



An STP-Based and Marketing Mix Strategy for Increasing Sales and Competitive Advantage: A Case Study of Mobagu Coffee Shop

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Abstract

Indonesia's coffee industry has rapidly evolved from a commodity-based market into an experience-oriented lifestyle sector, intensifying competition among local coffee shops. This study investigates how the integration of Segmentation, Targeting, and Positioning (STP) with the Marketing Mix (4Ps) enhances sales and competitive advantage in small-scale enterprises. Using a qualitative single-case study, Mobagu Coffee Shop was examined through interviews, observations, and document analysis to explore how strategic alignment between STP and 4Ps shapes marketing performance. Data were analyzed using thematic techniques to uncover relationships between segmentation, positioning, and marketing implementation. Findings reveal that a synergistic alignment between STP and the Marketing Mix forms a strategic marketing capability that drives sustainable growth through experience-based differentiation. Segmentation and experiential positioning inform product design, value-based pricing, and interactive promotions, leading to enhanced sales, brand equity, and customer loyalty. Theoretically, this study advances the understanding of strategic alignment by conceptualizing STP-4P integration as a dynamic, iterative process. Practically, it provides actionable insights for small coffee businesses to design customer-centered strategies that enhance competitiveness in saturated markets. Despite limitations from a single-case design, this research establishes a foundation for future comparative and mixed-method studies in emerging markets.

Keywords: Competitive advantage, marketing mix, segmentation, targeting, positioning.

1. Introduction

The coffee industry in Indonesia has undergone remarkable transformation over the past decade (Zakir & Tirtadidjaja, 2024), shifting from a traditional commodity-based market to a lifestyle-driven consumption pattern, particularly among younger generations. This evolution is reflected in the rapid proliferation of coffee shops across urban centers, fostering an increasingly competitive marketplace. As the world's fourth-largest coffee producer (Rondhi, Nugroho, Soetrono, & Mori, 2024), Indonesia reached an estimated output of 807,580 tons in 2024 – the highest in the past decade. This production surge parallels a steady increase in domestic consumption (Willdan, Nurfadillan, & Santoso, 2025), particularly among millennials and Gen Z consumers.

Recent surveys indicate that around 27% of young Indonesians visit coffee shops one to two times per week, with average spending per visit ranging from IDR 20,000 to 50,000 (Putri, 2024). However, contemporary coffee shop consumers no longer seek merely a quality beverage—they increasingly demand memorable experiences, ambiance, and social engagement spaces (Fakhrurozi et al., 2025; Mohd Hanafi, Mohd Shahril, Gaffar, & Abdul Rahman, 2025). Consequently, coffee shops are compelled to adopt adaptive and differentiated marketing strategies to ensure survival and sustainable growth amidst escalating competition.

From a strategic marketing perspective, conventional models emphasizing product quality and price competitiveness are no longer sufficient in an experience-oriented market. As Kotler & Keller (2016) emphasize, firms must create, deliver, and communicate superior customer value through coherent strategic planning. Within the coffee shop context, Segmentation, Targeting, and Positioning (STP) play a pivotal role in identifying profitable is a key component of any marketing plan (Prastono, 2022) such as customer segments, tailoring value propositions, and establishing a distinct brand identity. Furthermore, integrating Marketing Mix (4Ps)—Product, Price, Place, and Promotion—remains essential to translate strategic intent into operational effectiveness and customer satisfaction (Raafigustina, Asmaniati, & Wulan, 2025).

Despite the extensive application of STP and the Marketing Mix in mainstream marketing research, empirical studies exploring their combined implementation in small-scale or local coffee shop enterprises within emerging markets remain limited. Prior studies have predominantly focused on global franchise brands or large-scale sectors (Akbar, Fauzan, & Kartini, 2025; Muharromah & Dwi Adi Nugroho, 2022), while contextual insights from micro and community-based coffee businesses are underrepresented. This gap underscores the need to examine how localized interpretations of STP and Marketing Mix strategies operate within resource-constrained yet experience-driven environments—an increasingly relevant context in Southeast Asia's evolving coffee culture.

