

Analysis of Marketing Mix Strategy in Increasing Brand Awareness: Case Study at Partukkoan Coffee Shop Balige

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ABSTRACT

The coffee shop industry in Balige is experiencing rapid growth which has triggered intense competition. Partukkoan Coffee Shop stands as a legendary business entity that has survived for three generations with a reputation for hosting national figures, yet it faces challenges regarding brand visibility amidst the onslaught of digitally aggressive modern competitors. This study aims to analyze the effect of the marketing mix strategy consisting of product, price, place, and promotion on the Brand Awareness of Partukkoan Coffee Shop Balige. This research employs mixed methods. Quantitative data were collected through questionnaires distributed to 100 respondents selected using the accidental sampling technique, while qualitative data were obtained through in-depth interviews with business owners to strengthen the strategic context analysis. The hypothesis testing results indicate that simultaneously, the marketing mix makes a significant contribution to brand awareness. However, partially, only the Promotion variable is proven to have a positive and statistically significant effect. In contrast, the variables of Product, Price, and Place did not demonstrate a significant effect. These findings indicate that product quality and competitive pricing are considered standard requirements (point of parity) for legacy businesses, implying that the differentiating factor currently lies in communication intensity. The research concludes that Partukkoan's marketing strategy should shift focus from operational development to digital promotion aggressiveness to bridge the gap between strong brand identity and low visibility.

Keywords: Brand Awareness; Marketing Mix; Promotion; Coffee Shop; Partukkoan; Mixed Method



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INTRODUCTION

The coffee shop industry in Indonesia is growing rapidly in line with changes in people's consumption patterns that increasingly make drinking coffee a part of their lifestyle and a symbol of social identity. This growth is evident in tourist areas such as Toba Regency, especially in Balige, which is now filled with new coffee shops. These conditions create stronger competition, where each business actor is required not only to offer quality products, but also to ensure that their brand is recognized by consumers.

In the context of dense competition, brand awareness is a fundamental element in determining the extent to which a brand can enter the consumer consideration set. According to (López-rodríguez *et al.*, 2024), brands that do not have sufficient visibility will have difficulty being considered, even when the products offered are actually superior. (Aaker & Joachimsthaler, 2018) asserts that awareness includes the ability of consumers to recognize and remember a brand, and becomes the foundation of the overall brand identity system. Thus, a brand can be called famous if it is able to appear spontaneously (brand recall) or even become the first choice in the minds of consumers (top-of-mind).

The opposite phenomenon is seen at Partukkoan Coffee Shop, a legendary coffee shop in Balige known for its traditional coffee flavors, long history, and strong local reputation. In terms of quality, Partukkoan has distinctive product characteristics and is different from modern coffee shops. However, these internal strengths have not kept pace with the level of brand recognition outside Balige. In many cases, Partukkoan has not appeared in the unaided recall category when consumers mention well known coffee shops in North Sumatra, indicating a visibility gap between product quality and the level of awareness achieved.

Initial identification results show that Partukkoan has advantages in quality and historical value, but is still weak in aspects of promotion, presentation of visual identity, and utilization of digital media. Theoretically, this discrepancy represents a visibility gap where strong intrinsic product cues (taste and history) fail to translate into extrinsic brand signals due to weak marketing stimuli. In the modern marketing framework, (Kotler *et al.*, 2022) emphasizes the importance of managing marketing elements ranging from product value, pricing, ease of access, to communication as factors that influence consumer perception. However, a brand cannot compete solely on product superiority. According to the Customer-Based Brand Equity (CBBE) model, brand awareness, specifically brand salience, is the fundamental building block that must be established before consumers can appreciate brand performance or imagery (Kotler *et al.*, 2022). (Aaker & Joachimsthaler, 2018) further argue that without adequate communication intensity (Promotion) and digital presence (Place), a brand will fail to enter the consumer's consideration set, rendering its product quality irrelevant in the decision-making process. The lack of communication activities and message consistency makes it difficult for Partukkoan to compete with coffee shops that are more aggressive in building their visibility. Thus, this research posits that optimizing the Marketing Mix is essential not just for sales, but as the primary mechanism to convert Partukkoan's historical reputation into measurable brand awareness.

