

Flexibility of Marketing Strategy, Product Suitability, Consumer Responsibility, Personal Branding, Market Demand Towards the Existence of WFL Coffee Shop, Anambas Regency

Amalia Pitri ✉ **Tibrani** ² **Widodo Ismanto** ³

^{✉2,3} *Postgraduate Program, Magister Management, University of Riau Islands*

Abstract

The rapid growth of coffee shops in Anambas Regency has intensified competition, requiring operators to adopt effective marketing strategies to sustain their businesses. This study aims to examine the influence of marketing strategy, product suitability, consumer responsiveness, personal branding, and market demand on the existence of WFL Coffeeshop in Anambas Regency. A quantitative research approach was employed, using primary data collected through structured questionnaires distributed to WFL Coffeeshop consumers. The data were analyzed using statistical techniques to assess both partial and simultaneous effects among the research variables. The findings reveal that marketing strategy, product suitability, consumer responsiveness, personal branding, and market demand collectively influence the existence of WFL Coffeeshop. Each variable also demonstrates a significant effect, underscoring the importance of aligning products with consumer needs, responding effectively to customers, and building a consistent personal brand. This study concludes that an integrated marketing strategy is essential for maintaining business sustainability and competitiveness, particularly for coffee shops operating in emerging regional markets.

Keywords: *Marketing Strategy; Product Suitability; Consumer Responsiveness; Personal Branding; Market Demand; Coffee Shop Existence.*

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✉ Corresponding author :

Email Address: amaliapitri05@gmail.com.

INTRODUCTION

Coffee has become a lifestyle drink for Indonesians, transforming into a beverage of choice for daily consumption and routine activities. Indonesia is among the top five coffee-producing countries in the world, and Indonesian coffee has gained strong recognition among global coffee lovers. Data from the Central Statistics Agency (BPS) indicate that Indonesia's coffee exports are projected to reach US\$809.2 million in 2025, a 7.8% decrease from US\$872 million in the previous year.

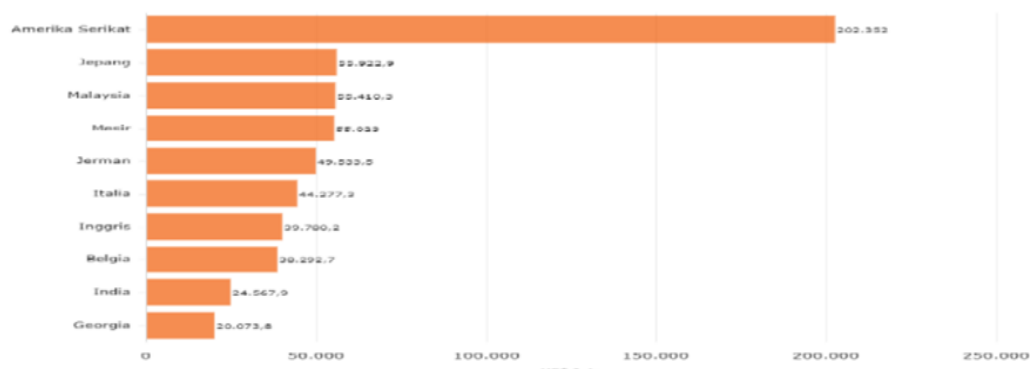


Figure 1. Indonesia's Coffee Export Destination Countries in 2025

Source: Katadata, 2025

The rapid development of coffee consumption culture has encouraged the growth of coffee shop businesses at the regional level, including in Anambas Regency. The increasing number of coffee shops in Anambas Regency has created increasingly competitive market conditions, resulting in significant changes in business turnover and influencing market segmentation among coffee shops. This condition is reflected in the growing presence of both small- and large-scale coffee shops operating in the region.

The growth in coffee consumption and the shift in lifestyle among the Anambas community, where coffee drinking has become a daily necessity, have created substantial opportunities for food and beverage business actors to develop coffee shops. According to Statistics Indonesia (BPS) data from 2021, the number of restaurants, including coffee shops, in Indonesia reached tens of thousands, including those in Anambas Regency. The number of coffee shops continued to increase, reaching 1,003 in 2021 and 1,041 in 2022, before declining to 530 in 2023. This figure does not include coffee shops that have not been officially recorded by the BPS (2024).

Table 1. Tourist Attraction Clusters in Anambas Regency

No	Description	Amount	Unit
1	Cultural Tourism Objects	8	Object
2	Marine Tourism Objects	35	Object
3	Nature Reserve Tourist Attractions	0	Object
4	Agricultural Tourism Objects	1	Object
5	Buru Tourist Attractions	0	Object
6	Natural Tourist Attractions	3	Object
7	Historical Tourist Attractions	6	Object
8	Religious Tourism Objects	0	Object
9	Educational Tourism Objects	0	Object
10	Culinary Tourism Objects	0	Object
11	Shopping Tourism Objects	3	Object
12	Artificial Tourist Attractions	4	Object
Amount		60	

Source: Anambas Regency Tourism Office, 2025

The growth of coffee shops in Anambas Regency is also reflected in the structure of food and beverage service businesses operating in the region.

