

Marketing Analysis of Kopi Kenangan: Enhancing Customer Purchase Decisions

Haryadi Sarjono ^{1*}, Indira Ausani Gading ², Nazwa Fatima ³, Aisyah Rahma Randy ⁴,
Syakira Fakhriya Jasmine ⁵, Kalea Okta Putri ⁶, Boyke Setiawan Soeratin ⁷

BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta 11480, Indonesia

¹ haryadi_s@binus.ac.id; ² indira.gading@binus.ac.id; ³ nazwa.fatima@binus.ac.id; ⁴ aisyah.randy@binus.ac.id;

⁵ syakira.jasmine@binus.ac.id; ⁶ kalea.putri@binus.ac.id; ⁷ boyke.soeratin@binus.ac.id;

* corresponding author : Haryadi Sarjono

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ABSTRACT

This research examines the marketing strategy of Kopi Kenangan, a Grab-and-Go coffee brand founded in 2017. On its first day, it sold 700 cups of coffee, showing strong market interest. The company uses the 4P marketing mix (Product, Price, Place, Promotion) effectively, supported by product innovation and active social media promotion. Kopi Kenangan targets Millennials and Gen Z, who often visit coffee shops to relax and socialize. The brand offers a unique customer experience through tasty, affordable drinks, modern café designs, and free WiFi. This research uses a qualitative narrative method, based on secondary data from journals, articles, and market reports. The analysis includes content analysis and SWOT analysis. The results show that Kopi Kenangan has strong brand recognition and market opportunities, but also faces competition and potential risks. Its success lies in building a positive brand image, maintaining high product quality, and using smart marketing strategies. While image attracts interest, product quality is a key factor in actual purchasing decisions. To sustain growth, Kopi Kenangan must continue to innovate, maintain quality, and stay connected with the preferences of young consumers. This study gives valuable insights for businesses aiming to thrive in the competitive coffee market by appealing to the younger generation.

I. INTRODUCTION

This study analyzes the marketing strategy of Kopi Kenangan, a fast-growing Grab-and-Go coffee brand in Indonesia. It was founded in 2017 by Edward Tirtanata, Cynthia Chaerunnisa, and James Prananto, with the first outlet in Kuningan, South Jakarta. On its first day, the brand sold 700 cups of coffee (Rachmawati et al., 2020). Kopi Kenangan has grown rapidly in a competitive market. According to Hughes Nur Alifa Arsyllia et al. (2024), the brand has successfully applied the 4P marketing concept: product, price, place, and promotion. They focus on product innovation and promotion through social media and influencer collaborations. Coffee culture in Indonesia is rising, especially among millennials and Gen Z. Many young people visit coffee shops to relax, socialize, or study (Herlyana, 2014). As James Prananto said, the goal is to offer “coffee that is not only delicious but also affordable.” Upgraded.id (2024) notes that Kopi Kenangan creates a unique customer experience through new flavors and strong digital marketing. The brand understands young consumers and has built a loyal following through its creative and targeted marketing efforts.

The coffee market in Indonesia is growing rapidly, especially among young people. According to Goodstats.id, this growth is driven by local coffee shop chains and changing consumer habits. Data from the International Coffee Organization (ICO) shows that coffee consumption in Indonesia hit a record high in 2020/2021, making it the fifth largest coffee consumer in the world. This rise is due to the growing coffee culture among the younger generation (Santino Coffee, 2024). The coffee industry also plays a key role in the economy. It contributes 16.15% to Indonesia’s GDP, with brands like Kopi Kenangan playing a big part (Hardiantoro, 2022). According to Databoks, the number of coffee shops and new product innovations has increased market competition. Each brand tries to offer a unique experience to attract customers (Nabila, 2023). In 2024, the continued growth of Kopi Kenangan reflects this positive trend. The rising number of shops offering the “coffee to go” concept fits the fast-

paced lifestyle of young people. As a result, coffee shops have become an important part of daily life and youth culture in Indonesia.