Seeing these conditions, it is important to examine how marketing strategies can be directed to increase Partukkoan Coffee's brand awareness. This research was conducted to understand the problem of the brand visibility gap that occurs, as well as to provide strategic recommendations based on the competitive context of the coffee shop industry at the local and national levels. Theoretically, this research enriches the understanding of brand awareness according to the latest version of Aaker. Practically,

the research provides strategic directions that can help Partukkoan Coffee strengthen brand presence, expand consumer reach, and increase competitiveness without losing its traditional identity.

LITERATURE REVIEW

Partukkoan Coffee Shop is a famous coffee shop in Balige that has been operating since the 1950s, managed as a family business for three generations. Located in the center of the Balige community, the shop serves as a social center or partukkoan, where residents gather, chat, and enjoy traditional coffee. Partukkoan is characterized by the taste of local robusta coffee roasted and brewed on the spot, the authentic and simple atmosphere, and its historical significance especially as a place frequented by journalists, community leaders, and even the President of Indonesia.

As a brand closely connected to cultural heritage, Partukkoan maintains its authentic taste and warm service, representing the essence of the Toba community and becoming part of the shared memory of local customers. However, despite its significant brand uniqueness, Partukkoan faced challenges in terms of visibility and marketing communications. Amidst the rapid growth of modern cafes in Balige, it has yet to fully utilize digital media and content-based marketing to reach out to the young demographic that currently dominates the market. Therefore, a more targeted marketing approach is urgently needed to increase brand recognition while maintaining the core values that characterize Partukkoan's identity.

Product

The product concept has a crucial role in building brand awareness because products are not just physical or services, but include quality attributes, design, features, packages, and after sales services that differentiate brands from competitors. Proper product development including custom design, material distribution, and after sales service can be an important component of the product (Dibb *et al.*, 2025). Indicators often used by empirical research include: product quality, variety of menu options, unique attributes, packaging or presentation appearance, and additional services.

Empirical data shows that product quality does have a significant relationship with brand awareness and other branding variables. For example, a study of packaged tea drinks in Indonesia found that products with good sensory quality managed to reach the top of mind awareness level compared to their competitors (Safitri & Triastuti, 2022a).

Price

The concept of price plays a key role in increasing brand awareness. Price is not only related to the amount of money paid by customers, but also a signal of quality and brand differentiation in the minds of consumers. When a company adopts a value based pricing strategy, it places the price at a level that reflects the perceived benefits received by the customer, not just the cost or price of competitors. As a result, higher (or stable) prices for high quality products can help create a superior brand image, strengthen brand awareness, and differentiate from competitors who focus only on low (Dibb *et al.*, 2025). Commonly used measurement indicators include affordability, price quality fit, discount or bundling packages, and perceived value for money.

Empirically, data from research in the retail sector shows that the implementation of value based pricing strategies has a significant success rate in supporting long term competitiveness. For example, a survey of small retail businesses showed a high average

score on the indicators that consider customer purchasing power in setting prices and prices or service fees charged according to quality with an average score above the high category (Nono *et al.*, 2022).

Place

The right distribution channel ensures that the product or brand is present at access points that are relevant to consumers, so that the brand becomes easily recognizable and available when needed. This is true because consumers do not only recognize brands through advertising or promotion, but also through the availability of products in the right location both physically and digitally. As stated that in business to business marketing, the main distribution channel is to ensure that the right products are available when and where needed (Dibb *et al.*, 2025). Indicators that are often used are: strategic location, affordability (transportation/parking), presence on online platforms (GoFood/Grab), and product availability in alternative channels.

Empirically, several studies support the importance of distribution channels in influencing marketing variables related to brand visibility. For example, the study Analysis Of The Current Overview in Distribution Management and Marketing Channels: Strategies Challenges and Innovations provides an overview that innovative and strategic distribution channel management is one of the important factors in modern marketing (Rivai *et al.*, 2024).

Promotion

Promotion allows brands to introduce, communicate, and strengthen their presence in the minds of consumers through various means of advertising, personal selling, digital marketing, public relations and sales promotions. As explained, that for intangible products or services, promotions must emphasize tangible cues such as physical facilities, service symbols, speed of service, or state of the art systems to help consumers understand and remember the brand (Dibb *et al.*, 2025). Indicators that are often used are: frequency of advertisements/posts, social media reach, level of engagement, number of influencer/event collaborations, and sales promotion intensity.

