ABSTRACT

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Title   :   Why Calais Nu Cafe Purbalingga Sales Do Not Meet Target:
                              Marketing Strategy Analysis

Micro, Small and Medium Enterprises (UMKM) are closely related to supporting the running of the economy in a country. In connection with that, Cafe is one of the UMKM that is favored by the community, so quantitative analysis is needed to see the evaluation of the café. To see the problems that need to be evaluated in this study, quantitative analysis can be a reference to see monthly turnover targets, obstacles to the return on investment process, and factors causing customer shortages. This research was conducted on a café in Purbalingga Calais Nu. Quantitative analysis is needed to see the factors that hinder the return on investment of café calais nu. Quantitative analysis is a method of collecting and analyzing numerical data that uses statistical techniques. The data used was a questionnaire with customer respondents from café calais nu. The expected result of this study is that Calais Nu Cafe can find out the cause of the increase in sales of Calais Nu Cafe Purbalingga. Based on this study where the variables Location, Promotion, Product availability, and price simultaneously have a significant effect on sales while in parisal / individual variables promotion, product availability, and price have a significant effect on sales. Product promotion is proven to have a significant influence on sales. This shows that the higher the level of promotion carried out, the higher the sales of the product. Product availability also has a significant effect on sales. This indicates that if the product is well available in the market, the chances of its sales will be higher. Product prices also have an influence on sales. In this analysis, prices that already resonate with consumers tend to be associated with higher sales. Based on the results Based on the model, 54.5% of sales variation can be explained by variations in business location, product promotion, product availability, and product price.

Keyword: Quantitative Analysis, *Cafe*, Calais Nu, Sales