual framework includes promotional strategies (independent variable) and sales growth (dependent variable). Promotional strategies are broken down into sub-constructs such as price discounts (Subaebasni et al., 2019), social media marketing (Wang & Yan, 2022), loyalty programs (Stathopoulou, A. and Balabanis, 2016), and influencer endorsements (Dwidienawati et al., 2020) . Each construct is measured using multiple indicators adapted from validated scales in previous studies. The indicators will be validated for reliability and validity before conducting the PLS-SEM analysis. PLS-SEM will be employed to analyse the data using SmartPLS software. The choice of PLS-SEM is driven by its advantages over traditional covariance-based SEM, particularly in handling non-normally distributed data and smaller sample sizes. The analysis will involve two stages: the measurement model assessment and the structural model assessment. The measurement model will evaluate the reliability and validity of the constructs, while the structural model will test the hypothesized relationships between promotional strategies and sales growth. To assess the measurement model, the study will evaluate internal consistency reliability (using Cronbach's Alpha and Composite Reliability), convergent validity (using Average Variance Extracted, AVE), and discriminant validity (using HTMT). The constructs will be considered reliable if the Cronbach's Alpha and Composite Reliability values exceed 0.7, and the AVE values are above 0.5. Discriminant validity will be confirmed if the square root of AVE for each construct is greater than the correlation with other constructs (Sarstedt et al., 2022).

## RESULT AND DISCUSSION

From the results of the questionnaire that has been distributed, there are demographic data listed as in table 1. The author obtained 160 respondents, the majority of whom were female (71.9%), while male (28.1%). Based on age, most of the respondents who filled out were aged 15 to 24 years (45.6%). In addition, most of the respondents had a last education of S1 (41.9%) and most were students (39.4%). Most respondents who filled out the questionnaire came from outside Jakarta and Tangerang (45%).

**Table 1.** Descriptive Analysis

Description	Category	Amount (n)	Percentage
Age	15-24	73	45,6



	25-34	16	10
	35-44	23	14,4
	≥45	48	30
Total		160	100
Gender	Male	45	28,1
	Female	115	71,9
Total		160	100
Education	SMA/K	56	35
	Diploma	25	15,6
	S1	67	41,9
	Postgraduate	7	4,4
	Other	5	3,1
Total		160	100
Occupation	Student	63	39,4
	Civil Servant	2	1,3
	Self-Employed	22	13,7
	Entrepreneur	13	8,1
	Others	60	37,5
Domicile	Jakarta	48	30
	Tangerang	40	25
	Outside Jakarta & Tangerang	72	45

The results of the reliability and validity tests, as shown in Table 2, indicate strong internal consistency and construct validity for both variables: Promotional Strategies and Sales Growth. Specifically, the Cronbach's alpha values of 0.835 for Promotional Strategies and 0.780 for Sales Growth exceed the commonly accepted threshold of 0.7, demonstrating good internal reliability. Additionally, the composite reliability ( $\rho_a$  and  $\rho_c$ ) for both constructs are above 0.7, confirming the reliability of the measures. The Average Variance Extracted (AVE) values of 0.669 for Promotional Strategies and 0.602 for Sales Growth are above the recommended threshold of 0.5, indicating adequate convergent validity. These results collectively affirm that the measurement model is reliable and valid for further analysis.

**Table 2.** Reliability and Validity Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Promotional strategies	0,835	0,850	0,890	0,669
Sales Growth	0,780	0,784	0,858	0,602

The Heterotrait-Monotrait Ratio (HTMT) value in Table 3 for the relationship between promotional strategies and sales growth is 0.745, below the commonly recommended threshold of 0.85. This indicates that there is acceptable discriminant validity between these constructs, suggesting that promotional strategies and sales growth are sufficiently distinct in the context of the analyzed model. A value below 0.85 implies no excessive overlap between the two constructs, thereby supporting the validity of using them as separate constructs within the study. In essence, the HTMT result confirms that promotional strategies and sales growth measure different concepts, which helps strengthen the reliability and validity of the research findings.



**Table 3.** HTMT Result

Heterotrait-monotrait ratio (HTMT)	
Promotional strategies→Sales Growth	0,745

The R Square value of 0.555 indicates that approximately 55.5% of the variance in sales growth can be explained by the independent variables included in the model in Table 4. Meanwhile, the adjusted R Square value of 0.549, which slightly decreases from the R Square, suggests that after accounting for the number of predictors and the sample size, about 54.9% of the variation in sales growth is reliably explained by the model. This minor difference between R Square and the adjusted R Square implies that the model is well-fitted, with minimal risk of overfitting, indicating that the predictors used are relevant in explaining the changes in sales growth. However, there remains about 44.5% of the variance unexplained, suggesting that other factors not included in the model may also influence sales growth.

**Table 4.** R Square Test

	R Square	R Square Adjusted
Sales Growth	0.555	0.549

The analysis reveals that promotional strategies have a significant positive effect on sales growth, as indicated by a high original sample value of 0.648, a low standard deviation of 0.067, and a p-value of 0.000 in Table 5. This implies that the relationship is statistically significant, supporting the hypothesis that effective promotional strategies can drive substantial improvements in sales growth. The strong positive coefficient suggests that enhancing promotional efforts could lead to a noticeable increase in sales, affirming the critical role of marketing in achieving business growth objectives. Thus, the hypothesis is supported, confirming the impact of promotional strategies on boosting sales performance.

