



## Analysis of the Marketing Strategy of Mobile Coffee Sellers Using Electric Bicycle Cart with Marketing Mix (4P) on Sales Increase (Case Study of Mobile Coffee Sellers in Semarang City)

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### Abstract.

*This study is grounded in the Marketing Mix Theory (4P) proposed by McCarthy, which explains that marketing performance is influenced by the effective integration of product, price, place, and promotion strategies. The purpose of this study is to analyze and empirically examine the effect of the 4P marketing mix—product strategy, pricing strategy, place strategy, and promotion strategy—on increasing sales of mobile coffee businesses using electric bicycle carts in Semarang City. A quantitative research approach was employed using an accidental sampling technique, with respondents consisting of consumers who met the research criteria and were encountered directly in the field. Primary data were collected through questionnaire distribution, resulting in 85 valid respondents. Data analysis was conducted using SPSS version 26, including validity tests, reliability tests, and classical assumption tests (normality, multicollinearity, and heteroscedasticity). Hypothesis testing was performed using multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R<sup>2</sup>). The results indicate that product strategy and pricing strategy have a positive and significant effect on increasing mobile coffee sales. Place strategy also shows a significant influence on sales performance, highlighting the importance of mobility and strategic selling locations. Furthermore, promotion strategy has a positive and significant effect on sales increase. Simultaneously, the F-test results confirm that product, price, place, and promotion strategies collectively have a significant effect on increasing mobile coffee sales using electric bicycle carts in Semarang City. These findings support the applicability of the Marketing Mix Theory (4P) in explaining sales performance in mobile and small-scale coffee businesses.*

**Keywords:** Product Strategy, Pricing Strategy, Place Strategy, Promotion Strategy, Sales Increase, Marketing Mix Theory

## 1. INTRODUCTION

The rise of coffee shops in various regions shows that coffee consumption has developed to be part of the lifestyle of modern society. Along with changes in consumption patterns and people's increasingly high mobility, consumers not only demand good quality coffee, but also want a more practical, fast, and flexible way to enjoy coffee. This condition encourages the emergence of various innovations in the coffee industry, one of which is the sale of coffee through electric bicycle-based mobile carts. The use of electric bicycles as a marketing medium not only makes it easier for business actors to reach consumers in various strategic locations, but also provides a new

experience for customers in enjoying coffee outside the concept of a conventional coffee shop. In addition, the use of electric bicycles is in line with a modern lifestyle that prioritizes efficiency, high mobility, and concern for environmental sustainability, so that it has the potential to attract consumer interest, especially the younger generation who like innovation and unique business concepts.

Based on the author's initial observations in Semarang City, especially along Jalan Pahlawan, there are quite a lot of mobile coffee business actors who use electric bicycle carts with relatively similar flavor variants and types of products. This condition causes the level of competition between sellers to become increasingly tight. This high competition is a challenge for mobile coffee business actors in attracting the attention of consumers, retaining customers, and maintaining the sustainability of their business. Therefore, implementing the right and effective marketing strategy is a key factor in introducing products, increasing sales volume, and building customer loyalty.

Previous research by Pradana (2016) and Ma'rudloh (2025) shows that marketing strategies are influenced by several factors, such as the use of social media, competitive pricing, and product innovation and development. Aryani's (2022) research focuses on descriptive aspects of coffee shop characteristics and development. However, most of the research still focuses on coffee shops or conventional coffee businesses. In Semarang City, mobile coffee sellers with electric bicycle carts generally offer relatively affordable prices, which are around IDR 8,000 per cup, much lower than the price of coffee in coffee shops which can reach IDR 25,000 per cup. Despite its advantages in terms of price and mobility, research that specifically examines mobile coffee marketing strategies based on electric bicycles is still limited.