This study aims to analyze the marketing strategies used in selling coffee to young people, with a focus on the Kopi Kenangan brand (Siska et al., 2024). It will examine how promotional strategies affect purchasing decisions, and explore young consumers' perceptions of Kopi Kenangan's quality and taste (Palmatier, 2024). The study will also identify factors that influence customer loyalty and offer strategic recommendations to improve marketing effectiveness (Angel Pangerapan et al., 2024). The goal is to find a marketing model that not only boosts sales but also builds long-term relationships between the brand and its customers. Coffee shops have become popular hangout spots for young people. Their rapid growth in Indonesia is closely linked to the rising trend of coffee consumption over the years.

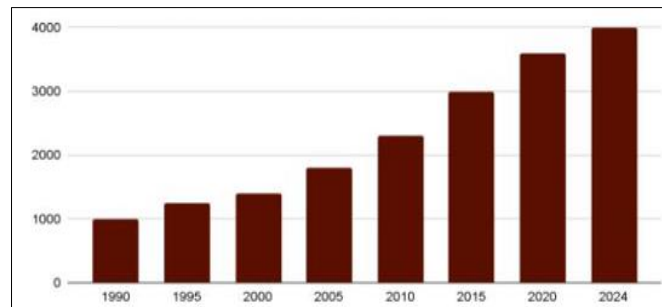


Fig 1. Coffee Consumption in Indonesia (1990–2024)

According to the International Coffee Organization (ICO), Indonesia's coffee consumption hit a record high in 2020/2021. At that time, Indonesia was the fifth largest coffee consumer in the world. This growth is mainly driven by the younger generation and their love for coffee culture. Coffee consumption in Indonesia has risen quickly in recent years. Working together government, industry, and academics can help improve data collection. This rising trend shows a cultural shift and brings a positive impact on the economy.

Factors Attracting Buyer Interest

Several factors influence buyer interest in Kopi Kenangan. First, a strong brand image plays an important role. According to Kusnawan et al. (2019), a good brand image can boost purchase interest. Kopi Kenangan offers affordable prices and flavors that suit local tastes. A survey by GoodStats (2024) found that low prices are a key reason why young people choose this brand. The same survey also shows that free Wi-Fi, power outlets, and a cozy “work from café” vibe attract young customers. These features help them work, study, or hang out comfortably.

Social media marketing is another big factor. The use of influencers and creative content on platforms like Instagram and TikTok helps build brand awareness and loyalty. According to Bithour Production (2023), influencer marketing creates a strong emotional connection between the brand and young consumers.

Based on GoodStats (2024), the factors influencing consumer decisions regarding Kopi Kenangan, with a focus on various key aspects that affect purchasing behavior. The most influential factor is the Product Taste and Quality, which accounts for 75% of the decision-making process. This is followed by a Positive Brand Image, at 72%, highlighting the importance of consumer perception of the brand. Affordable Pricing comes in third with 68%, suggesting that price plays a significant role in attracting customers. Supportive Facilities, such as Wi-Fi and comfortable seating, are also important, with 65% of respondents considering this factor. Lastly, Influencer Marketing has a 60% influence, indicating that social media and celebrity endorsements still hold a notable impact on consumer preferences, though less than the other factors.

Product Innovation

One of Kopi Kenangan's main tactics is product discovery. Research according to Arsyllia, et al. (2024) shared that the launch of new products such as "Kopi Kenangan Hanya Untukmu" has succeeded

in attracting consumer interest through the 4P concept (product, price, place, promotion). This innovation not only includes the development of unique coffee flavors but also attractive packaging and affordable prices. This study emphasizes that "Kopi Kenangan has succeeded in implementing the 4P concept using well, which includes product discovery and effective promotion through social media".

Table 1. Sales of New Products "Kopi Kenangan Hanya Untukmu"

Product Variants	Sales (units)	Percentage of total sales (%)
Caffe Latte	150.000	30
Avocudlle	100.000	20
Mantancino	80.000	16
Black Aren	90.000	18
Indonesiano	80.000	16
Total	500.000	100

Source: Arsyllia, H. N. A., Nessa, K. A., Wanda, C. L., Hidayat, R., & Ikaningtyas, M., (2024).