Therefore, this study aims to analyze the implementation of the STP (Segmentation, Targeting, and Positioning) marketing strategy at Mobagu Coffee Shop in identifying potential market segments, determining appropriate consumer targets, and building a strong brand position in the minds of customers. By integrating theoretical and empirical perspectives, this research contributes to both academic and managerial discourse. Theoretically, it extends the discussion on the contextual adaptability of STP-Marketing Mix frameworks in microenterprise settings. Practically, it provides actionable insights for local coffee entrepreneurs to design data-driven, customer-oriented marketing strategies that enhance competitiveness and sustainability in an increasingly saturated market.

2. Method

This study employed a qualitative approach with a single-case study design to gain an in-depth understanding of how *STP-based and Marketing Mix strategies* enhance sales performance and competitive advantage at Mobagu Coffee Shop, an independent local enterprise in Indonesia. The qualitative design was chosen because it allows the exploration of marketing phenomena within their real-life context, emphasizing meaning and process rather than numerical generalization. The case was selected purposively as it represents a successful local coffee business adapting to an increasingly competitive market, aligning with the study's focus on small-scale enterprises in emerging economies. Data were collected through semi-structured interviews with the owner, marketing manager, and customers, direct observations of marketing and service practices, and document analysis of promotional materials, sales reports, and social media activities. These multiple data sources enabled methodological triangulation, providing a rich and credible understanding of the studied phenomena.

Data were analyzed using thematic analysis through processes of coding, theme identification, and pattern interpretation to reveal the relationship between STP implementation, Marketing Mix strategies, and business outcomes. The analysis followed the iterative steps of data reduction, display, and conclusion drawing. Research trustworthiness was ensured through source triangulation, member checking, audit trails, and thick contextual description. Ethical considerations were maintained by obtaining informed consent and anonymizing participants. This methodological approach provides both theoretical rigor and practical relevance, allowing the findings to contribute meaningfully to the discourse on adaptive marketing strategies for small-scale enterprises in emerging markets.

3. Results and Discussion

3.1 The Result of STP and Marketing Mix 4P Integration at Mobagu Coffee Shop



Figure 1. Conceptual framework

The conceptual framework above demonstrates that STP serves to define strategic direction, while the Marketing Mix 4Ps function as the implementation tools for that strategy. The product picture—or brand image—emerges as the intended psychological construct in the consumer's mind, and marketing communication acts

as the channel to convey this image, ensuring consumers understand and perceive the product in alignment with the desired positioning.

A synthesis of the literature indicates that the integration of STP and the Marketing Mix creates a synergistic effect, enhancing sales and competitiveness for Mobagu Coffee Shop. The coherence between STP and the 4Ps forms the foundation of a growth strategy: clear segmentation guides product and pricing decisions, while strong positioning informs the design of promotional communication. This finding supports strategic alignment theory, which posits that congruence between segmentation strategy and marketing mix execution fosters a sustainable competitive advantage.

Table 1. Synthesis of STP and Marketing Mix 4P Integration at Mobagu Coffee Shop

Main Component	Sub-Component	Indicator/ Detailed Element	Implementation at Mobagu Coffee Shop	Theoretical Basis/ Conceptual Reference	Empirical Impact on Business Performance
1. Segmenting (S)	Demographic	Age, education, occupation	Targets ages 17-35; students & young professionals	Kotler & Keller: Demographic Segmentation	Enhanced market targeting accuracy
	Geographic	Residential location, accessibility	Focus on consumers in nearby urban, campus, and office areas	STP Geographic Market Mapping	Expanded consumer reach
	Psychographic	Lifestyle, interests, personality	Targets "experience seekers," coffee enthusiasts, social media users	Pine & Gilmore: Experiential Lifestyle	Increased engagement & loyalty
	Behavioral	Visit frequency, time of visit, benefits sought	Evening visits; consumers seeking a comfortable space for work/relaxation	Behavioral Segmentation Theory	Increased repeat visit frequency
2. Targeting (T)	Segment Evaluation	Size, growth, accessibility, profitability	Focus on high-growth Millennial-Gen Z segments	Kotler: Segment Attractiveness Evaluation	Efficient promotion budget allocation
	Target Selection	Differentiated strategy	Offers varied menus and unique ambiance	Differentiated Targeting Strategy	Increased product-market relevance
3. Positioning (P)	Value Proposition	Functional, emotional, experiential	Positions as a modern, experience-based coffee shop	Value-Based Positioning (Treacy & Wiersema)	Strengthened brand perception
	Brand Personality	Modern, friendly, cozy, creative	Consistent visual identity across social media	Kapferer Brand Identity Prism	Enhanced brand recall
	Positioning Statement	"An aesthetic coffee experience destination for young adults"	Implemented through interior design and digital content	Perceptual Mapping Strategy	Clear differentiation from competitors
4. Product (4P)	Product Quality	Taste, consistency, ingredient quality	Premium coffee beans, barista preparation standards	Product Quality Theory	Increased customer satisfaction