To achieve competitive advantage as proposed by Porter (1985), mobile coffee businesses need not only low-cost or differentiation strategies but also an operational framework that can be practically implemented. In this regard, the Marketing Mix Theory (4P) provides a relevant approach to translate competitive strategies into concrete marketing actions. Product differentiation, affordable pricing, strategic location selection, and effective promotion represent key instruments through which mobile coffee businesses can create superior value compared to competitors.

For mobile coffee sellers using electric bicycle carts, the integration of Porter's competitive advantage strategy with the marketing mix is particularly relevant. The

mobility of electric bicycle carts supports flexible place strategies, while unique products and eco-friendly concepts strengthen product differentiation. Competitive pricing aligned with consumer purchasing power and the active use of social media promotions further enhance market reach and sales performance in an increasingly competitive urban environment.

The urgency of this research lies in the rapid growth of mobile coffee businesses in Semarang City, which intensifies competition and demands evidence-based marketing strategies. Empirical studies focusing on the effectiveness of the 4P marketing mix in mobile coffee businesses using electric bicycle carts remain limited. Therefore, this study contributes theoretically by strengthening the linkage between Porter's Competitive Advantage Theory and Marketing Mix Theory (4P) and practically by providing actionable insights for mobile coffee business owners in formulating more effective and sustainable marketing strategies.

## **2. LITERATURE REVIEW**

### **2.1. Marketing**

Marketing is a strategic function that plays an important role in creating value for customers while achieving company goals. Kotler and Keller (2019) define marketing as the process of creating, communicating, and delivering value and building profitable customer relationships. Thus, marketing is not only sales-oriented, but also understanding consumer needs. In line with Febriyantoro's research (2018), which explains that the right marketing strategy has been proven to increase competitiveness, sales, and business sustainability, especially in the MSME sector.

### **2.2. Marketing Mix**

A marketing mix is a set of marketing tools that a company uses to achieve its marketing goals in the target market. The concept of the classic marketing mix is known as the 4P, which includes product, price, place, and promotion (Kotler & Keller, 2019). These four elements must be designed and implemented in an integrated manner in order to be able to create optimal value for consumers and improve company performance. The implementation of the right marketing mix allows the company to tailor its product offerings to the needs and preferences of the target market.

### **2.3. Marketing Strategy**

A marketing strategy is an integrated plan that is prepared to achieve marketing goals by utilizing the company's resources effectively. This strategy includes determining segmentation, targeting, and positioning (STP), as well as implementing a marketing mix that is in accordance with the characteristics of the target market (Wijaya & Sirine, 2016; Manggu & Beni, 2021). Various studies show that marketing strategies have a positive effect on increasing sales. Amelia and Iswadi (2023) emphasized the importance of marketing communication strategies in driving sales. In addition, the use of digital marketing has been proven to be able to increase marketing cost efficiency while expanding market reach (Muhajir & Bilgies, 2022; Eva Desembrianita et al., 2023).

### **2.4. Marketing Strategy Indicators (4P)**

According to Shabastian and Samuel (2013), marketing strategy can be measured through four main indicators, namely product strategy, pricing strategy, place strategy, and promotion strategy. Product strategy is measured through product quality, variety, and innovation. Pricing strategies include price matching with quality, price list clarity, and discounting. Venue strategy is measured through location accessibility, number of points of sale, and distribution channel effectiveness. Meanwhile, promotional strategies are measured through consumer engagement rates, increased sales, and market share growth. These four indicators are interrelated and together determine the success of the company's marketing strategy.

### **Sales**

Sales is the company's main activity in generating revenue and profit. Damayanti (2017) defines sales as an effort made by a company to offer products to consumers to meet their needs while making a profit. Sales success reflects a company's ability to understand consumer behavior and implement the right marketing strategy. Therefore, sales are an important indicator in assessing the marketing performance of a company.