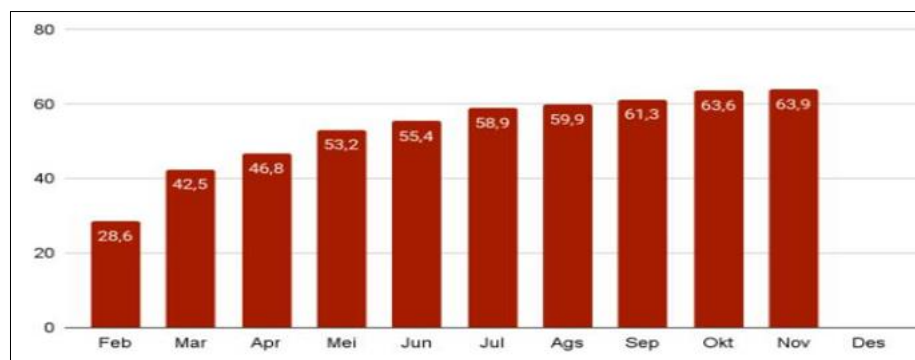


Fig 2. Sales Data of Kopi Kenangan Hanya Untukmu, 2023

Source: kopikenangan.com (2023)

Collaboration with Influencers

One of Kopi Kenangan's effective marketing strategies is working with influencers and public figures. They have teamed up with stars like BTS (Bangtan Sonyeondan (방탄소년단) or Bangtan Boys is a male vocal group from South Korea) (Suryani, AN., 2019), and Nicholas Saputra to launch new drinks and exclusive merchandise. This approach helps boost brand awareness and build consumer trust. According to Hutany et al. (2022), these collaborations focus on creating unique products and merchandise. By working with influencers, Kopi Kenangan can attract young people and build emotional connections with them. The SekoVie report (2024) states that social media is key for coffee shops to show their identity and reach trend-focused millennial customers.

Based on Bithour Production (2023), the factors influenced by influencers in shaping consumer behavior, with each factor contributing to brand engagement and purchase decisions. The most significant factor is Increasing Brand Awareness, with over 70% of respondents highlighting its importance. This shows that influencers are effective in raising awareness about a brand among a wider audience. Creating Emotional Connections comes second, with approximately 65% of respondents indicating that influencer campaigns help in fostering a deeper emotional bond with the brand. Additionally, Encouraging Repeat Purchases also plays a crucial role, with nearly 60% of consumers stating that influencer marketing encourages them to make repeat purchases. Lastly, Providing Creative Content has an impact on around 60% of respondents, emphasizing the importance of engaging and innovative content in maintaining consumer interest and loyalty.

Kopi Kenangan Marketing Strategy

Kopi Kenangan focuses on product quality and affordable prices as part of its marketing strategy (Samari & Subagyo, 2024). The brand uses an innovative and adaptive approach to attract young

customers, its main target. According to Kusnawan, Diana, and Tjong (2024), Kopi Kenangan uses an app that lets users collect points and access special promos, improving the shopping experience. Collaboration with influencers is also key. A ResearchGate report (2024) states that this helps the brand build awareness and reach more young people active on social media. Kopi Kenangan also uses technology to improve service. Its app makes ordering and payment easy, and offers ratings and reviews to help customers pick drinks they like (Fibriyanti & Nur Afifah, 2024). The brand runs creative social media campaigns to boost visibility. Its message, "Affordable with High Quality Coffee," helps build a positive image among consumers.

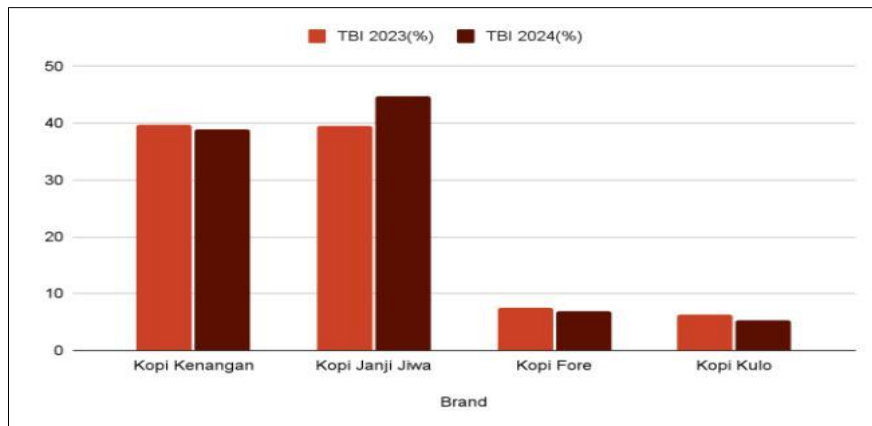


Fig 3. Brand Awareness
Source: Top Brand Award (2024)