Table 2. Types of Food and Beverage Service Businesses in Anambas Regency

No	Description	Amount	Unit
1	Restaurant	9	Object
2	Cafeteria/Cafe	7	Object
3	Shop	0	Object
4	Coffee Shop	13	Object
5	Pub/Bar	0	Object
6	Stall/Food Shop	20	Object
Amount		49 Objects	

Source: Anambas Regency Tourism Office, 2025

Despite the promising market conditions, coffee shop businesses also face challenges related to fluctuating sales performance. Monthly sales data from WFL Coffeeshop in Anambas Regency indicate a temporary decline in October, suggesting potential instability in consumer purchasing behavior. Specifically, WFL Coffeeshop recorded sales of Rp. 15,199,500 in September, followed by a decrease to Rp. 14,497,500 in October, before increasing again to Rp. 17,826,000 in November (WFL Coffeeshop Anambas, 2025). This fluctuation suggests that, despite overall market growth, coffee shop businesses remain vulnerable to short-term changes in consumer demand.

Coffee shops are no longer perceived merely as places to drink coffee but also function as spaces for work and meetings. They are not only visited by adults but are also popular among millennials. Drinking coffee has become a widespread trend among Indonesian society (Litya, 2018) and is considered not only a means of relieving fatigue but also part of cultural practices across generations (Cahya, 2018). These developments have attracted many entrepreneurs to enter the coffee shop industry due to its promising prospects, with average profit margins ranging from 35 to 40 percent of total sales (Gumiwang, 2018). At the national level, the retail coffee market in Indonesia has reached approximately 268,000 tons annually and is estimated to have grown at a rate of 11.4 percent between 2017 and 2021 (Normala, 2018). Brand competition within the coffee shop industry is also evident, as reflected by the Top Brand Index in 2025, where Coffee Memories recorded a score of 46.600 percent, followed by Soul's Promise at 38.300 percent and In it at 10.200 percent. This indicates a competitive market structure dominated by a small number of strong brands.

Changes in consumer behavior regarding coffee consumption significantly influence market competition (Dhisasmito & Kumar, 2020), requiring coffee shop businesses to prioritize customer loyalty by creating a comfortable atmosphere and enhancing store ambience (Lee et al., 2018; Miswanto & Angelia, 2017). WFL Coffeeshop in Anambas Regency recognizes these competitive dynamics and has experienced increasing competition since its establishment in 2015, as the number of coffee shops in Anambas grew from 3 in 2017 to 9 by the end of 2019. To maintain its market presence, WFL Coffeeshop actively listens to customer aspirations. It continuously adapts its products and services through improvements in raw material quality, facilities, employee performance, and ongoing menu innovation. To strengthen its presence and sales performance, WFL Coffeeshop must focus on factors

influencing purchasing decisions, particularly product attributes (Nazah et al., 2017) and service quality (Soenawan et al., 2015). Located in Anambas Regency and founded by an owner with a strong passion for coffee, WFL Coffeeshop serves a predominantly male consumer segment, according to survey results. Accordingly, this research aims to identify and analyze the partial effects of marketing strategies, product suitability, consumer responsiveness, personal branding, and market demand, as well as their simultaneous influence on the existence of WFL Coffee Shops in Anambas Regency.

From a theoretical perspective, a coffee shop is defined as a business that sells beverages and food, particularly coffee-based drinks, supported by location, ambience, and facilities that attract consumers (Nasihin et al., 2020). Beyond its basic function, a coffee shop serves as a social and professional space that appeals not only to adults but also to millennials, reflecting the evolution of coffee consumption as a cultural trend and an intergenerational practice in Indonesian society (Cahya, 2018; Litya, 2018). These dynamics contribute to the attractiveness of coffee shop businesses, which are characterized by relatively high profit margins (Gumiwang, 2018). At the same time, the growth of Indonesia's retail coffee market, reaching 268,000 tons annually, with an estimated growth rate of 11.4 percent between 2017 and 2021 (Normala, 2018) has intensified competition, making consumer behavior a critical determinant of business performance. Changes in consumption patterns require coffee shop operators to secure customer loyalty through the creation of a comfortable store atmosphere (Dhisasmito & Kumar, 2020; Lee et al., 2018; Miswanto & Angelia, 2017), while purchasing decisions are strongly influenced by product attributes and service quality (Nazah et al., 2017; Soenawan et al., 2015). Empirical evidence from Meeprom & Kokkhangplu (2025) further demonstrates that sensory, affective, and intellectual experiences indirectly shape customer advocacy through customer satisfaction, underscoring the importance of experiential strategies in developing effective marketing approaches for specialty coffee cafés.

