

Analysis of Segmentation, Targeting, and Positioning (STP) Determination on Sales Volume at Cafe Teras Empang Parepare City

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| ARTICLE INFO | ABSTRACT |
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| <p>Keywords: Segmentation; Targeting; Positioning; Sales volume</p> <p>Received: 11 May 2023 Accepted: 16 Jun 2023 Published: 30 Jun 2023</p> | <p>This study aims to assess and analyze whether the STP (Segmentation, Targeting, and Positioning) marketing strategy on the sales volume that has been implemented by Cafe Teras Empang in Parepare City has reached approximately one year (2021-2022). This type of research is descriptive quantitative. The population in this study were all employees of Cafe Teras Empang while the sample of this study were all 36 employees of Cafe Teras Empang as respondents using saturated sampling, which is a sampling technique when all members of the population are used as samples. The data collection techniques were carried out by means of questionnaires conducting interviews and questionnaires. While the data analysis technique used is to use Multiple Linear Regression Analysis using two statistical test methods, namely Simultaneous Test (Test f). Based on the results of research with statistical data analysis, the indicators in this study are valid and the variables are reliable. In the classical assumption test, it is proven that all indicators are normally distributed and there is a significant linear relationship between each independent variable and the dependent variable, for influence Segmentation, Targeting, and Positioning all have a positive direction and are not significant in their influence on the sales volume at Cafe Teras Empang in Parepare City.</p> |

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1. INTRODUCTION

Good marketing has become an increasingly vital element for business success. Marketing greatly affects our daily lives. Marketing management is the art and science of selecting target markets to achieve, communicate superior customer value (Armstrong et al., 2014). As it is known that marketing is one of the branches of Economics which is currently experiencing increasingly rapid development. In accordance with the development of the economy in general and the business world, especially those engaged in the culinary field (Beske et al., 2014).

The increasing number of businesses that have sprung up both SMEs and large businesses have an impact in the culinary field on intense competition between entrepreneurs, both similar and dissimilar (Ekblom, 2016). One way to win this competition is to improve product quality. To improve product quality to suit consumer tastes, producers must constantly make improvements and innovations to their products on an ongoing basis (Naini et al., 2022). Product design and a good marketing strategy are interrelated. Each company must constantly develop products or design their products to maintain and increase their sales (Smith et al., 2016). This happens because their existing products are vulnerable to changes in consumer needs and tastes, new technologies, and increased competition.

To market a product, a marketer must know very well who the consumer will be. Marketers must have several market segments that have the same character and response (Andaleeb, 2016). By

understanding who his consumers are, he can determine how to create products that consumers need. What price is worth charging to potential consumers and how to defend this market from competitor attacks. The increasing food and beverage industry in the city of Parepare, causing increasingly fierce competition. Many culinary industries experience difficulties in maintaining survival and in developing their business (Bourletidis & Triantafyllopoulos, 2014; Barman et al., 2021). One of the challenges every company will face is how an industry can bring in customers and retain them. So that an industry requires to be able to respond to changes that occur. From time to time, education, income, type of work, experience, age, and so on change positions and move the person from one segment to another.

Therefore, it is not surprising that consumers continue to change over time which will be influenced by several existing segments. How can a company or industry be able to maintain its segment so that consumers do not move to other segments. As is known, the development of tourist attractions in South Sulawesi is very developed. Many entrepreneurs manage tourist attractions that have their own charm to attract consumers, for example Akkarena Beach and La Buana Café & Resto in Makassar City. Both make tourist attractions into a cafe for a cool and cool gathering place. Not only Akkarena Beach and La Buana Café & Resto, in Parepare City there is an entrepreneur who turned the beach into a cafe, namely Teras Empang.

One of the culinary businesses in Parepare City is Cafe Teras Empang. Cafe Teras Empang or commonly called by the people around the Tonrangeng River provides food and drinks like a cafe or warkop in general. Not only culinary, Cafe Teras Empang has also become one of the tourist attractions in Parepare City. This is due to the location of Cafe Teras Empang on the coast. So that visitors / consumers who come to Cafe Teras Empang can enjoy food and drinks while enjoying the atmosphere of the riverbank and neleyan boats passing by from fishing.

In this case, there is competition between culinary businesses in Parepare City, every business engaged in the culinary industry is required to bring in and retain consumers. The role of marketing strategies is needed in the face of an increasingly competitive environment. It is necessary to know as well as implement marketing strategies as well as how to view the market (segmentation), optimize the target market (target), and determine market position (position). In terms of marketing, Cafe Teras Empang, which has been running for approximately 1 year, has not implemented the determination of segmentation, target, and position as well as the type of business so that it is necessary to determine STP so that the company's goals are more directed, therefore the author wants to exemplify who the segment, target and product position are.

