

ABSTRACT

The restaurant business is one of the most competitive sectors in the food industry. In recent years, the restaurant industry in Indonesia has experienced rapid growth. With the increasing interest in international cuisine, sushi has become one of the top choices, reflecting a shift in consumer behavior and preferences. One restaurant that has successfully attracted attention is PT Sushi Tei, located in Trans Studio Mall Bandung. However, the Sushi Tei brand has experienced a decline compared to 2020, even though it still holds the title of the top sushi restaurant brand this year. This study was conducted to determine whether STP (Segmentation, Targeting, Positioning) and Marketing Mix strategies are capable of improving sales performance at Sushi Tei Trans Studio Mall Bandung, with Brand Image as a mediating variable.

This research employed a descriptive quantitative method using a non-probability sampling technique, resulting in 250 respondents. The data were analyzed using SEM-PLS analysis to test for significance (direct effect) and mediation (indirect effect). Based on the results of the study, it was found that the respondents 250 customers of Sushi Tei Trans Studio Mall Bandung from five regions of Bandung gave specific assessments. The conclusion of this research, based on hypothesis testing using path coefficients for both direct and indirect effects at a significance level of 5% (0.05), indicates that the Marketing Mix strategy significantly influences Brand Image, and the STP strategy significantly affects Sales Performance. These results were obtained by comparing the t-statistic values to the t-table (1.966) and finding p-values below 0.05.

Keywords: *Marketing Strategy, STP, Marketing Mix, Brand Image, Sales Performance*