Existence

Existence refers to an organization or business entity's ability to sustain its continuity, relevance, and legitimacy over time amid dynamic internal and external environments. In contemporary business studies, existence is no longer interpreted merely as survival, but as a dynamic condition shaped by adaptive capacity, strategic responsiveness, and long-term sustainability orientation. Al-Shaikh & Hanaysha (2023) conceptualize existence as an outcome of sustainable business behavior, where entrepreneurial orientation and continuous innovation enable firms to remain relevant in competitive markets. This perspective emphasizes that existence is closely tied to the firm's ability to align strategic actions with evolving market expectations. Supporting this view, Li et al. (2023) argue that adaptive marketing behaviors strengthen business resilience, allowing enterprises to maintain their existence by responding effectively to environmental uncertainty and consumer dynamics. From a broader organizational standpoint, Zahara et al. (2023) highlight that existence is

influenced by both internal capabilities and external contextual forces, including market structure and institutional pressures, which collectively shape firm survival trajectories. Moreover, the concept of existence is increasingly associated with organizational resilience, defined as the capacity to absorb shocks, adapt to disruptions, and transform in response to crises. Lim (2022) reinforces this interpretation by positioning existence as a continuous process of adaptation and renewal rather than a static condition.

Marketing Strategy

Marketing strategy is a comprehensive, integrative framework that guides organizations in designing, implementing, and aligning marketing activities to achieve sustainable competitive positioning in dynamic markets. Rather than being limited to planning decisions, marketing strategy encompasses translating strategic intent into coordinated actions across organizational functions. Morgan et al. (2025) emphasize that marketing strategy is inherently complex because its effectiveness depends not only on formulation but also on successful implementation, which is often constrained by organizational misalignment and environmental uncertainty. In contemporary markets, the strategic role of marketing has increasingly incorporated digital dimensions. Tam & Lung (2025) highlights that modern marketing strategies must integrate digital tools and online consumer engagement mechanisms to remain relevant amid shifting consumption patterns and intensified competition. From a capability-based perspective, Hanaysha & Al-Shaikh (2024) argue that marketing strategy is closely linked to marketing capabilities and entrepreneurial orientation, positioning it as a strategic resource that supports long-term business sustainability and reputation. Furthermore, marketing strategy is viewed as an adaptive process rather than a static plan, requiring continuous adjustment in response to competitive pressures. Salam et al. (2025) Reinforce this view by demonstrating that effective marketing strategies rely on differentiation, technological integration, and market responsiveness to strengthen competitive advantage.

Product Suitability

Product suitability refers to the degree to which a product aligns with consumer needs, usage contexts, and expectations, thereby enabling consumers to perceive the product as functionally and symbolically appropriate. This concept emphasizes fit rather than intrinsic quality alone, as suitability emerges from the interaction between product attributes and consumer interpretation. Che et al. (2025) explain that product-related or functional fit significantly shapes consumer attitudes, particularly when the product is perceived as coherent with other marketing elements. From an operational perspective, Li et al. (2023) conceptualize product suitability as a critical analytical input in sales and channel strategies, highlighting that perceived fit influences pricing effectiveness and channel performance in omni-channel environments. In digital consumption contexts, Xu et al. (2023) demonstrate that interactive online

mechanisms, such as live streaming commerce, enhance consumers' ability to assess product suitability by reducing information asymmetry and increasing experiential cues. Furthermore, Sun & Chen (2025) underscore that signals of product fit conveyed through online reviews play a strategic role in shaping consumer expectations and post-purchase evaluations, particularly in managing return behavior.

Consumer Responsiveness

Consumer responsiveness is an organization's capability and willingness to promptly recognize, interpret, and respond appropriately to consumer expectations, feedback, and changing needs. This concept emphasizes adaptive interaction rather than reactive behavior alone. Fruchter & Wiszniewska-Matyszkiel (2024) conceptualizes consumer responsiveness as a strategic balancing act, in which firms must carefully calibrate the speed and intensity of their responses to customer expectations to maximize value creation without incurring inefficiencies. In digital and social media environments, responsiveness becomes increasingly visible and consequential. Stuhldreier (2024) demonstrates that perceived customer orientation, manifested through responsive communication and engagement, strengthens consumer trust and reinforces favorable behavioral intentions. From a broader relational perspective, Osei-Frimpong et al. (2025) positions consumer responsiveness as a core dimension of customer centricity, highlighting its role in translating customer signals into meaningful organizational actions that enhance satisfaction.