### **2.4 Indicators of Sales Increase**

Sales increase indicators are used to measure and evaluate a company's sales performance. According to Hasanah et al. (2020), these indicators include the achievement of sales volume, profit acquisition, and company growth. The achievement of sales volume shows the company's ability to meet the targets that have been set. Profit

generation reflects the effectiveness and efficiency of sales activities, while company growth indicates the sustainability and stability of the business in the long term.

### **1). The Relationship of Product Strategy to Increase Sales**

Product strategy is one of the important elements in the marketing mix that focuses on the company's efforts in designing, developing, and maintaining products to suit consumer needs and wants. Kotler and Keller (2019) state that products include the quality, features, design, brand, and variety offered to the market. Products that have good quality and appropriate variety will increase the value felt by consumers and encourage purchase decisions.

H1: Product strategy has an impact on increasing mobile coffee sales in Semarang City

### **2). The Relationship of Price Strategy to Sales Increase**

The price strategy is a company's decision to set a price level that is in accordance with the value of the product, consumer purchasing power, and competitive conditions. Kotler and Keller (2019) explain that price is the only element of the marketing mix that directly generates revenue for the company. Proper pricing can be an attraction for consumers while reflecting the quality of the product.

Shabastian and Samuel (2013) found that pricing strategies have a positive influence on consumers' purchasing decisions, which ultimately increases sales. This is strengthened by Wijaya and Sirine (2016) who stated that a competitive price strategy in accordance with the market segment is able to increase the company's sales volume. Therefore, the right pricing strategy can encourage consumers to make purchases and contribute to increased sales.

H2: Pricing strategy has an impact on increasing mobile coffee sales in Semarang City.

### **3). The Relationship of Place Strategy to Increase Sales**

Research by Hutabarat (2017) and Wibowo et al. (2015) shows that the selection of the right location and distribution channel has an effect on increasing sales. In the context of MSMEs, ease of access and proximity to consumers are the advantages in winning the competition. Thus, an effective place strategy will increase consumer comfort in buying products and have a positive impact on increasing sales.

H3: Place strategy an impact on increasing mobile coffee sales in Semarang City.

#### **4). The Relationship of Promotional Strategies to Increase Sales**

Promotional strategy is a marketing communication activity that aims to inform, persuade, and remind consumers about the products offered. Amelia and Iswadi (2023) emphasize that an effective marketing communication strategy can increase consumer awareness and buying interest. Promotions that are carried out consistently and on target will strengthen the image of the product in the minds of consumers.

H4: Promotional strategies have an impact on increasing mobile coffee sales in Semarang City.

### **3. RESEARCH METHODS**

#### **3.1 Research Type and Design**

This study uses a quantitative approach with an explanatory research design. The quantitative approach was chosen because the research aims to test the relationship and influence between variables through numerical data measurement and inferential statistical analysis. Firmansyah et al. (2021) state that quantitative research focuses on testing phenomena that can be objectively measured and analyzed using numbers to produce conclusions that can be generalized to a wider population. Thus, the quantitative research design in this study was systematically prepared through numerical data collection, statistical assumption testing, and regression analysis to explain the influence of marketing strategies on sales increase.

The purpose of this study is to analyze and explain the influence of marketing strategies consisting of product strategies, price strategies, place strategies, and promotion strategies on increasing sales in mobile coffee businesses that use electric bicycle carts in Semarang City.

#### **3.2 Research Variables and Operational Definitions**

##### **Definition of Research Variables**

According to Sugiyono (2019), research variables are attributes or properties of objects or activities that have certain variations and are determined by researchers to be studied so that conclusions can be drawn. The variables in this study consist of independent variables and dependent variables. Independent variables are independent variables that affect changes in dependent variables, while dependent variables are bound variables that are influenced by independent variables.

Product Strategy Indicator (X1) is measured by product function, product design, product packaging. Pricing strategy is measured through determining the selling price, price accuracy and competitive price. Place Strategy Indicator (X3), is measured by determining the location, the accuracy of location selection and strategic location. Promotion Strategy Indicator (X4), is measured through promotional activities, attracting consumers, and building customer loyalty. Sales increase (Y) is measured through sales volume, number of customers and profit amount.