**Table 5.** Hypothesis Test

Hypothesis	Original Sample	Standard Deviation	P value	Result
Promotional strategies→Sales	0.648	0.067	0.000	Supported



## Discussion

Promotional strategies are a cornerstone in competitive retail industries like coffee shops, where brand differentiation and customer retention are key. Kopi Kenangan has leveraged various promotional strategies, including discounts, social media campaigns, influencer partnerships, and loyalty programs, to attract and retain customers. In a highly competitive market, such strategies are expected to not only bring in new customers but also increase purchase frequency among existing customers (Rakhmawati, 2023; Wu & Zheng, 2014)

Effective promotional strategies significantly enhance brand visibility, reaching potential customers who may not be aware of the brand. Kopi Kenangan's active presence on social media platforms and partnerships with influencers amplify its reach to younger, digital-savvy consumers who are critical to its customer base. This increased visibility directly impacts customer acquisition rates, which in turn contributes to sales growth (Friske & Zachary, 2017; Moreno-Menéndez & Casillas, 2021; Pham & Ahammad, 2017).

Price promotions, such as discounts and special offers, are common in the coffee retail industry. At Kopi Kenangan, these types of promotions may lower the immediate profit margins but are likely to drive higher sales volumes, particularly during promotional periods. Studies have shown that price promotions can lead to a significant increase in short-term sales, though the long-term impact depends on the brand's ability to retain customers post-promotion (Allender & Richards, 2012; Beli et al., 2018; Empen et al., 2015; Ngo et al., 2019)

Loyalty programs are designed to incentivize repeat purchases by offering rewards and discounts to frequent customers. Kopi Kenangan's loyalty programs, accessible via its mobile app, create a seamless and engaging experience for customers, encouraging them to return regularly. Research suggests that loyalty programs are a powerful tool for enhancing customer lifetime value and driving sales growth over time (Bhat & Darzi, 2018; Heo & Lee, 2016; Lombart & Louis, 2012).

Social media and influencer marketing are integral to Kopi Kenangan's promotional strategies, especially in reaching younger demographics. Influencer partnerships help the brand connect with audiences through trusted voices, fostering brand credibility and encouraging trial. Studies highlight that influencer endorsements can positively affect brand perceptions and boost sales, especially in the food and beverage industry (Alrwashdeh et al., 2022; Barrio-García et al., 2019; Demo et al., 2018; Gilal et al., 2020)

Based on the above discussion, the hypothesize promotional strategies employed by *Kopi Kenangan* have a significant and positive impact on sales growth. This hypothesis aligns with findings from retail marketing literature, which underscores the importance of promotional efforts in driving both immediate sales boosts and sustained growth (Gupta & Kalra, 2012; Pinto & Demey, 2020; Rogers & Rodrigo, 2015; Zeng & Gerritsen, 2014). Thus, it is expected that the more intensive the promotional efforts, the more noticeable the increase in sales.

Effective promotional strategies not only increase initial sales but also enhance brand loyalty and customer engagement. Kopi Kenangan's emphasis on creating engaging content and value through its promotional efforts has the potential to deepen customer relationships, which translates to higher sales over time. As customer loyalty builds, promotional impact extends beyond one-time purchases to long-term sales growth (Bulmer & Buchanan-Oliver, 2010; Oliver, 1999; Oliveri et al., 2019)

By employing cross-channel promotions, such as combining online and in-store promotions, Kopi Kenangan can maximize customer touchpoints and increase conversion rates. Cross-channel promotions have been shown to enhance customer conversion rates by offering multiple avenues to make a purchase, accommodating various customer preferences and maximizing reach (D. Kim et al., 2020; Lőrincz et al., 2020; Sayeeda Jabeen & Kavitha, 2019). Kopi Kenangan's ability to innovate in its promotional strategies provides a competitive advantage in a saturated market. Unique and well-timed promotions can capture market share from competitors by enticing customers with distinct value propositions. Innovative promotions, such as limited time offers or exclusive collaborations, create urgency and appeal to consumer desires for novelty, thus positively influencing sales growth (Kim & Lee, 2022; Kim & Cha, 2023; Kim, 2017; Kim, 2020; Zielinski et al., 2020). The discussion supports the hypothesis that promotional strategies significantly and positively impact sales growth at Kopi Kenangan. By combining various promotional tools, Kopi Kenangan has successfully built a strong customer base and achieved substantial sales growth. Future research could explore specific promotional combinations that are most effective or examine the long-term impact of these strategies on customer retention. In summary, promotional strategies are essential for Kopi Kenangan's continued success and expansion within the coffee retail market, as they provide both immediate sales benefits and long-term brand value (Barreda et al., 2020; Hussain et al., 2022; Sarker et al., 2019)

## CONCLUSION AND IMPLICATION

The research concludes that promotional strategies significantly and positively influence sales growth within this coffee retail brand. Kopi Kenangan's effective use of various promotional tools, including social media campaigns, loyalty programs, and discounts, has substantially enhanced its market reach, customer engagement, and overall brand visibility. These strategies have attracted both new and returning customers, directly contributing to consistent sales growth. By leveraging innovative and customer-centric promotions, Kopi Kenangan successfully differentiates itself in a competitive market, affirming the hypothesis that well-designed promotional strategies can be a powerful driver of retail success.

The study's findings imply that retail brands, especially in the food and beverage industry, should consider integrating diverse promotional strategies that resonate with their target demographics. For Kopi Kenangan, promotions that leverage digital channels, influencer partnerships, and loyalty rewards have been particularly effective. These tools help build long-term customer loyalty while sustaining short-term sales growth. Other brands can replicate similar

strategies by focusing on digital engagement and value-driven promotions to strengthen customer relationships and drive repeat purchases.

Future research could explore the specific impacts of individual promotional tactics, such as influencer marketing versus loyalty programs, on customer lifetime value and retention rates over time. Additionally, further studies could investigate the long-term effects of promotional strategies on brand equity and customer loyalty within coffee and fast-service brands. Such insights would provide a more nuanced understanding of how different promotional elements interact to support sustainable growth in dynamic retail environments.

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