Table 2. Top Brand Award Assessment

Brand	Top Brand Index (%)			
	2020	2021	2022	2023
Kenangan	39.90	36.70	42.60	39.70
Janji Jiwa	29.80	39.50	38.30	39.50
Kulo	13.60	12.40	10.20	6.30
Fore	5.10	6.40	6.50	7.50
Furo	3.10	-	-	-

Top Brand Award Assessment for Coffee Shop Category 2020 - 2023 Period

Source: <https://www.topbrand-award.com/2023>

Based on Table 6, Kopi Kenangan ranked first in the Top Brand Award for coffee shops in 2020, 2022, and 2023. However, in 2021, it dropped to second place with a Top Brand Index (TBI) of 36.70%, while Kopi Janji Jiwa ranked first with 39.50%. This shows that Kopi Kenangan is in close competition with Kopi Janji Jiwa. To stay on top, Kopi Kenangan needs to focus more on customer engagement. Winning multiple Top Brand Awards proves that customer trust and loyalty toward Kopi Kenangan is strong. The brand has built this connection through smart marketing strategies. According to Subakti (2023), Kopi Kenangan uses an "Aggressive on Social Media" strategy. One of its main platforms is Instagram, which helps the brand connect with customers and grow its audience.

Impact of Brand Image and Product Quality

Research shows that a good brand image can increase consumer trust and influence buying decisions. Brand image is how consumers see a company based on their experience, marketing, and reputation. However, the effects of brand image and product quality on Kopi Kenangan are different. According to Putra and Talumantak (2022), brand image does not have a big impact on buying decisions. They stated that "product quality and brand image do not significantly affect purchasing decisions." On the other hand, research by Halimah, QN. and Suharyati (2024) also found that brand image does not have a strong effect on consumer decisions at Kopi Kenangan.

Even though brand image may not always directly affect buying decisions, product quality plays an important role in making customers happy and encouraging them to buy again. For Kopi Kenangan, the strong brand image built through good marketing and positive customer experiences helps make the brand popular, especially among young people.

Table 3. Social Media Used by Kopi Kenangan

No	Social media owned by Kopi Kenangan	Photo
1	Instagram	
2	Facebook	
3	Twitter	
4	Tiktok	

Source: Author (2024)

Table 4. Ranking of Indonesian Franchise Brand Applications in 2022

Rankings (Nov 2022)	Application	Download	Rating
6	Kopi Kenangan	1.000.000+	4.6
13	Boba Ceria	100.000+	4.3
17	Chatime	500.000+	4.5
21	Jiwa+	100.000+	4.6
22	ISMAYA	100.000+	4.4
24	Fore Coffee	100.000+	4.6
61	Flash Coffee	50.000+	4.6
91	KULO	10.000+	1.7

Note:

- JIWA+ is the official application from Jiwa Group which makes it easier for customers to order products such as Kopi Janji Jiwa and Jiwa Toast.
- After the number there is a + sign which means around/between/more or less

Based on the table above, Kopi Kenangan's brand image improved a lot from 2021 to 2022. It became one of the most popular coffee brands in Indonesia. This shows that their marketing and branding were successful in attracting customers and building loyalty.

Table 5. Brand Image Assessment of Kopi Kenangan

Brand Image Criteria	Percentage of Respondents (%)
Very Good	45
Good	35
Quite Good	15
Not Good	5

Source: Qurrota'ayun et al. (2024)

Table 6. Level of Satisfaction with Product Quality

Satisfaction Level	Percentage of Respondents (%)
Very Good	40
Good	35
Quite Good	20
Not Good	5

Source: GoodStats (2024)

- a. Brand Image Influence:
Influences purchasing decisions = **80%**
- b. Product Quality Influence:
Influences purchasing decisions = **75%**

Influence of Price on Purchasing Decisions

Research by Widayat, E. W., & Yuniarsih, D. (2022) shows that price affects purchasing decisions, but the impact is not always strong. When combined with brand and promotion, price contributes 75.80% to the decision. However, other studies show that price has a significant effect. Yuniarsih (2023) found that price alone can strongly influence buying decisions. Competitive prices help attract consumers. Other research also supports this, showing price has a positive effect on purchases. Though some studies, like Ratih Andalusi (2018), say price doesn't affect satisfaction, most agree that price is a key factor in buying decisions at Kopi Kenangan.

