

Marketing Strategy in Building Brand Image of New Coffee Shop: Qualitative Study on KLCR Coffee North Jakarta

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ARTICLE HISTORY

Received: January 17, 2026
Revised: April 07, 2026
Accepted: May 20, 2026

DOI

<https://doi.org/10.52970/grdis.v6i3.2040>

ABSTRACT

The increasingly fierce competition in the coffee shop industry demands that businesses, including new coffee shops, implement appropriate marketing strategies to build brand image from the early stages of operation. This study aims to analyze the marketing strategy implemented by KLCR Coffee, a new coffee shop in North Jakarta, and its role in building brand image in the minds of consumers. This study used a qualitative approach with a case study method. Data were collected through in-depth interviews with management and consumers, direct observation, and documentation. Research informants were selected using a purposive sampling technique. Data analysis was conducted using the Miles and Huberman model through the stages of data reduction, data presentation, and conclusion drawing, supported by source and technique triangulation to ensure data validity. The results show that KLCR Coffee's marketing strategy, which includes product, price, place, and promotion, is still simple and not optimal. However, this strategy plays a role in shaping the initial brand image, especially through product quality and location proximity to the local community. KLCR Coffee's brand image is reflected in the level of brand recognition that is still limited, the brand association as a simple coffee shop, and the perception of quality that is considered appropriate to the price. This research provides practical implications for new coffee shops in formulating consistent marketing strategies as well as academic contributions to marketing studies in small-scale businesses.

Keywords: Marketing Strategy, Brand Image, New Coffee Shop.

I. Introduction

The coffee shop industry in Indonesia has experienced significant growth in recent years, in line with the increasing coffee consumption culture and the proliferation of coffee shop businesses striving not only to offer quality products but also to build a strong brand image to attract and retain customers. Brand image is seen as a strategic asset that plays a crucial role in shaping consumer perceptions, preferences, and loyalty to a brand. However, the challenge of building a brand image is more complex for newly established coffee shops, especially those with limited resources, locations outside of commercial centers, and unstructured marketing activities. New coffee shops generally lack a strong customer base and are still in the early stages of defining their brand identity. This situation demands an appropriate marketing strategy to build a consistent brand image from the start of operations.



KLCR Coffee is one such new coffee shop located in North Jakarta and has been operating for approximately four to five months. Unlike typical coffee shops located in commercial areas, KLCR Coffee is located in a residential area and has a relatively modest business scale. In addition to its business orientation, KLCR Coffee also has a social purpose, namely empowering the local economy. However, as a new business, KLCR Coffee faces several challenges, such as low brand awareness, suboptimal social media activity, and a lack of structured understanding among owners regarding the brand image they wish to build. This phenomenon indicates a gap between KLCR Coffee's potential and consumer perception of the brand. The marketing strategies implemented have not yet fully established a clear and consistent brand image in the minds of consumers. This is important to examine, considering that marketing strategies in the early stages of a business play a significant role in determining the direction and sustainability of a brand's future image.

From an academic perspective, most previous research on marketing strategy and brand image tends to focus on established, large-scale, or franchise-based coffee shops or culinary businesses. Research examining new, small-scale coffee shops using a qualitative approach, particularly in the context of the initial process of brand image formation, is relatively limited. Therefore, this study is relevant to fill this research gap. Based on this research, this study aims to analyze the marketing strategies implemented by KLCR Coffee in building its brand image as a new coffee shop in North Jakarta. This research is expected to provide practical contributions for new coffee shop business actors in formulating effective marketing strategies from the early stages of the business.