Usually, March to April shows an increase in sales. During July to August sales of food and beverages increasingly tend to decline and fluctuate until December. This is due to the phenomenon that in June there are quite a lot of holidays in this case school and college holidays and offices so that many people want to take advantage of their vacation by visiting Cafe Teras Empang, not only this in June coincides with the holy month of Ramadan which can make Cafe Teras Empang an option to be used as a place to break the fast together. Based on the description above, the author wants to focus this research on the application of STP which has not been applied to the tourist attraction and Culinary Cafe Teras Empang.

2. METHOD

2.1 Descriptive Analysis

Sugiyono (2017: 14) says that descriptive analysis is used to analyze the data that has been collected by describing or describing the object under study through samples or populations as it is without conducting analysis and making general conclusions which include analysis of the characteristics of respondents consisting of gender, age, region of origin.

2.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is a method used to determine the prediction accuracy of the influence that occurs between the independent variable (x) on the dependent variable (y) where this analysis is to analyze the effect of service quality on customer satisfaction at the Makassar Gapura Beach Hotel by using the formula quoted from Sugiyono's book (2010: 277), namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

2.3 Test t (Partial Test)

The t test is used to test the significant level of the effect of the independent variable partially on the dependent variable. The test is carried out by comparing the significance value (sig.) of the t test with the tolerated error rate of 5% (0.05).

2.4 F Test (Simultaneous Test)

The F test is used to test whether the regression equation has a significant effect by comparing F count with F table. If F count > F table means that overall, the attitude variables and subjective norms have a significant relationship and influence on the behavioral interest variable. However, if F count < F table, it means that overall, the attitude variables and subjective norms do not have a significant relationship and influence on the purchasing decision variable.

2.5 Coefficient of Determination (R^2)

This multiple linear model, it will be seen the results of the contribution to the independent variables together on the dependent variable by looking at the coefficient of determination (R^2). If (R^2) obtained is close to 1 (one), it can be said that the stronger the model explains the relationship between the independent variable and the dependent variable. Conversely, if (R^2) is closer to 0 (zero), the weaker the influence of the variables on the dependent variable.

3. RESULTS AND DISCUSSION

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding segmentation, Targeting, and Positioning dimensions variables partially or individually or simultaneously or together on Sales Volume variables at Cafe Teras Empang Parepare City. Statistical calculations in multiple linear regression analysis used in this study are with the help of a computer program using the SPSS 26 application. The results of data processing using the complete SPSS program are contained in the appendix to this study and are further explained in Table 1 below:

Table 1. Result of Multiple Linear Regression Analysis

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| (Constant) | 8.944 | 7.182 | | 1.245 | .222 |
| 1 Segmentasi | .164 | .124 | .248 | 1.318 | .197 |
| Target | .061 | .158 | .072 | .385 | .703 |
| Posisi | .032 | .153 | .036 | .211 | .835 |

a. Dependent Variable: Tingkat Penjualan

Source: Data processed, 2023



Based on the results of multiple linear regression analysis that has been carried out in this study, the regression equation is obtained as follows: $Y = 8.944 + 0.164 X_1 + 0.061 X_2 + 0.032 X_3 + e$. From the regression equation it can be seen that the regression coefficient is positive. Then the following conclusions can be drawn: 1) The results of the analysis obtained that the segmentation variable (segmenting) in this study is X_1 has a regression coefficient of 0.164 (positive sign) on the level of sales (Y) and a tcount value of 1.318 with a significance level of 0.197 (> 0.05). This means that segmentation (X_1) has a positive and insignificant effect on the sales level (Y). 2) The results of the analysis obtained that the Target variable (targeting) in this study is X_2 has a regression coefficient of 0.061 (positive sign) on the sales level (Y) and a tcount value of 0.385 with a significant level of 0.703 (> 0.05). This shows that Target (X_2) has a positive and insignificant effect on the sales level (Y). 3) The analysis results obtained by the Position variable (positioning) in this study are X_3 has a regression coefficient of 0.032 (positive sign) on the sales level (Y) and a tcount value of 0.211 with a significant level of 0.835 (> 0.05). This means that Position (X_3) has a positive and insignificant effect on the sales level (Y).

Table 2. Results of Simultaneous Regression Test

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|------|-------------------|
| 1 | Regression | 15.277 | 3 | 5.092 | .901 | .452 ^b |
| | Residual | 175.123 | 31 | 5.649 | | |
| | Total | 190.400 | 34 | | | |

a. Dependent Variable: Tingkat Penjualan

b. Predictors: (Constant), Posisi, Target, Segmentasi

Source: Data processed, 2023

Testing the effect of independent variables together on the dependent variable is done using the F test. The results of statistical calculations show the value of F count = 15,277 with a significance of $0.452 < 0.05$. With a significance value below 0.05, it shows that together segmentation, targeting, and positioning care have a positive and not significant influence on sales volume.