### **Research Object**

Mobile coffee seller in the Semarang City area. The object of the research includes the marketing strategy applied by the seller, namely the marketing mix (Product, Price, Place, Promotion) and using electric bicycle carts in marketing strategies to attract more customers and increase sales.

The population in this study is mobile coffee sellers using electric bicycle carts that are the focus of the research, covering individuals or groups according to the characteristics to be studied. Sampling using the accidental sampling technique, Accidental Sampling (Green S B, 1991) amounted to 85. Collection method with questionnaires. The analysis technique used is Multiple Linear Regression.

## **4. RESULTS AND DISCUSSION**

### **4.1 General Description of Research Object**

The general description of the research object is the description of the respondents based on the questionnaire answers that have been distributed to 85 respondents, namely mobile coffee sellers who use electric bicycle carts in Semarang City. The following is a description of the respondents based on their gender and age:

#### **1). Description of respondents by gender and age**

The number of mobile coffee sellers who use male electric bicycle carts is more than the number of female respondents with the number of male respondents as many as 92.94% (79 people). This is related to operating hours until the night so that it requires strong physical endurance and the risk of crime for women at night in mobile coffee sales.

Most of the respondents were aged 20-23, indicating that coffee sellers are still young and tend to be more interested in more flexible jobs as a first step in earning an income. Meanwhile, coffee sellers aged 24-26 years are 15 people and 27-29 years old as

many as 18 people, which is less because they are starting to look for job stability and long-term responsibility.

## **2). Respondents' responses to product strategy variables**

As a result of respondents' responses from the product strategy variable as much as 49.4%, consumers have different taste preferences, for example butter scotch latte, almond coffee, palm coffee so that various flavor variants are provided to attract a wider market segment. As many as 42.4% said flavor variants create unique appeal for consumers looking for new experiences. As many as 8.2% want flavor variants only according to existing trends.

## **3). Respondents' Responses to Product Sufficiency**

Regarding product packaging, as many as 45.9% of respondents stated that packaging designs that follow current trends attract the attention of consumers and help sellers differentiate their products from competitors. Furthermore, 44.7% of respondents stated that the use of bright packaging colors makes products more striking in the market and is able to build a strong brand identity so that it is easier for consumers to recognize the coffee products they buy.

## **4). Respondents' Responses to Product Presentation**

In the aspect of product presentation, the results of respondents' responses show that practicality and speed are important factors. As many as 51.8% of respondents stated that the presentation of practical and fast coffee is able to meet the needs of consumers, especially for those who have limited time. In addition, 37.6% of respondents stated that the speed of presentation provides added value and is the main consideration in coffee purchase decisions.

## **5). Respondents' Responses to Price Strategy Variables**

Based on the price strategy variable, as many as 54.1% of respondents stated that the price of coffee of IDR 8,000 is considered competitive and affordable by most consumers, so that it can attract buying interest. As many as 34.1% of respondents also stated that the price is in accordance with consumer purchasing power. Meanwhile, a small percentage of price-sensitive respondents tend to choose sachet coffee as an alternative.

#### **6). Respondents' Responses to the combination package.**

Regarding the combination package strategy, the majority of respondents gave a positive response. As many as 62.4% of respondents stated that combination packages give the impression of savings and encourage larger purchases. As many as 28.2% of respondents strongly agree that combination packages provide a more satisfying shopping experience and can increase consumer loyalty. However, 4.7% of respondents said they did not agree because the combination packages offered were not fully in accordance with consumer needs.

#### **7). Respondents' Response to the cheaper package price.**

In the cheaper package pricing strategy, 52.9% of respondents stated that lower prices encourage repurchases, while 40% of respondents considered that fixed prices should be adjusted to product quality.