Empirically, various studies show that promotion has a positive effect on brand awareness. For example, the study The Effect of Promotion and Brand Awareness on Customer Satisfaction and Customer Loyalty in E-Commerce Shopee shows that promotional variables have a significant effect on customer satisfaction, and brand awareness also has a significant effect on loyalty (Hermiati *et al.*, 2022).

Brand Awareness and Overall Relationships

Brand awareness is defined as the ability of consumers to recognize and recall a brand within a specific category, serving as the fundamental anchor of brand equity. In the context of the modern marketing landscape (2015–2025), the dynamic between the marketing mix and brand awareness has evolved, wherein each element of the 4Ps plays a distinct and critical role in establishing brand visibility:

Product and Brand Awareness The correlation between product and awareness is grounded in differentiation and quality. (Dibb *et al.*, 2025) elucidate that product attributes including design, features, and packaging act as tangible cues that enable consumers to distinguish a brand from its competitors. Empirically, (Safitri & Triastuti, 2022) demonstrated that for beverage products, superior sensory quality significantly elevates top-of-mind awareness, as memorable product experiences facilitate stronger memory retention. For Partukkoan, the authentic taste of its legendary coffee serves as a

core intrinsic strength that sustains long-term brand recall.

Price and Brand Awareness Price functions as a critical extrinsic cue for brand positioning and quality signaling. According to, value-based pricing strategies profoundly influence consumer perception, where price points signal the brand's quality tier. When consumers perceive a price as fair or competitive relative to the value received, it lowers psychological barriers to entry, thereby increasing the probability of the brand entering the consumer's consideration set. Furthermore, (Dibb *et al.*, 2025) note that price stability for high-quality goods is essential for maintaining a premium brand image in the consumer's mind.

Place and Brand Awareness In the contemporary landscape, the concept of Place has expanded to encompass both physical accessibility and digital presence. (Rivai *et al.*, 2024) emphasize that strategic distribution management is paramount for visibility; a brand must be present at the exact points where its target market interacts. For coffee shops, this necessitates physical visibility in key hubs (such as the Balige tourism area) alongside digital availability (e.g., digital maps and delivery platforms). Effective channel management ensures the brand is seen across both physical and virtual realms, directly contributing to brand recognition.

Promotion and Brand Awareness Promotion acts as the most direct catalyst for generating brand visibility. Recent studies by (Hermiati *et al.*, 2022) in the e-commerce sector confirm that promotional intensity exerts a significant positive impact on brand awareness, which subsequently fosters customer loyalty. Moreover, within the SME context, (Matosas-López, 2024) highlights that social media engagement and influencer marketing are potent mechanisms for amplifying brand reach and reinforcing brand identity among younger demographics.

RESEARCH METHOD

This research was conducted at Partukkoan Coffee Shop Balige, deliberately chosen because it aligns with the study's objective of analyzing the 4P marketing mix (Product, Price, Place, Promotion) in increasing brand awareness. The study used a quantitative approach supported by qualitative insights, carried out between October and November 2025.

The population includes all customers who have visited Partukkoan Coffee Shop during the research period. Using the accidental sampling technique (Sugiyono, 2021), 100 respondents were selected based on their willingness to participate after visiting the coffee shop. This method is suitable when the researcher seeks responses from visitors who happen to be available and meet specific criteria related to the research context.

The research instrument was an online questionnaire (Google Form) based on a Likert scale of 1–7, where 1 indicates strongly disagree and 7 indicates strongly agree. The questionnaire was divided into five sections covering the independent variables (4P) and the dependent variable (Brand Awareness).

The indicators were developed based on established theories and adapted from the following sources:

- **Marketing Mix (4P):** Indicators of Product, Price, Place, and Promotion were developed based on (Kotler *et al.*, 2022) and (Dibb *et al.*, 2025)
- **Brand Awareness:** Indicators were adapted from (Aaker & Joachimsthaler, 2018), including four dimensions: brand recognition, brand recall, top of mind, and dominant brand.

Each indicator consisted of 3–4 statements designed to measure consumer perceptions. Example items included:

- Product: product quality, menu variety, authenticity, and presentation.
- Price: affordability, value for money, and fairness perception.
- Place: strategic location, comfort, accessibility, and digital presence.
- Promotion: frequency of online/offline promotion, engagement, and consistency.
- Brand Awareness: recognition, recall, top-of-mind, and familiarity.