	Product Variety	Signature, seasonal menus, pastries	Signature latte, cold brew, seasonal offerings	Product Line Strategy	Increased repeat orders
	Product Design	Aesthetic, Instagrammable presentation	Visually appealing beverage presentation	Experiential Product Concept	Increased organic UGC promotion
	Brand Experience	Sensory, emotional, social	Music, aroma, lighting, ambiance	Schmitt: Strategic Experiential Modules	Strengthened experiential value
5. Price (4P)	Pricing Strategy	Value-based, psychological pricing	Prices aligned with Millennial purchasing power	Kotler: Perceived Value Pricing	Perceived price as "reasonable"
	Discounts & Promos	Seasonal promotions, bundling	Weekend promos, coffee + pastry combos	Promotional Pricing	Increased sales volume
	Price Positioning	Medium price tier	Maintains quality-price balance	Competitive Pricing Theory	Enhanced competitiveness
6. Place (4P)	Location	Access, parking, proximity to campus	Location near youth activity hubs	Location Theory	Increased daily foot traffic
	Interior Layout &	Comfort, photo spots, work areas	Spacious tables, ample power outlets, soft lighting	Servicescape (Bitner)	Extended customer dwell time
	Facilities	WiFi, charging stations, sofas	Stable WiFi & outlets at every table	Value-Added Services	Attracts WFH/study customers
7. Promotion (4P)	Social Media	Instagram, TikTok, video content	Aesthetic menu photos, reels, UGC	Digital Marketing Theory	Increased reach & awareness
	Customer Engagement	Polls, Q&A, interactive content	Content on favorite menus, challenges	Interactive Marketing	Increased audience interaction
	Event Marketing	Live music, special discounts	Mini weekend events	Event-Based Promotion	Attracts new customers
	Brand Storytelling	Narratives on coffee quality & experience	IG stories on roasting & barista craft	Emotional Branding	Strengthened brand bonding
8. STP-4P Integration	Strategic Alignment	STP → 4P consistency	STP provides direction; 4Ps serve as execution tools	Henderson & Venkatraman Alignment Model	More effective & efficient marketing
	Synergistic Effect	Strategic consistency	Segmentation informs menu, pricing, and promotion decisions	Integrated Marketing Strategy	Synergistic impact on sales
9. Experience-Based Marketing	Sensory Experience	Music, décor	Aromatic coffee scent, acoustic playlist	Pine & Gilmore (2019)	Increased brand attachment
	Emotional Experience	Comfort & warmth	Cozy interior, friendly service	Schmitt: Feel Experience	Increased loyalty
	Social Experience	Hangout spot, community	Small events & interactive spaces	Co-Creation Value Theory	Formation of customer community
10. Digital & Interactive Marketing	Visual Content	Aesthetic photos, reels	Visually appealing menu presentation	Visual Persuasion Theory	Increased organic traffic
	UGC	Customer stories	Location tags from customers	Electronic Word of Mouth	Significant increase in awareness
	Micro-Influencer Targeting	Collaboration with micro-influencers	Reviews by local food bloggers	Influencer Marketing Theory	Enhanced public trust