Personal Branding

Personal branding is a strategic process by which individuals consciously construct, communicate, and manage a distinctive professional identity that generates value, credibility, and recognition among relevant audiences. Rather than being a mere act of self-promotion, personal branding reflects the accumulation of perceptions formed through consistent signals of competence, values, and authenticity. Szántó et al. (2025) conceptualize personal branding as a measurable form of personal brand equity, emphasizing core dimensions such as visibility, credibility, and reputation as foundational elements. Within organizational and leadership contexts, Venciute et al. (2024) demonstrates that effective personal branding significantly shapes professional outcomes by influencing stakeholder perceptions and trust. In digital environments, the construction of personal branding becomes increasingly performative and relational. Djafarova & Trofimenko (2019) show that credibility and self-presentation practices on social media play a decisive role in how audiences evaluate personal brands. Complementing this view, Labrecque et al. (2011) frame online personal branding as an ongoing process that involves identity signaling, audience interpretation, and reputation management within networked platforms.

Research hypothesis

A hypothesis is a temporary assumption about a research problem. The truth of the hypothesis must be proven through research and the collection of valid data, so that... linear real conditions at the WFL coffee shop location in Anambas Regency. The research hypothesis is *linear with* problems to be discussed, including:

H₁: *It is suspected that the marketing strategy has a positive and significant partial influence on the existence of WFL Coffee Shop in Anambas Regency.*

H₂: *It is suspected that product suitability has a positive and significant partial effect on the existence of WFL Coffee Shop in Anambas Regency.*

H₃: *It is suspected that consumer responsiveness has a positive and significant partial influence on the existence of WFL Coffee Shop in Anambas Regency.*

H₄: *It is suspected that Personal Branding has a positive and significant partial influence on the existence of WFL Coffee Shop in Anambas Regency.*

METHODOLOGY

This research would implement a quantitative approach. This series of systematic, focused methodological stages begins with data collection through an initial survey at WFL Coffee Shop and is supported by analysis, interpretation, and discussion of the research. *Linear Margono's opinion in Tanzeh (2019:100) is that quantitative research is research that implements more rigorous hypothesis testing, starting with deductive thinking to derive hypotheses, then carrying out testing at the researched locus, and determining conclusions or hypotheses based on empirical data.*

Since the sample size is proportional to the population, it can be calculated using a specific formula. The Lemeshow formulis used to identify an unknown sample size. The sample size significantly influences the representation of the population in the research process. If population size (n) is unknown, the Lemeshow formula is used. Sugiyono (2019) notes that Lemeshow's formula is used to determine the sample size for an unknown population.

$$n = \frac{Z^2 \times P(1 - P)}{e^2}$$

Information:

n = Number of samples sought

Z = Z score at 90% confidence=1.64

P = Case focus/maximum estimate=0.5

e = Alph(0.010) or sampling error of 10%

This research observation focuses on structured approach that has been systematically designed related through observations over six months and objects of observation and is equipped with *check list* focused on causality of marketing strategy variables, product suitability, consumer responsiveness, personal branding, and

market demand towards target findings of research on existence of coffee shops at WFL Coffee Shop in Anambas Regency and basis for measurement parameters for each variable in this research. *Linear regression* is a rule implemented to quantify data from variable parameters. This study implemented the Likert scale as its measurement parameter and described five alternative answers on the Likert scale, namely:

- 5: Strongly agree
- 4: Agree
- 3: Neutral
- 2: Do not agree
- 1: Strongly disagree

The data analysis method of this research is focused on variables of marketing strategy, product suitability, consumer responsiveness, personal branding, and market demand towards the existence variable of coffee shops at a single locus of WFL Coffee Shop in Anambas Regency, which implements quantitative descriptive analysis and is implemented to describe answers of research respondents on a Likert Scale with five alternative answers.

RESULTS AND DISCUSSION

Result

Distribution of Research Questionnaires

The author conducted research at the WFL Coffee Shop in Anambas Regency, and the research object was the WFL Coffee Shop itself.

Table 3. Questionnaire Distribution Results

Information	Amount
The questionnaire was distributed	100
The questionnaire was returned	100
Questionnaire worthy of analysis	80
The questionnaire is not suitable for analysis.	20

Source: data processed by researchers, 2025

Based on Table 3, the distribution of the research questionnaire was 100 copies, each containing the questionnaire questions. In the linear research, the researcher selected 80 questionnaires that met testing requirements based on the argument that questionnaires that did not meet requirements were...fit, and then analyzed 20 questionnaires from 20 research respondents.