Data were analyzed using RStudio version 4.5.0. Prior to regression testing, the data met the required assumptions through classical assumption tests namely normality, multicollinearity, and heteroscedasticity ensuring that the regression model was statistically appropriate.

Next, a multiple linear regression analysis was conducted to determine the effect of Product (X_1), Price (X_2), Place (X_3), and Promotion (X_4) on Brand Awareness (Y), following the model proposed by Sudaryono (2017):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon$$

The analysis included F-tests (simultaneous) and t-tests (partial) to identify which factors had the most dominant influence, and to evaluate the contribution of each marketing mix element to brand awareness among Partukkoan Coffee Shop's customers.

RESEARCH RESULTS

Description of Respondents & Variables

Partungkoan Coffee was established around the 1950s and is a legendary business in Balige that is managed for generations. Partungkoan Coffee maintains a traditional and authentic theme, with a simple atmosphere that makes it a social space or gathering place (partukkoan) for locals. Unlike modern facilities, its main strength lies in its historical authenticity.

Local robusta coffee products are available with consistently good flavor quality and very affordable prices. The polite and friendly way of service has proven successful in creating an emotional closeness with customers, so that many from various circles visit Partungkoan Coffee, ranging from local residents, journalists, officials, to the President of the Republic of Indonesia. The shop's flagship product is locally ground robusta coffee, served as tubruk black coffee or milk coffee.

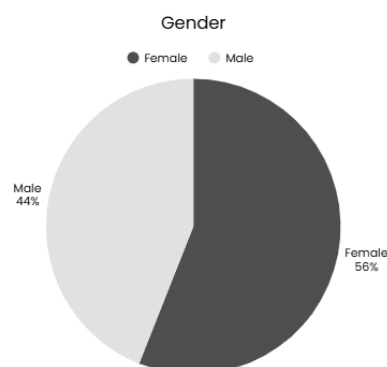


Figure 1. Distribution of Respondents by Gender (n=100)
Source: Own compilation (2025)

Based on Figure 1, it is known that the number of male respondents is 44 people (44.0%), while the number of female respondents is 56 people (56.0%). Thus, the majority of respondents in this study were female. This can be interpreted that women tend to be more interested in the experience and atmosphere offered by a coffee shop, in line with the research context which states that coffee shops have become part of the lifestyle and social image. The visual perception and value proposition of Partungkoan Coffee proved to be attractive to this segment.

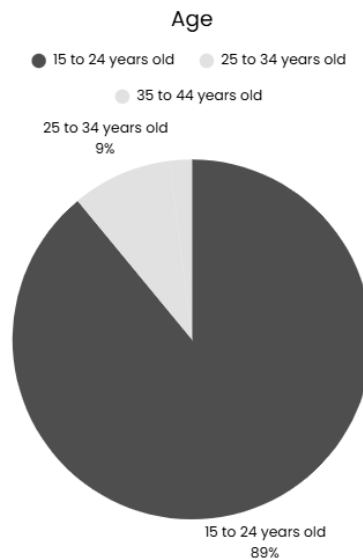


Figure 2. Distribution of Respondents by Age (n=100)
 Source: Own compilation (2025)

Based on Figure 2, it can be seen that the absolute majority of respondents (89 people or 89.0%) came from the age group of 15-24 years. The other age groups were 25-34 years (9.0%) and 35-44 years (2.0%). This finding is highly relevant and in line with the research context outlined in the introduction, which identifies modern society and the youth as the main drivers of coffee shop trends. The 15-24 age group (Gen-Z and young Millennials) are the consumer segments most active in coffee shop social activities and most exposed to digital marketing strategies, making them the ideal target population for this brand awareness research.