Table 7. Effects of Price and Other Factors on Purchasing Decisions

Variables	Contribution (%)
Brand Equity	40
Price	15
Promotion	20
Total	75.80

Source: Widayat, E. W., & Yuniarsih, D. (2022)

Table 8. Impact of Price and Other Factors on Purchasing Decisions

Price factor	Price scan to decision purchase (%)
Very influential	65
Influential	25
Slightly influential	8
No effect	2

Source: GoodStats (2024)

Because of the intense competition among coffee shops, Kopi Kenangan partners with well-known celebrities like BTS (Bangtan Sonyeondan) to attract customers and build trust. Fans, especially millennials, are often eager to purchase products endorsed by their favorite stars. Price also plays a key role in helping customers decide what to buy. They tend to compare prices with other options based on expected benefits, product quality, and personal interest. Price remains one of the main factors in

purchasing decisions. Every company sets its pricing strategy based on its specific goals and may adjust it as needed.

2. METHODS

This study reviews the brand's marketing strategy through a literature-based approach, using secondary data from journals, articles, and reliable sources. It's a descriptive qualitative study, meaning no new data was collected just analysis of existing information. According to Sugiyono (2020), this method is great for understanding marketing and consumer behavior without relying on statistics. The data includes research on marketing and brand equity, online articles, and reports on Indonesia's coffee industry. Sources were gathered from documents like annual reports and official publications. The analysis used content analysis to find key themes, and a SWOT analysis to understand the brand's position. Strengths include strong branding, innovative products, and a wide outlet network. Weaknesses involve dependence on certain products and fierce competition. Opportunities lie in the growing coffee market and digital marketing. Threats include new competitors, regulation changes, and economic shifts. By using its strengths and opportunities wisely while staying alert to challenges the brand can sharpen its marketing and stay competitive in the coffee scene.

3. RESULTS AND DISCUSSION

Factors Influencing Young People to Buy Kopi Kenangan

a. Marketing Through Social Media

Kopi Kenangan has implemented various marketing tactics through social media, especially Instagram and TikTok, which have proven effective in attracting the attention of young people. An active presence on digital platforms helps the brand reach a wider audience and create customer loyalty.

Table 9. Social Media Marketing Strategy

Platform	Followers	Number of Posts
Instagram	589.000	3.33
Facebook	11.000	700
Tiktok	142.100	-
Twitter	3.800	-

Source: Author (2024)

b. Product Quality of Kopi Kenangan

Product quality plays an important role in the buying decisions of young consumers. According to Maulani & Wahyuningsih, Kopi Kenangan sold over 30 million cups of coffee in 2020. The brand is popular for its wide range of unique flavors and its use of high-quality local ingredients. This indicates that young people prefer brands that offer good quality at reasonable prices. A study by GoodStats (2024) also found that 63% of respondents chose Kopi Kenangan mainly because of its taste.

Table 10. Flavor Variants of Memories Coffee

No	Flavor Variants	Price (IDR)	Quality Taste	Description
1	Caff� Latte Botol	7.800	Good	Bottle packaging, practical to carry
2	Indonesia Bottle	7.800	Good	Indonesian Special Flavor
3	Black Aren Bottle	10.000	Very Good	Combination of coffee with palm sugar
4	Avocuddle Bottle	10.000	Very Good	Unique, Avocado and coffee combination
5	Mantancino Bottle	10.000	Very Good	New variant Which interesting attention