Respondent description and profile

Respondents in this study related through information and respondent identity are attached in the following Table 4:

Table 4. Respondent Profile and Characteristics

Characteristic	Category	Frequency (n)	Percent (%)
Gender	Male	45	56.3
	Female	35	43.8
	Total	80	100.0
Age (Years)	< 20	19	23.8
	21-30	34	42.5
	31-40	25	31.3
	> 40	2	2.5
	Total	80	100.0
Occupation	ASN (Civil Servant)	26	32.5
	Student	25	31.3
	Student (Other)	4	5.0
	Other Groups	10	12.5
	Other Professions	15	18.8
	Total	80	100.0
Visit Frequency	1 time	3	3.8
	2 times	3	3.8
	3 times	9	11.3
	More than 3 times	65	81.3
	Total	80	100.0
Monthly Expenditure	< Rp 200,000	2	2.5
	Rp 200,000 - Rp 500,000	12	15.0
	Rp 500,000 - Rp 1,000,000	16	20.0
	Rp 1,000,000 - Rp 2,000,000	14	17.5
	> Rp 2,000,000	36	45.0
	Total	80	100.0

Source: SPSS Output, 2025

The respondent profile indicates that the majority of participants were male, totaling 45 respondents (56.3%), while female respondents accounted for 35 (43.8%), suggesting a slight male dominance in the sample. In terms of age, most respondents were in the 21–30-year range (34 individuals, 42.5%), followed by those aged 31–40 years (25 individuals, 31.3%), and those under 20 years (19 individuals, 23.8%). In contrast, only 2 respondents (2.5%) were over 40 years old. Based on occupational background, civil servants (ASN) represented the largest group, with 26 respondents (32.5%), followed closely by students with 25 respondents (31.3%). In contrast, other occupational categories accounted for a smaller proportion of the sample. Regarding income levels, the largest share of respondents reported a monthly income above Rp 2,000,000, totaling 36 respondents (45.0%), indicating relatively strong purchasing capacity among customers. In contrast, lower-income categories were represented in smaller proportions.

Descriptive Test

Descriptive analysis is used to present statistical calculations of data, including min, max, mean, standard deviation, and variance, to measure and describe the distribution of research data.

Table 5. Descriptive Statistics Test Results

	n	Minimum	Maximum	Mean	Std. Deviation	Variance
Marketing strategy	80	25	40	34.62	4.011	16.085
Product conformity	80	14	25	19.91	2.715	7.372
Consumer responsiveness	80	24	40	33.68	3.500	12.247
Personal branding	80	29	50	40.06	4.107	16.869
The existence of coffee shops	80	33	50	41.22	3.943	15.544
Valid n (listwise)	80					

Source: Output SPSS, 2025

Based on the detailed data in the table above, it is described as follows:

- Related to marketing strategy variable (X_1) obtained a minimum total score of 25 and a maximum total score of 40. The average total score was 34.62 with a standard deviation of 4.011 and a variance value of 16.085. The results of statistical calculations indicate that the spread in the research data is high and heterogeneous. This condition indicates that respondents' opinions on the marketing strategy variable are categorized as heterogeneous.
- Regarding the product suitability variable (X_2), the minimum total score was 14, and the maximum total score was 25. The average total score was 19.91, with a standard deviation of 2.715 and a variance of 7.372, indicating a high level of data dispersion (heterogeneity). This condition indicates that respondents' opinions on the product suitability variable are heterogeneous.
- Regarding the consumer responsiveness variable (X_3), the minimum total score was 24 and the maximum total score was 40. The average total score of 33.68, with a standard deviation of 3.500 and a variance of 12.247, indicates that the distribution of the research data is high or heterogeneous. This condition indicates that respondents' opinions on consumer responsiveness variables are heterogeneous.
- Related to personal branding variable (X_4) obtained a minimum total score of 29 and a maximum total score of 50. The average total score is 40.06, with a standard deviation of 4.107 and a variance of 16.869, indicating a high level of spread in the research data and a heterogeneous distribution. This condition indicates that respondents' opinions on the personal branding variable are categorized as heterogeneous.
- Regarding coffee shop existence variable (Y), the minimum total score was 33 and the maximum total score was 50. The average total score was 41.22, with a standard deviation of 3.943 and a variance of 15.544, indicating substantial heterogeneity in the dataset. This condition indicates that respondents' opinions in this study regarding the coffee shop existence variable were heterogeneous.

Research Validity Test

The significance test uses the degree of freedom (df) = n-2, where n is the number of samples; in this study, the total Number of samples (n) is 30, and the size of df is 30-2. Df = 28 at significance of 0.05; therefore, r is obtained. $t_{Table} = 0,374$.