#### **8). Respondents' Responses to the Use of Carts**

Judging from the variables of place strategy, the use of electric bicycle carts received a positive response. As many as 50.6% of respondents stated that electric bicycle carts support the concept of being environmentally friendly and suitable for use at car free day events and easily reach the crowd. As many as 42.4% of respondents consider the use of this cart to attract the attention of customers and allow sellers to serve more consumers. In addition, the selection of a crowded location is considered to be able to increase sales opportunities and expand market reach.

#### **9). Respondents' Responses to Promotion Strategy Variables**

In the promotion strategy variable, as many as 60% of respondents stated that giving discounts can encourage consumers to buy in larger quantities. As many as 29.4% of respondents stated that discounts encourage consumers to try new products. Promotion through social media is also considered effective, where 44.7% of respondents stated that social media allows direct interaction with consumers, and 43.5% stated that video content is able to attract buying interest.

#### **10). Respondents' Responses to Promotion Strategy Variables**

A total of 44.7 respondents stated that promotions on social media allow coffee sellers to interact directly with consumers, thereby accelerating the dissemination of information about discounts or special offers for coffee products sold. As many as 43.5% of respondents stated that videos attract the attention of consumers to buy products. As

many as 9.4% of respondents stated that product content posted through social media can increase consumer engagement

### 11). Respondents' Responses to Sales Increase Variables

The variable of increasing sales, respondents assessed that the use of electric bicycle carts had a positive impact, both in terms of operational efficiency, expanding market reach, and ease of mobility, thus contributing to the overall increase in sales.

#### 4.2 Test Results

The validity test of all indicators of the research variables was declared valid, because the  $r$  calculation of the  $>r$  of the table was 0.1796 and the reliability test showed that all variables had an Alpha coefficient exceeding 0.70 (Ghozali, 2021; Sugiyono, 2019). . Therefore, it can be concluded that all variables in the questionnaire are reliable. The results of the normality test obtained *an asympt value. Sig* 0.159 > 0.05 . The results of the multicollinearity test on *tolerance values* and *Variance Inflation Factor* (VIF). If the value is  $VIF < 10.00$  and  $tolerance > 0.10$ . The results of the heteroscedasticity test with the significance values of the variables X1, X2, X3, X4 exceeding 0.05.

The regression equation generated by Product Strategy (X1), Price Strategy (X2), Place Strategy (X3), and Promotion Strategy (X4) to Sales Increase (Y)

$$Y = -5.454 + 0.237(X1) + 0.205(X2) + 0.386(X3) + 0.540(X4)$$

Obtained R square is 0.525 and Adjusted R Square is 0.502. Therefore, it can be concluded that the variables of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy to Increase Sales by 0.502 or 50.2 percent and the remaining 49.8 percent were influenced by other variables outside the research model.

#### 1). The Influence of Product Strategy on Increasing Sales

The results of the regression t-test have a significance value of 0.022 that is smaller than 0.05, so that the product strategy affects the increase in sales. The strategy of using electric bicycle carts is in accordance with market needs, offers a variety of flavor variants, attractive coffee packaging designs, and practical coffee serving are considered important to increase sales.

The diversity of flavors expands the market segments have different taste preferences. The product strategy applied by mobile coffee sellers who use electric bicycle carts has been maximized, by providing various flavor variants that can attract

consumers and increase sales. The creation of packaging designs that are in line with trends that attract consumer attention is carried out by considering packaging investment and added value felt by consumers. The contribution of serving practical and fast coffee helps consumers who have limited time. The appeal of this strategy will be in accordance with the market segment that prioritizes quality of taste or overall experience. According to (Keller & Kotler, 2015), an effective product strategy must create value for consumers while maintaining a balance between quality, cost, and market needs. In line with research (Pakasi, 2022), which explains that product strategies have a positive and significant effect on increasing sales.