II. Literature Review and Hypothesis Development

2.1. Marketing Strategy

Marketing strategy is a series of decisions and actions designed to create value for consumers and achieve organizational goals by meeting the needs of the target market. Kotler and Keller (2022) state that marketing strategy encompasses a company's efforts to manage the marketing mix in an integrated manner to build a desired brand position in the minds of consumers. In the context of small businesses and new coffee shops, marketing strategies are not always implemented in a complex manner but are instead implemented within limited resources. Therefore, a marketing mix approach remains relevant for analyzing how businesses manage product, price, place, and promotion as the primary tools in building brand perception. This study focuses marketing strategy on the four main elements of the marketing mix (4Ps): product, price, place, and promotion, as these four elements are the most dominant and easiest to implement by new, small-scale coffee shops.

a. Product

The product reflects the quality, variety, and characteristics offered to consumers. In a coffee shop, the product is not limited to coffee but also includes consistent quality and unique menu items that differentiate it from competitors. KLCR Coffee's main product offering is a variety of beverages, particularly coffee. KLCR Coffee offers coffee drinks with various bean varieties, flavors, and brewing techniques. Furthermore, KLCR Coffee also offers a variety of beverages besides coffee, perfect for those who don't enjoy coffee but want to experience the experience of gathering with friends at a coffee shop. To increase sales, KLCR Coffee continues to innovate to develop high-quality products and satisfy customers who come to enjoy them. This includes not only the product itself but also details such as the presentation and appearance of the beverage.

b. Price

Price is an indicator of perceived value for consumers. Setting a price that aligns with the target market and product quality can influence consumer perception of the brand image. KLCR Coffee recognizes that too high a price can deter customers, but too low a price can also reduce potential profits. Therefore,

KLCR Coffee must set appropriate prices, taking into account production costs, product perception or the desired brand image, and the prices of competitors, especially other coffee shops in the area.

c. Place

Place relates to the business's location and ease of access. For coffee shops located in residential areas, place strategy is crucial in building rapport with the local community. KLCR Coffee Shop itself resembles a home-style coffee shop, but it is strategically located in the middle of a residential area with numerous activities in the surrounding area. This makes KLCR Coffee Shop easily accessible and well-suited to its target market. Furthermore, coffee distribution is easy due to its strategic location and easy access to other areas due to easy transportation.

d. Promotion

Promotion includes marketing communication activities, both directly and through digital media such as social media. Promotion plays a role in introducing the brand and shaping consumers' initial perceptions of a new coffee shop. An effective and efficient promotional strategy can increase brand awareness among consumers, attract new customers, and maintain the loyalty of existing customers.

2.2. Brand Image

Brand image is a collection of perceptions, associations, and impressions formed in the minds of consumers about a brand. Keller (2013), using the Consumer-Based Brand Equity (CBBE) concept, explains that brand image is formed from how consumers recognize, understand, and perceive a brand based on their experiences and the information they receive. In the context of a new coffee shop, the brand image has not yet been firmly established and is therefore heavily influenced by the initial marketing strategy implemented by the business owner. Keller emphasizes that brand image is not only built through promotional communications, but also through product consistency, consumer experience, and brand interaction with the surrounding environment.

Based on the CBBE concept, brand image in this study is understood through several key indicators relevant to new coffee shops, namely:

- a. Brand recognition
- b. Brand association
- c. Perceived quality
- d. Brand favorability

These indicators are used to explore consumer perceptions of KLCR Coffee after the marketing strategy is implemented. The conceptual framework of this study illustrates that the marketing strategy implemented by KLCR Coffee, which includes product, price, place, and promotion, plays a role in shaping the brand image as a new coffee shop. This marketing strategy influences how consumers recognize, assess quality, and build associations with the KLCR Coffee brand. The resulting brand image is then reflected in brand recognition, brand associations, perceived quality, and consumer preference for KLCR Coffee.

III. Research Method

This research uses a qualitative approach with a case study approach. Qualitative research was chosen because it aims to gain a deeper understanding of the marketing strategies implemented by KLCR Coffee and how these strategies contribute to building its brand image as a new coffee shop. Case studies are used to explore a single research object in depth, contextually. The object of this research is KLCR Coffee, a new coffee shop located in North Jakarta. The object selection was based on KLCR Coffee's characteristics as

a business still in its early stages of operation, with a modest scale, and a goal of empowering the local economy in its surrounding area. This study utilized data collection techniques through interviews, observation, and documentation to obtain comprehensive data. Informants were selected using purposive sampling, a technique that selects informants based on specific considerations relevant to the research objectives. The results are presented in narrative description. The presentation of the results focuses on marketing analysis and consumer perceptions of KLCR Coffee's brand image as a new coffee shop.