Table 6. Validity Test Results

Item-Total Statistics				
n = 30 rtable = 0,374				
Variables	Statement	rcount	rtable	Conclusion
Marketing strategy (X1)	P1	0,462	0,374	Valid
	P2	0,464	0,374	Valid
	P3	0,383	0,374	Valid
	P4	0,548	0,374	Valid
	P5	0,425	0,374	Valid
	P6	0,659	0,374	Valid
	P7	0,567	0,374	Valid
	P8	0,625	0,374	Valid
Product conformity (X2)	P1	0,797	0,374	Valid
	P2	0,515	0,374	Valid
	P3	0,666	0,374	Valid
	P4	0,451	0,374	Valid
	P5	0,823	0,374	Valid
Consumer responsiveness (X3)	P1	0,656	0,374	Valid
	P2	0,423	0,374	Valid
	P3	0,392	0,374	Valid
	P4	0,661	0,374	Valid
	P5	0,637	0,374	Valid
	P6	0,607	0,374	Valid
	P7	0,533	0,374	Valid
	P8	0,642	0,374	Valid
Personal branding (X4)	P1	0,645	0,374	Valid
	P2	0,592	0,374	Valid
	P3	0,518	0,374	Valid
	P4	0,592	0,374	Valid
	P5	0,473	0,374	Valid
	P6	0,787	0,374	Valid
	P7	0,513	0,374	Valid
	P8	0,787	0,374	Valid
	P9	0,427	0,374	Valid
	P10	0,462	0,374	Valid
The existence of coffee shops (Y)	P1	0,796	0,374	Valid
	P2	0,580	0,374	Valid
	P3	0,732	0,374	Valid
	P4	0,628	0,374	Valid
	P5	0,546	0,374	Valid
	P6	0,769	0,374	Valid
	P7	0,550	0,374	Valid
	P8	0,580	0,374	Valid
	P9	0,670	0,374	Valid
	P10	0,732	0,374	Valid

Source: Datprocessed by researchers, 2025

Discussion

The Influence of Marketing Strategy on the Existence of WFL Coffee Shop in Anambas Regency

The findings of this study demonstrate that marketing strategy plays a significant role in shaping and sustaining WFL Coffee Shop's existence in Anambas Regency. This result indicates that the continuity and visibility of a coffee shop are not determined solely by its physical presence, but rather by how effectively its marketing strategies are designed, communicated, and consistently implemented. The diversity of respondents' perceptions of marketing strategy reflects varying evaluations of how consumers experience marketing activities, suggesting that marketing performance is perceived differently across customer segments. Nevertheless, the overall assessment indicates that the marketing strategy adopted by WFL Coffee Shop has been well received and has meaningfully reinforced its market presence.

From an operational perspective, marketing strategy represents an integrated managerial effort encompassing product characteristics, value delivery, and alignment with consumer expectations. The study reveals that product-related attributes, particularly those associated with differentiation and presentation, are perceived as strengths that support the shop's competitive position. Conversely, aspects related to reliability and long-term consistency are perceived as areas requiring further improvement. This finding implies that while innovation and differentiation are essential for attracting consumer attention, a coffee shop's sustainability also depends on its ability to maintain consistent quality and dependable performance over time. As such, marketing strategy should not be understood solely as a promotional tool, but as a comprehensive framework that balances creativity with operational stability.

The results are theoretically aligned with the perspective proposed by Kotler et al., who define product quality as the totality of features and characteristics that enable a product or service to satisfy stated or implied consumer needs. Within this framework, marketing strategy serves as a mechanism for communicating and reinforcing perceived quality. An effective marketing strategy strengthens consumer confidence by ensuring that the value promised through branding and promotion is consistently delivered through actual product and service performance. In the context of WFL Coffee Shop, the marketing strategy contributes to the shop's existence by shaping consumer perceptions, fostering trust, and encouraging repeat patronage, thereby extending the shop's relevance in a competitive environment. The findings of this study are consistent with prior empirical research. Rofiq & Hufron (2018) similarly found that marketing strategy significantly influences the existence of coffee shops by shaping consumer perceptions and strengthening competitive positioning. Their study emphasized that coffee shops that adapt their marketing strategies to changing consumer preferences are more likely to survive and grow in dynamic market conditions.

The Influence of Product Suitability on the Existence of WFL Coffee Shops in Anambas Regency

The findings of this study indicate that product suitability plays a significant role in influencing the existence of WFL Coffee Shop in Anambas Regency. This result suggests that the sustainability of a coffee shop is strongly associated with the extent to which the products offered are perceived as appropriate and aligned with consumer needs, preferences, and purchasing capacity. Variations in respondent perceptions regarding product suitability reflect the diversity of consumer expectations and evaluations of value. Nevertheless, the overall assessment shows that consumers generally perceive the products offered by WFL Coffee Shop as suitable, indicating that product alignment has contributed positively to the shop's ability to maintain its presence in a competitive market environment.