## **2). The Influence of Price Strategy on Increasing Sales**

The results of the t-test of the price strategy variable have a significance coefficient value of 0.048 which is smaller than 0.05, so that the price strategy has an effect on increasing sales. Effective pricing strategy will be followed by increased sales

The competitive price strategy of mobile coffee sellers using electric bicycle carts has an effect on the expansion of market segments and consumer repurchases. Competitive prices are one of the advantages of mobile coffee sellers who use electric bicycle carts in the face of market competition. According to (Kottler, 2019), a lower price strategy is able to increase consumer buying interest.

Lower price adjustment strategies, without compromising product quality, affect a significant increase in sales volume. In line with research (Hutabarat, 2017) that price strategies have a positive and significant effect on increasing sales. This is supported by the results of a study (Lahati et al., 2024) which states that the price strategy has a positive and significant effect on increasing sales.

## **3). The Influence of Place Strategy on Increasing Sales**

The results of the t-test of the place strategy variable have a significance value of 0.001 which is smaller than 0.05, so that the place strategy has an effect on increasing sales. Strategic location selection and ease of access are key to creating optimal sales

The selection of a location that coincides with *a car free day* location that is crowded, easily accessible to the seller can increase daily transactions, making the location strategy one of the keys in supporting increased sales

According to (kottler, 2019), a good place strategy should ensure that products or services are available in the location that is most likely to attract consumers. An effective

venue strategy allows coffee sellers to make the most of the market's potential. In line with research (Subhan & Fatmala, 2018) and (Mozes haryanto, Nurdwiana sari saudi, mmuh. ashary, Moh. hatta, 2022) that place strategy has a positive effect on increasing sales.

#### **4). The Influence of Promotional Strategies on Increasing Sales**

The results of the t-test indicate that the promotion strategy has a significant effect on increasing sales, as shown by a significance value of 0.000 ( $< 0.05$ ). Promotional activities such as offering discounts, utilizing social media, and using electric bicycle carts as visual promotional media create added value for consumers and encourage repeat purchases. The effective use of social media also enables businesses to reach new customers and build stronger interactions, supporting previous studies which found that promotional strategies positively influence sales performance (Amelia & Iswadi, 2023; Muhajir & Bilgies, 2022; Ranti et al., 2022).

The results of the F-test show that product strategy, pricing strategy, place strategy, and promotion strategy simultaneously have a significant effect on sales growth, with a significance value of 0.000 ( $< 0.05$ ). This finding indicates that sales improvement is driven by the combined implementation of marketing strategies rather than by individual factors alone, highlighting the importance of an integrated approach.

Further analysis reveals that product strategy has a positive and significant effect on sales growth (sig. = 0.022). Product differentiation through flavor variety, attractive packaging, convenient presentation, and innovative use of electric bicycle carts enhances consumer appeal and purchasing decisions. Pricing strategy also shows a significant influence on sales growth (sig. = 0.048), demonstrating that competitive and affordable pricing aligned with consumer purchasing power supports increased sales volume and repeat purchases.

Overall, these findings support the Marketing Mix Theory (4P) and align with Porter's Theory of Competitive Advantage (1985). Product differentiation, cost leadership through pricing, strategic location selection, and effective promotion collectively create competitive advantage and drive sustainable sales growth. This confirms that a well-integrated marketing mix plays a crucial role in shaping consumer purchasing decisions and improving the sales performance of mobile coffee businesses using electric bicycle carts.

## 5. CONCLUSION

This study shows that the 4P marketing strategy (product, price, place, and promotion) has a significant effect on increasing mobile coffee sales in Semarang City. Product strategy in the form of serving practical and fast coffee is the most dominant factor because it is in accordance with consumer needs for comfort. The price strategy through offering combination packages, the place strategy with the use of easy-to-reach electric bicycle carts, and promotional strategies in the form of providing discounts have also proven effective in increasing sales. Simultaneously, the implementation of the 4P marketing strategy carried out by mobile coffee sellers has gone well and has contributed significantly to the increase in sales.

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