11. Business Performance Impact	Sales	Volume & frequency	Increased revenue & visit frequency	Demand driven by experiential value	Sustained sales growth
	Loyalty	Repeat visits, recommendations	Weekly repeat customers	Customer Loyalty Theory	Stable and increasing loyalty
	Brand Equity	Brand image, perceived quality	Known as the "cozy coffee shop"	Aaker: Brand Equity Model	Increased brand value
12. Research Validity	Competitive Advantage	Differentiation & positioning	Unique experience compared to competitors	Porter: Differentiation Strategy	Stronger competitive position
	Triangulation	Sources, methods, theory	Interviews, observation, documentation	Creswell: Research Validity	Accountable and credible results
13. Practical Implications	Reliability	Data consistency	Informant re-checking & field data verification	Reliability Test Principles	High data credibility
	For Coffee Shops	Service improvement, digital innovation	Serves as a guideline for F&B SMEs	Applied Marketing Strategy	Significant business development support

The empirical investigation reveals that Mobagu Coffee Shop has implemented an organic, albeit somewhat intuitive, integration of STP and Marketing Mix strategies. The synthesis in Table 1 demonstrates a coherent flow from strategic market decisions to tactical executions. Based on the results, sales growth is driven by an experience-based marketing strategy, where differentiating customer experience is a primary factor in lifestyle businesses such as coffee shops (Pine & Gilmore, 2019). Mobagu Coffee Shop consistently implements a differentiation strategy to build customer loyalty in a competitive market. Furthermore, Mobagu leverages social media as a tool for interactive marketing communication to shape brand value perception and influence the purchasing decisions of Millennial consumers.

Overall, the findings and discussion demonstrate that implementing an STP-based Marketing Mix strategy contributes significantly to enhancing the business performance of Mobagu Coffee Shop—in terms of sales, customer loyalty, and competitive positioning relative to rivals. The research indicates that integrating STP and the Marketing Mix creates a synergistic effect on Mobagu Coffee Shop's business performance. Clear market segmentation improves the accuracy of a business's marketing targets and guides product and pricing strategies, while strong positioning reinforces brand identity in the minds of consumers (Aglifianti & Ali, 2025; Onalaja & Otokiti, 2021).

Consistent application of the marketing mix, particularly through digital promotion and product innovation, contributes to increased visit frequency (Adipradana, Khoirina, Della, & Rahajeng, 2023), customer satisfaction (Ghabban, 2025) and loyalty (Risal, Efendi, & Firmanzah, 2025; Šostar, Jupek, & Huška, 2024), and competitive advantage (Al Badi, 2018; Alpiana, Indah, & Helmi, 2024). These findings align with strategic alignment theory, which emphasizes the importance of congruence between segmentation strategy and tactical marketing implementation to

create added value and sustainable business growth (Sintani, Ridwan, Kadeni, Savitri, & Ahsan, 2023). Data validity was ensured through source and method triangulation, guaranteeing that the results are scientifically accountable and provide practical contributions for coffee shop practitioners in designing effective marketing strategies for the digital era.

3.2 Discussion

The findings of this study demonstrate that the integration of Segmentation, Targeting, and Positioning (STP) with the Marketing Mix (4Ps) functions as a coherent strategic system rather than as isolated managerial tools. In the case of Mobagu Coffee Shop, STP provides the strategic logic that guides decision-making, while the Marketing Mix operationalizes this logic through concrete marketing actions. This supports the strategic alignment perspective, which emphasizes that organizational performance improves when strategic intent and tactical execution are closely aligned (Ahmad Tajuddin & Musa, 2024; Yang, Yang, & Luo, 2025). The results indicate that sales growth and competitive advantage are not driven solely by promotional creativity, but by the consistency between market understanding and marketing implementation (Brahmane, 2014).

From a segmentation perspective, the study reveals that clearly defined demographic, psychographic, and behavioral segments play a critical role in shaping effective product, pricing, and promotional strategies. This finding extends classical STP theory by demonstrating how segmentation insights directly inform tactical marketing decisions in small, locally owned service businesses. Unlike prior studies that predominantly focus on large-scale brands or franchise-based coffee chains, this research provides empirical evidence that STP-based strategic thinking is equally relevant—and perhaps even more critical—for small enterprises operating in highly competitive lifestyle markets. In this context, segmentation acts as a strategic filter that prevents resource misallocation and enhances marketing efficiency.

