

ABSTRACT

Marketing is one of the most important factors in achieving business success. The rapid development of business at this time forces all business people to think and identify several strategies to achieve their goals. A company set the right marketing strategy to achieve these goals. A good strategy in a marketing plan is when the strategy is running to achieve goals in an efficient way, one of which is using a marketing mix strategy or marketing mix that can be done to analyze a business or business. The marketing mix includes product, price, place, promotion, people, process, physical evidence.

The purpose of this research is to find out how the marketing strategy is carried out by Critoe Coffee in an effort to increase product sales and what is the most important strategy of the marketing mix used by Critoe Coffee in increasing customer satisfaction. The nature of this research is descriptive data conducted through interviews, observation, documentation, and data analysis obtained qualitatively concluded by inductive thinking.

The findings from the data analysis obtained by the author are that Critoe Coffee applies a marketing mix strategy that is already quite good. Efforts to increase sales of Critoe Coffee use promotional strategies and product strategies by participating in coffee festival exhibitions. For the product strategy, Critoe Coffee prioritizes product innovation and high product quality so that it will increase consumer satisfaction in consuming Critoe Coffee products, especially coffee products. In addition, Critoe Coffee conducts special training for Human Resources who will be appointed as employees or employees of the Critoe Coffee Bandung coffee shop.

Keywords: Marketing, Marketing Mix, Critoe Coffee Bandung.