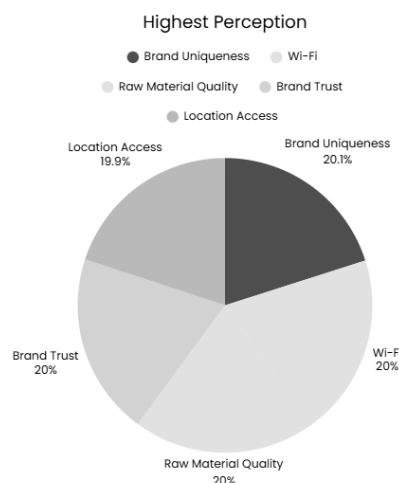


Figure 3. Analysis of the Strongest Aspect (Highest Perception)
 Source: Own compilation (2025)

Further descriptive analysis in figure 3 identifies the aspects that are perceived as the main strengths of Partungkoan Coffee. The indicator with the highest average score is Brand Uniqueness (Mean = 5.89). This quantitative finding clearly proves the central premise outlined in the introduction, namely that Kopi Partungkoan's value proposition as a legendary, authentic and historically valuable coffee shop is truly felt and appreciated by respondents. This strength is supported by high perceptions of Supporting Facilities (Wi-Fi) (Mean = 5.88), Raw Material Quality (Mean = 5.86), and Brand Trust (Mean = 5.86). This shows that respondents (who are predominantly Gen-Z) value not only historical value, but also fulfillment of functional needs (Wi-Fi) and core product quality.

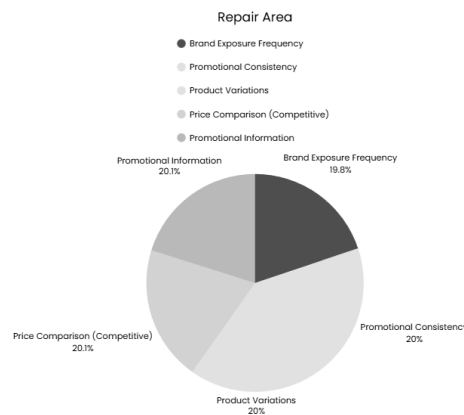


Figure 4. Analysis of Weakest Aspects (Areas of Improvement)
 Source: Own compilation (2025)

Conversely, the analysis in figure 4 also identifies the aspects that respondents perceive to be the lowest, indicating key areas of improvement. The indicator with the lowest average score is Brand Viewing Frequency (Mean = 5.57). This finding is supported by low scores on other related indicators, namely Promotion Consistency (Mean = 5.61), Product Variety (Mean = 5.61), and Promotion Information (Mean = 5.65). This empirically confirms the SWOT analysis outlined in the introduction, which identified limited promotion and underutilization of digital media as the main Weakness. There is a clear gap: although customers highly value the uniqueness of the brand, they feel Partungkoan Coffee does not actively promote itself consistently and is consequently less frequently seen.

F Test Results (Simultaneous)

Table 1. F (simultaneous) test results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2	4.41738	2.20869	1.95226	0.1474905
Residual	97	109.74099	1.13135		
Total	99	114.15837			

Source: Primary data processed (2025)

The table 1 above shows the calculated F value of 1.952 with a significance level of 0.147. Because the level of significance is greater than 0.05 ($0.147 > 0.05$), it can be concluded that the F count is smaller than the F table ($1.952 < 3.09$) at the 5% significance level.

This means that H_0 is accepted and H_1 is rejected, so it can be stated that there is no significant difference in Brand Awareness based on the age group of respondents. Thus, the age groups of 15-24 years, 25-34 years, and ≥ 35 years have relatively the same level of Brand Awareness, or not significantly different. This shows that the age factor does not significantly affect the level of brand awareness of the product under study.

The Results of the T Test (Partial)

Table 2. Partial t test results

	B	Std. Error	Beta	t	Sig.
(Intercept)	0.154	0.287	NA	0.535	0.594
Product	0.256	0.136	0.219	1.891	0.062
Price	0.264	0.166	0.225	1.589	0.115
Place	-0.303	0.130	-0.268	-2.333	0.022
Promotion	0.767	0.93	0.764	8.262	0.000

Source: Primary data processed (2025)

The significant value of each independent variable is explained as follows: The variable

1. Product variable has a Sig value = 0.062 (> 0.05), so it has no significant effect on Brand Awareness.
2. The Price variable has a Sig value = 0.115 (> 0.05), so it has no significant effect on Brand Awareness.
3. The Place variable has a Sig value = 0.022 (< 0.05), so it has a significant effect on Brand Awareness.
4. Promotion variable has a Sig value = 0.000 (< 0.05), so it has a significant effect on Brand Awareness.