The targeting strategy adopted by Mobagu Coffee Shop reflects a differentiated approach that balances market expansion with brand consistency. By serving both dine-in and take-away/delivery customers while maintaining a unified experiential identity, Mobagu illustrates how differentiated targeting can be effectively implemented without diluting brand positioning. This finding contributes to targeting theory by highlighting that differentiation does not necessarily imply fragmentation, but rather strategic customization within a coherent value proposition. Such an approach is particularly relevant for coffee shops operating in urban environments, where consumer needs are diverse yet experience-oriented (Mario, 2024).

Positioning emerges as a central mechanism through which competitive advantage is established (Jadhav, 2025). The study shows that Mobagu's positioning as an aesthetic, experience-driven coffee space strengthens emotional attachment and reinforces brand recall. This supports experiential marketing theory, which argues that consumers increasingly evaluate brands based on symbolic, emotional, and experiential benefits rather than functional attributes alone (Kato, 2021; Saputra, Ardyan, Tanesia, & Ariningsih, 2021). Importantly, the findings suggest that strong positioning enhances the effectiveness of the Marketing Mix, as product design, pricing perception, and promotional messaging are more easily internalized by consumers when anchored in a clear and consistent brand meaning.

The role of the Marketing Mix in this study extends beyond traditional transactional functions. Product innovation, aesthetic presentation, and sensory design collectively contribute to the creation of experiential value, while value-based pricing reinforces perceived fairness and accessibility among Millennial and Gen Z consumers. Place-related elements, including location, interior layout, and supporting facilities, function as servicescape attributes that shape consumer emotions and behavioral responses, consistent with services marketing theory. Promotion, particularly through digital and interactive channels, serves not only as a communication tool but also as a platform for co-creation and engagement, amplifying brand meaning through user-generated content and social interaction.

Taken together, these findings advance the theoretical understanding of how STP and the Marketing Mix interact dynamically to generate superior business outcomes (Aprillio, 2024). Rather than treating STP as a planning-stage concept and the 4Ps as execution-stage tools, this study conceptualizes their relationship as iterative and mutually reinforcing. This insight contributes to the marketing strategy literature by offering a refined view of STP-4P integration as a strategic capability, particularly in experience-based and digitally mediated markets.

Finally, this study contributes to the emerging body of research on small and medium-sized enterprises (SMEs) in emerging markets by demonstrating that strategic marketing alignment can be achieved despite resource constraints. The Mobagu case illustrates that competitive advantage in lifestyle-oriented service industries is not contingent upon scale, but on the firm's ability to translate market insight into coherent experiential offerings. As such, this research provides both theoretical enrichment and practical relevance, reinforcing the importance of STP-based and Marketing Mix-driven strategies for sustaining sales growth and competitive positioning in the contemporary coffee shop industry.

4. Conclusion

This study concludes that integrating Segmentation, Targeting, and Positioning (STP) with the Marketing Mix (4Ps) constitutes a coherent strategic capability that enhances business performance through experience-based differentiation. The findings from Mobagu Coffee Shop demonstrate that strategic alignment between market insights and marketing execution produces a synergistic effect, driving sales growth, brand loyalty, and a competitive advantage. Theoretically, this research refines the understanding of STP-Marketing Mix integration by conceptualizing it as a dynamic and iterative process rather than a linear planning framework. It contributes to the literature on strategic alignment and the experience economy by introducing an experience-based strategic alignment model, showing how segmentation-driven insights, experiential positioning, and consistent 4P implementation collectively sustain competitive advantage within resource-constrained SME contexts.

Managerially, the study provides actionable insights for small coffee enterprises to design differentiated, experience-oriented marketing strategies. Effective segmentation should extend beyond demographics to capture psychographic and behavioral nuances, while pricing and promotion must emphasize perceived experiential value and interactive storytelling to strengthen emotional connection and brand recall. Despite being limited to a single-case qualitative design, which constrains generalizability, this research provides a foundation for future studies to test the model across industries using comparative or mixed-methods approaches. Ultimately, the study underscores that strategic coherence between STP and the 4Ps is not merely operational – it represents a strategic marketing capability that enables small firms to compete and thrive in the evolving experience-driven economy.

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