From a managerial perspective, product suitability represents the degree of congruence between product attributes and consumer expectations, encompassing aspects such as price fairness, perceived quality, and functional benefits. The study reveals that affordability is a particularly salient aspect of product suitability, suggesting that consumers perceive the products as providing reasonable value relative to the sacrifices they make. At the same time, the alignment between product characteristics and marketing strategy is perceived as an area that requires further strengthening. This finding implies that while the products themselves are considered appropriate, the way these products are positioned and communicated to consumers may not yet fully reinforce their perceived value. Consequently, the existence of a coffee shop is not determined solely by the intrinsic quality of its products, but also by how coherently those products are integrated into broader marketing efforts.

These findings can be explained through the concept of product suitability as articulated by Tjiptono & Chandra (2017), who define product suitability as the overall sacrifice that consumers are willing to make in exchange for a product. This perspective emphasizes that consumers evaluate products not only on monetary cost but also on non-monetary sacrifices, such as time, effort, and perceived risk. When consumers perceive that the benefits obtained outweigh or are proportional to the sacrifices incurred, the product is considered suitable and worthy of repeated purchase. In this sense, product suitability becomes a critical determinant of perceived value, which, in turn, influences consumer loyalty and the long-term survival of a business.

Within the context of WFL Coffee Shop, product suitability functions as a foundational element in value creation. Products that align with consumer tastes, purchasing power, and expectations are more likely to encourage repeat visits and foster positive word of mouth. This alignment reinforces the perception that the coffee shop understands its target market and can respond to local consumer needs. As a result, product suitability contributes not only to transactional outcomes, such as purchase decisions, but also to relational outcomes that strengthen the coffee shop's position in consumers' minds over time. The findings of this study are consistent with

previous research by Zulaicha & Irawati (2016), which concluded that product suitability significantly influences the presence of coffee shops. Their study emphasized that consumers tend to maintain their patronage toward businesses that offer products perceived as appropriate in terms of quality, price, and overall value.

The Influence of Consumer Responsiveness on the Existence of WFL Coffee Shops in Anambas Regency

The findings of this study indicate that consumer responsiveness significantly influences the existence of WFL Coffee Shop in Anambas Regency. This result highlights the importance of service-related interactions between the coffee shop and its customers in sustaining business continuity. Consumer responsiveness reflects how well a business responds to customer needs, expectations, and feedback, and the diversity of respondent perceptions suggests that customers experience varying levels of responsiveness during their interactions with the coffee shop. Nevertheless, the overall assessment indicates that consumer responsiveness contributes positively to the perceived existence of WFL Coffee Shop, reinforcing its relevance and attractiveness in a competitive local market.

From an operational standpoint, consumer responsiveness encompasses employees' willingness and ability to assist customers promptly, attentively, and sincerely. The study reveals that consumers value responsiveness as a critical component of their overall experience, particularly in service-intensive businesses such as coffee shops. When customers perceive that their needs are acknowledged and addressed promptly, they are more likely to develop trust and satisfaction with the business. Conversely, inconsistent responsiveness may lead to divergent customer perceptions, thereby weakening the service's perceived reliability. This finding suggests that responsiveness functions not only as a service attribute but also as a strategic factor that shapes long-term customer relationships and reinforces business existence.

These findings are well explained by the service quality framework proposed by (Parasuraman et al., 1988) Those who define responsiveness as the willingness to help customers and provide prompt service. Within this framework, responsiveness is a core dimension of perceived service quality that directly influences customer satisfaction and behavioral intentions. In the context of WFL Coffee Shop, consumer responsiveness serves as a mechanism that transforms service encounters into meaningful experiences, thereby strengthening customer attachment to the brand. The study's findings support this theoretical perspective by demonstrating that responsiveness plays a vital role in maintaining the coffee shop's existence through positive customer perceptions and continued patronage.

In the coffee shop industry, responsiveness is particularly crucial because customer expectations extend beyond product consumption to include interpersonal interactions and service ambiance. Customers often perceive coffee shops as social spaces where comfort, attention, and engagement are valued. As such, responsiveness

contributes to creating a welcoming environment that encourages repeat visits. The findings suggest that WFL Coffee Shop's ability to respond to customer needs influences not only immediate satisfaction, but also longer-term perceptions of reliability and commitment. This reinforces the notion that responsiveness should be embedded as a core element of service culture rather than treated as an incidental aspect of service delivery. The results of this study are consistent with prior empirical research emphasizing the role of responsiveness in sustaining business performance. Djafar & Sune (2022) highlight that responsiveness significantly affects customer satisfaction and loyalty, particularly in service-based industries. Their findings suggest that businesses that demonstrate high attentiveness and promptness are more likely to retain customers and maintain a stable market presence.