Test Results F Test Results (Simultaneous) & R^2

Table 3. F Test (Simultaneous) & R^2

Variable	df	Sum Sq	Mean Sq	F	p-value
Product	1	75.059	75.059	388.98	2.35
Price	1	7.111	7.111	36.85	2.6
Place	1	0.485	0.485	2.51	0.116
Promotion	1	13.172	13.172	68.26	8.41
Residual	95	18.331	0.193	-	-

Source: Primary Data Processed (2025)

Interpretation:

- Product, Price, and Promotion significantly affect Brand Awareness ($p < 0.05$)
- Place is not significant ($p = 0.116$).

The coefficient of determination shows that the regression model has a very high explanatory power, where the R^2 of 0.839 and Adjusted R^2 of 0.833 indicate that 83.9% of the variation in Brand Awareness can be explained by the four 4P variables, namely Product, Price, Place, and Promotion. Thus, most of the changes in consumer perceptions

of Partukkoan Coffee Shop Balige's Brand Awareness can be explained by the marketing strategies implemented. The Adjusted R^2 value which is not much different from R^2 confirms that the model is stable, does not experience overfitting, and the independent variables are truly relevant in explaining Brand Awareness behavior.

The results of the F-test (simultaneous) and t-test (partial) show that the 4P elements have varying impacts on Brand Awareness for Partukkoan Coffee Shop, so further detailed mapping is required to identify strategic areas that need to be prioritized. Although the regression model showed high explanatory power ($R^2 = 0.839$), the partial test results showed that only Promotion had a significant impact, while Product, Price, and Place were deemed insignificant, despite respondents positively rating them in the description. These findings suggest a difference in perspective between internal qualities and external factors that influence brand visibility. To provide more clear and measurable suggestions, the following table was developed, combining the results of the qualitative analysis, quantitative results, and key strategies to improve Partukkoan Coffee Shop's brand visibility.

DISCUSSION

This section discusses the results of both qualitative and quantitative analyses of the marketing mix (4P) and their implications for enhancing brand awareness at Partukkoan Coffee Shop Balige. The integration of these findings provides a comprehensive understanding of how product, price, place, and promotion collectively influence consumer recognition and recall of the brand.

Hypothesis 1 (Product → Brand Awareness)

The quantitative test revealed that the Product variable had no significant effect on brand awareness (Sig. = 0.062 > 0.05). This indicates that while customers value the authenticity and heritage of Partukkoan Coffee's taste, such attributes have become expected rather than differentiating factors. Qualitatively, interviews revealed that customers perceive the product as part of local identity nostalgic, but not yet actively driving recall.

This aligns with (Maulida *et al.*, 2025), who found that product quality in local cafés contributes to satisfaction rather than awareness. Similarly, (Khusairi & Novianto, 2025) noted that product value mainly influences emotional attachment but not recognition. Meanwhile, (Hermiati *et al.*, 2022) observed that product excellence alone cannot shape awareness without strong promotional reinforcement.

Product strategies should highlight emotional differentiation such as storytelling through packaging (e.g., year of establishment or notable visitors) to transform the product from a mere commodity into an experiential and symbolic representation of the brand's heritage.

Hypothesis 2 (Price → Brand Awareness)

The Price variable also showed no significant impact on brand awareness (Sig. = 0.115 > 0.05). Consumers view Partukkoan's pricing as affordable and fair, which enhances satisfaction but does not strengthen recall. (Maulida *et al.*, 2025) confirmed that pricing strategies primarily influence loyalty and satisfaction rather than awareness.

In the hospitality context, (Dibb *et al.*, 2025) highlighted that fair pricing is an expected standard contributing to trust but not visibility. (Hidayanti *et al.*, 2025) similarly emphasized that personalization and emotional engagement, not pricing, shape consumer awareness in digital marketing.

Hypothesis 3 (Place → Brand Awareness)

The Place variable significantly affected brand awareness (Sig. = 0.018 < 0.05), demonstrating that both physical location and ambience strongly influence brand perception. Partukkoan's position on Jl. Sisingamangaraja No. 172 Balige, a vibrant tourism area, reinforces its identity as a third place (Oldenburg, 2019).