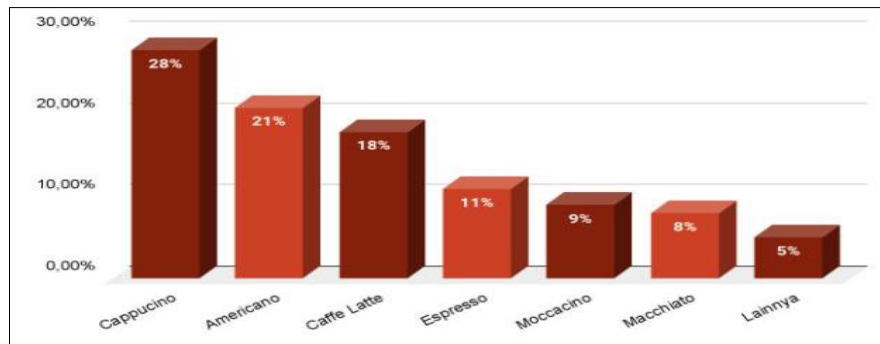


Fig 4. Favorite Types of Coffee in Coffee Shops

c. Lifestyle

The growing consumer lifestyle among young people strongly affects their coffee shop choices. Many young people today live socially active lives and often choose coffee shops like Kopi Kenangan as places to hang out, study, or work. Facilities like free Wi-Fi make these spots even more appealing. According to a GoodStats (2024) survey, 45.9% of people aged 18–24 consider coffee part of their daily lifestyle. Meeting friends at coffee shops has become a common trend, making Kopi Kenangan a popular social spot.

d. Coffee Shop Atmosphere

A cozy and visually appealing coffee shop is a big draw for young customers. Comfortable spaces with Wi-Fi help create a relaxed environment where people can hang out, work, or socialize. This kind of atmosphere encourages customers to stay longer and return often.

Table 11. Influence of Brand Image

No	Variable	Average Score	Influence to Decision Purchase	Description
1	Brand Image	4.5	Positive and Significant	A strong brand image increases purchasing interest
2	Quality of Service	4.3	Positive and Significant	Good service supports brand image
3	Word of Mouth	4.6	Positive and Significant	Recommendations from friends have a big impact.
4	Customer Loyalty	4.7	Positive and Significant	Loyal consumers are more likely

A strong, positive brand image plays a big role in influencing young people's choices. They're more likely to go for brands that feel trendy and relevant. While many factors shape their decisions, smart marketing like strong social media presence, quality products, great service, cozy shop vibes, and eye-catching promos keeps the brand top of mind. By staying in tune with trends and customer needs, the brand is well-positioned to keep growing and remain a top pick in Indonesia's coffee scene.

Impact of sales marketing strategy on Kopi Kenangan

a. Increasing Brand Awareness

The brand has built strong awareness through smart marketing especially on social media. By teaming up with influencers and using platforms like Instagram and TikTok, they reach a wide audience and connect with younger fans. This creative approach keeps the brand fresh, relatable, and top-of-mind.

b. Sales Growth

Offering high-quality coffee at affordable prices has helped attract a wave of new customers. Consistent taste is ensured through skilled baristas and modern machines, creating a satisfying

experience. As a result, sales have grown fast, with over 800 outlets across Indonesia by 2024. This shows how smart marketing and strong brand visibility can drive rapid expansion.

c. Wider Market Penetration

Thanks to strong market research, the brand understands what different people like and how they enjoy their coffee. This helps them tailor products and promos to fit local tastes. With over 600 outlets across Indonesia and plans to go international, they've successfully reached a much wider audience.

Table 12. Market Growth and Reach

Aspect	Detail
Number of Outlets in Indonesia	900 outlets (target 1,000 outlets)
Target Outlets in Malaysia	100 outlets
New Products	Kopi Kenangan Hanya Untukmu
Distribution Channels	Supermarkets, e-commerce, and retail
International Market Penetration	Expansion into Malaysia, Singapore, and two other ASEAN countries
Market Penetration Percentage	Increasing accessibility for consumers in various circles

Young people see Kopi Kenangan's quality and taste as trendy and enjoyable.

a. Product Quality and Taste

Young people have a great impression of the taste and quality of the coffee. They love the variety of flavors and quality ingredients like palm sugar and boba. In a report comparing different coffee shops, it earned a solid score of 4.09 out of 5 for product quality showing that most customers are happy with what they're drinking.