The Influence of Personal Branding on the Existence of WFL Coffee Shops in Anambas Regency

The findings of this study demonstrate that personal branding plays an important role in shaping the existence of WFL Coffee Shop in Anambas Regency. This result suggests that beyond tangible offerings such as products and services, the way a coffee shop presents its identity, values, and uniqueness to consumers significantly influences its ability to remain relevant and competitive. The heterogeneity of respondents' perceptions indicates that customers interpret and experience the coffee shop's personal branding differently, reflecting varying levels of attachment, recognition, and emotional connection. Nevertheless, the overall influence of personal branding on business existence is positive, underscoring its strategic importance in the contemporary coffee shop industry.

From a conceptual perspective, personal branding in a business context is the process by which an organization communicates its distinctive character, personality, and promise to consumers. In the case of WFL Coffee Shop, personal branding serves as a symbolic representation of the business, shaping how customers perceive it. A strong personal brand enables a coffee shop to differentiate itself from competitors by projecting authenticity, consistency, and credibility. The findings indicate that customers tend to associate the existence of the coffee shop with how clearly its identity is communicated and how consistently it is reflected in service delivery, atmosphere, and customer interactions. This suggests that personal branding contributes not only to initial attraction but also to sustained customer recognition and loyalty.

These findings are strongly supported by the personal branding framework proposed by McNally and Speak (as cited in Lady, 2023), which emphasizes that an effective personal brand must be distinctive, relevant, and consistent. Distinctiveness allows a brand to stand out in a crowded market, relevance ensures alignment with customer values and expectations, and consistency builds trust over time. When applied to WFL Coffee Shop, this framework explains how personal branding enhances business existence by creating a clear and memorable identity that customers can easily recognize and relate to. The study's findings confirm that when personal

branding reflects these principles, it strengthens customer attachment and reinforces the coffee shop's position in the local market.

In addition, Chania & Susilowati (2023) argues that personal branding involves shaping public perception of an entity's personality, competence, and values, which can be strategically leveraged as a marketing tool. This perspective aligns with the present findings, as personal branding at WFL Coffee Shop appears to influence how customers evaluate the coffee shop beyond functional attributes. Customers who perceive a strong and authentic brand identity are more likely to associate the coffee shop with positive experiences and emotional value. As a result, personal branding becomes a mechanism through which customers form long-term relationships with the business, thereby supporting its continued existence. The results of this study are consistent with previous empirical research examining the role of branding in service-based businesses. Imantoro (2017) found that branding-related variables significantly influence customer perceptions and business sustainability in the food and beverage sector. Their study emphasizes that a strong brand identity enhances customer trust and loyalty, thereby supporting business continuity. The alignment between their findings and the present study reinforces the conclusion that personal branding is a critical determinant of business existence, particularly in industries characterized by intense competition and experiential consumption.

CONCLUSION

This study was conducted to examine the influence of marketing strategy, product suitability, consumer responsiveness, and personal branding on the existence of WFL Coffee Shop in Anambas Regency, both simultaneously and partially. The findings demonstrate that, when considered collectively, these four variables significantly contribute to sustaining and strengthening the coffee shop. This result confirms that the long-term viability of a coffee shop is not determined by a single managerial factor, but rather by the integrated performance of strategic marketing decisions, product alignment with consumer expectations, responsive service behavior, and the strength of personal branding.

From a partial perspective, each independent variable was found to have a significant effect on the existence of WFL Coffee Shop. Marketing strategy plays a central role in shaping the shop's competitive position; however, the relatively lower evaluations on the reliability and durability dimensions indicate that strategic consistency and operational robustness remain areas for improvement. Product suitability also significantly influences existence, yet the lowest score on product alignment suggests that continuous adjustment to evolving consumer preferences is necessary to ensure long-term relevance. Consumer responsiveness contributes positively to existence by reinforcing customer trust and satisfaction, though the lower score in this dimension suggests that service speed and attentiveness still require improvement. Similarly, personal branding exerts a meaningful influence on

existence. However, the relatively weaker score in the attention dimension indicates that stronger brand communication and visibility are needed to reinforce market recognition.

Taken together, these findings provide a substantive insight that the existence of a coffee shop is sustained not merely through market presence but through the continuous refinement of strategic, operational, and relational capabilities. The study highlights that even when variables show statistically significant effects, identifying lower-performing dimensions offers valuable managerial implications, as these aspects represent strategic leverage points for strengthening competitiveness. Future research is therefore encouraged to incorporate additional independent variables, such as digital marketing effectiveness, price perception, customer experience, or environmental ambience, to provide a more comprehensive understanding of the determinants of coffee shop existence across different competitive contexts.

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