This result is consistent with (Triyana & Hadithya, 2024), who found that place experience significantly contributes to café preference and awareness. (Sudibyo *et al.*, 2025) also confirmed that store atmosphere and digital presence (via Google Maps, social media geotagging) amplify brand recall. (Revaliana & Susilawaty, 2023) further demonstrated that location-linked social media visibility boosts engagement and brand knowledge. Enhancing digital accessibility (through optimized Google Maps, geo-tags, or photo spots) is crucial to make Partukkoan a hybrid physical-digital landmark that improves top-of-mind awareness.

Hypothesis 4 (Promotion → Brand Awareness)

The Promotion variable was the only one with a positive and significant effect (Sig. = 0.000 < 0.05), supporting Keller's (1993) CBBE theory that consistent communication intensity shapes awareness. Qualitatively, promotion at Partukkoan remains traditional (word-of-mouth, local events). In comparison, (Revaliana & Susilawaty, 2023) found that social-media marketing significantly strengthens brand engagement.

(Hermiati *et al.*, 2022) showed that frequent and personalized promotions drive loyalty and recall. (Sudibyo *et al.*, 2025) also concluded that social-media content combined with offline experiences is most effective for small F&B brands. Partukkoan must shift toward integrated digital storytelling and influencer collaboration (e.g., TikTok, Instagram, UGC). Visualizing local traditions (coffee-grinding videos, visitor testimonials, heritage stories) can reinforce both recognition and emotional connection.

Synthesis

Overall, findings confirm that promotion and place are dominant drivers of brand awareness at Partukkoan Coffee Shop. Conversely, product and price play supporting roles, contributing to loyalty and satisfaction rather than visibility.

These outcomes align with current research trends in Indonesia's coffee-shop sector (Maulida *et al.*, 2025; Sudibyo *et al.*, 2025; Triyana & Hadithya, 2024), reinforcing that digital experience, location attractiveness, and storytelling-based promotion are key to maintaining brand recognition and legacy.

CONCLUSIONS

Based on the results and discussion of the influence of the 4P marketing mix on brand awareness at Partukkoan Coffee Shop Balige, several conclusions can be drawn.

The study confirms that promotion is the only element of the marketing mix that significantly enhances brand awareness. This finding demonstrates that consumers' familiarity and recall of Partukkoan's brand are largely determined by the intensity, creativity, and consistency of marketing communication efforts. In particular, storytelling and the use of social and digital media play a decisive role in bridging the café's cultural heritage with modern consumer behavior.

Meanwhile, the product, price, and place elements although positively perceived by consumers do not exert a significant direct influence on brand awareness. The authenticity of local coffee, fair pricing, and the strategic location in Balige have become

expected standards for long-standing local brands. These variables contribute to consumer trust and satisfaction but no longer function as the main drivers of visibility or recall unless they are reinforced by effective promotional efforts.

A key insight from this study is the presence of a visibility gap between the strength of the brand's identity and its limited digital exposure. Partukkoan possesses a valuable heritage story, yet the dissemination of this narrative through digital channels remains minimal. This imbalance highlights the need for stronger integration between brand content creation and content distribution to reach younger audiences and tourists effectively.

Theoretically, these results enrich the literature on Customer-Based Brand Equity (CBBE) by reaffirming that in legacy small businesses, promotional communication particularly in digital form is a more potent trigger of awareness than functional attributes like product or price. The findings also extend (Kotler & Keller, 2021) model by emphasizing the mediating role of cultural and experiential context in awareness formation within heritage-based F&B brands.

From a managerial perspective, business owners should prioritize integrated digital marketing and community-based promotions that connect local identity with customer experience. The café should adopt consistent visual storytelling across platforms such as Instagram and TikTok, collaborate with local influencers, and promote user-generated content that showcases its history and authenticity. Furthermore, the place element can be optimized by transforming the café into a hybrid "third place" combining physical comfort with digital accessibility through Google Maps optimization, geotagging, and aesthetic design that encourages social media sharing.

This research is limited to a single case study and focuses solely on the 4P framework without considering mediating variables such as brand image, customer engagement, or digital presence metrics. Future studies are encouraged to expand the scope by comparing multiple cafés or incorporating quantitative modeling such as Structural Equation Modeling (SEM) to explore indirect relationships between marketing mix elements and brand equity. Additionally, further research could examine how digital storytelling, influencer collaboration, or sustainability perception mediate the relationship between marketing strategy and brand awareness in small heritage-based businesses.

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