IV. Result and Discussion

4.1. Product

Based on interviews with management, KLCR Coffee strives to maintain the quality of its coffee products by selecting consistent ingredients and presenting a simple yet high-quality menu. Management stated that the primary focus in the early stages of the business was ensuring the coffee's flavor was accepted by local consumers. This finding aligns with Kotler and Keller's statement that product quality is a fundamental element of marketing strategy, especially for new businesses. A consistent product is the initial foundation for building positive consumer perceptions of the brand.

4.2. Price

KLCR Coffee's pricing is tailored to local consumer characteristics and the purchasing power of the surrounding community. Prices are set at an affordable range to reach a wider market segment. Pricing that aligns with the target market contributes to consumers' perceived value. In the context of a new coffee shop, an affordable pricing strategy can help reduce consumer barriers to trying the product, thus supporting brand recognition.

4.3. Place

KLCR Coffee is in a residential area, so its place strategy focuses more on proximity to the local community. Several consumers stated that proximity to their homes is a reason for visiting. The proximity to the local community allows for the formation of social connections between the brand and consumers. This supports the view that place is not only related to physical location, but also to accessibility and emotional closeness.

4.4. Promotion

KLCR Coffee's promotion is still carried out simply, primarily through social media and word-of-mouth. Promotional activities have not been carried out consistently due to limited resources and time. This situation indicates that promotion at new coffee shops is often organic. Although not optimal, simple promotions still play a role in introducing the brand and forming consumers' initial impressions.

4.5. Brand Recognition

Most consumers learned about KLCR Coffee through recommendations from friends or because the location is close to where they live. This indicates that KLCR Coffee's brand recognition is still in its early stages, in line with the relatively young age of the business.

4.6. Brand Association

Consumers associate KLCR Coffee as a simple coffee shop, close to the community, and with a relaxed atmosphere. This association reflects a brand image formed naturally from direct consumer experiences, rather than from extensive promotional campaigns.

4.7. Perceived Quality

Most consumers consider the quality of KLCR Coffee's coffee to be quite good and appropriate for the price offered. A positive perception of quality is a crucial element in building a brand image, especially for new coffee shops.

4.8. Brand Favorability

Several consumers expressed their intention to return because they felt comfortable and suited the concept offered. This intention to revisit indicates a positive level of brand acceptance, even though the brand image has not yet been firmly established.

V. Conclusion

Based on the research results and discussion, it can be concluded that the marketing strategy implemented by KLCR Coffee, as a new coffee shop, is still simple and not yet fully structured. However, this marketing strategy still plays a role in shaping the initial brand image in the minds of consumers. The most dominant elements of this marketing strategy in building positive consumer perceptions are consistent product quality and the business's proximity to the surrounding community. KLCR Coffee's brand image as a new coffee shop is reflected in its limited brand recognition, brand associations with a simple and environmentally friendly coffee shop, and the perception of product quality commensurate with the price offered. Although the brand image has not yet been firmly established, some consumers have demonstrated positive acceptance and intention to revisit. Overall, this study demonstrates that marketing strategy in the early stages of a business plays a crucial role in the process of shaping the brand image of a new coffee shop. Consistency in implementing marketing strategies is a key factor in developing a clearer and more sustainable brand image. Based on the research findings, it is recommended that KLCR Coffee begin developing a more targeted marketing strategy, particularly in terms of promotion and brand communication. Consistently increasing social media activity can help expand brand awareness and strengthen the brand image in the minds of consumers. Furthermore, aligning perceptions among owners regarding the desired brand image is crucial for consistent marketing communications. Further research is recommended to examine new coffee shop marketing strategies using a quantitative approach or using different research subjects to compare results. Furthermore, further research could expand the study to include brand awareness or brand loyalty to understand brand development during the business growth phase.

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