Furthermore, the coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The coefficient of determination is determined by the R square value.

Table 3. Coefficient of Determination

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .283 ^a | .080 | -.009 | 2.377 |

a. Predictors: (Constant), Posisi, Target, Segmentasi

Source: Data processed, 2023

The results of the regression calculation can be seen that the coefficient of determination (R^2) obtained is 0.80. This means that 80% of sales volume is influenced by segmentation, targeting, and positioning, while the remaining 20% of sales volume is influenced by other variables not examined in this study.

In general, this research shows quite satisfactory results. The results of the analysis show that the sales volume at Cafe Teras Empang in Parepare City has a positive influence. This can show the number of respondents' responses regarding food and beverage products in this case are product and place innovations and the quality of service that can be provided to consumers in the conditions of each research variable. The results further show that the Segmentation, targeting, and positioning variables on the sales level have a positive influence and are not significant. This is because by determining the marketing strategy of the STP concept (Segmentation, Targeting, and Positioning) can clarify the products we make for consumers with any circles and make the products sold by Cafe Teras Empang more directed and make Cafe Teras Empang places very popular with consumers.

The research results for the Segmentation variable (segmenting) show that it has a positive and insignificant effect on the sales volume. These results provide empirical evidence that the segmentation of food and beverages in this case is quality and service will determine the increase in sales but the effect is not too large. According to Renigier-Biřozor et al. (2022) and Swahsta & Handoko (2000), market segmentation is the activity of dividing markets that have heterogeneous properties into homogeneous market units. However, for Cafe Teras Empang in this study, it provides food and drinks for all groups as well as the place provided by Cafe Teras Empang.

The results of the study for the Target variable (targeting) show that it has a positive and insignificant effect on the sales volume. These results provide empirical evidence that in food and beverage products, innovation and modification are carried out to improve the quality of taste and means of promoting Cafe Teras Empang as a tool, so that the audience gets a reference to the paputo beach cafe. This determines the sales volume, but the effect is not too great. According to Öztamur & Karakadılar (2014) and Kasali (2001), targeting or setting a target market is a matter of how to select, select, and reach the market. The product of targeting is the target market, namely one or more market segments that will be the focus of marketing activities. In fact, visitors who come to Cafe Teras Empang are visitors who want or enjoy a unique food and drink place and provide comfort which is of course different from other cafes.

The results of research for the Positioning variable show that it has a positive and insignificant effect on the sales volume. These results provide empirical evidence that in categorizing Cafe Teras Empang as a cafe that comes with a cafe that has a feel of natural beauty in accordance with the location of this cafe on the coast which can be used as a gathering place with family and provide comfort for consumers visiting Cafe Teras Empang. This also determines the sales volume, but the effect is not too great. According to Tien et al. (2019) and Lee et al. (2014), market positioning is the act of designing a product and company image so that it can create a special and unique impression or place in the minds of target markets in such a way that it is perceived as superior to competitors. Judging from the location of Cafe Teras Empang which is on the coast, which can produce a view with shades of natural beauty, so that it can give a special impression and comfort to visitors visiting Cafe Teras Empang, which can be an option to be used as a gathering place with family.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis that has been carried out in this study, it can be concluded that the segmentation (X_1), Targeting (X_2), and Positioning (X_3) variables have a positive and insignificant effect on the sales level (Y). This shows that in the context of this study, although there is a positive

relationship between the segmentation, targeting, and positioning variables and the sales level, the effect is not strong or significantly inconsistent. Other factors outside the variables studied may also influence the sales level more dominantly.

These results indicate the need for further research to understand other factors that may influence sales levels more significantly. In addition, the development of more effective and targeted segmentation, targeting, and positioning strategies can be a focus of attention for business practitioners to increase their sales levels. It is important to note that the results of this study are specific to the context of the research conducted and may not be directly applicable to different situations or industries. Therefore, further research and comparative studies can provide broader and more comprehensive insights into the effect of segmentation, targeting and positioning variables on sales levels in various contexts.

For future research that takes the same theme, it is recommended to add other independent variables related to marketing strategies with the STP concept, namely segmenting, targeting, and positioning. For example, combining the independent variables of STP and the marketing mix which can certainly affect the dependent variable of the sales level to further complement the research because there are still other dependent variables outside this study that may affect the sales level of a company.

Related in the researcher's observations for the company. Suggestions from the researchers themselves are that Cafe Teras Empang must make or create food and drinks that are a mainstay for Cafe Teras Empang so that they can be distinctive compared to other cafes, if there is already a product that characterizes it can become the Top of mind of consumers, while for the ticket price that is applied so that it can be taken into consideration in the future because the price of admission given to consumers can be a consideration for consumer decisions to visit Cafe Teras Empang or differentiate admission tickets for visitors who want to enjoy the beach and visitors who only want to come to order food and drinks.

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