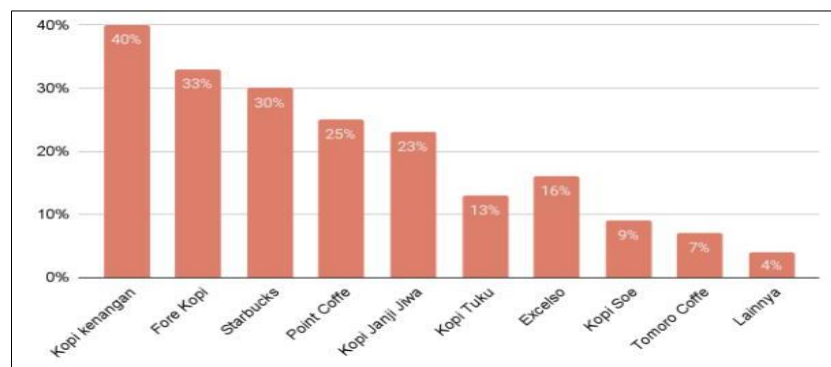


Fig 5. Product Quality and Product Taste

Table 13. Percentage of Quality Factors

Quality Factor	Percentage of Respondents (%)
Product taste Quality	75
Positive brand image	72
Affordable prices	68
Supporting facilities	65
Use of influencers	60

Source: Halimah, QN.; Suharyati (2024),

b. Market Ranking

Based on GoodStats data, the brand ranks first among the most preferred local coffee shops in Indonesia with a 40% score. Despite tight competition, it remains the top choice for many young consumers. The survey, conducted from September 15–28, 2024, involved 1,000 respondents, mostly aged 18–24. Results show it leading coffee shop preferences in Indonesia, followed by Fore Coffee and Starbucks.

Sales Analysis

Since launching in 2017, the brand has shown strong sales growth. In 2023, it sold over 3 million cups per month, reflecting rising demand especially among youth. The following table illustrates its year-over-year sales increase.

Table 14. Sales Trend

Year	Sales (million glasses)
2021	36
2022	45
2023	60
2024	80

The table above shows the trend of increasing sales from year to year, reflecting the popularity of Kopi Kenangan among young people.

Table 15. Sales Analysis

Description	Value
Increase in Sales	27%
Matcha Series Sales	940.000 glass
Original Aren Series Sales	890.000 glass
Number of Outlets	900
EBITDA Margin	23%
Net Profit Margin	5%

Source: Kontan (2024), Liputan6 (2024)

At the start of 2024, the brand dropped to 2nd place in the brand index with a score of 39%, behind Janji Jiwa at 44.8%. Despite this, it remains one of the most recognized coffee brands in Indonesia. In Q2 2024, sales rose 27% year-over-year, driven by the launch of new products like the Matcha Series and Original Aren Series, which sold over 940,000 and 890,000 cups in just two months. Mobile app orders also continued to grow, contributing steadily to total sales.

Discussion

The study shows the brand has become a top choice among young Indonesians. Key factors include strong brand image, product quality, and effective marketing. Social media and influencer campaigns have boosted awareness, while 75% of respondents said taste is the main reason for their purchase. New product variations and good presentation help drive sales. Promotions increased buying interest from 40% to 75%, and features like free Wi-Fi and a cozy shop atmosphere attract more visitors. To stay competitive, the brand must keep innovating and maintaining quality to meet youth expectations and build lasting loyalty.

This study provides an insightful analysis of Kopi Kenangan's marketing strategies, highlighting several factors that contribute to its success in Indonesia's competitive coffee market. The research indicates that Kopi Kenangan has effectively employed the 4P marketing mix—Product, Price, Place, and Promotion—alongside innovative approaches, social media marketing, and strategic influencer partnerships. These tactics have positioned the brand as a favorite among young consumers, particularly Millennials and Gen Z, who prioritize affordable, high-quality products in their coffee consumption choices (Kusnawan et al., 2019; Widayat & Yuniarsih, 2022).

One of the most significant findings of this research is the influence of brand image and product quality on consumer purchasing decisions. While a positive brand image plays a role in attracting customers, it is the high quality of products that ultimately drives purchasing behavior. This aligns with previous studies, such as those by Putra and Talumantak (2022), who found that product quality holds more weight in consumer decisions than brand image alone. This trend reflects a broader shift in consumer behavior, where customers, especially the younger generation, are increasingly prioritizing authentic, high-quality experiences over mere brand recognition (Halimah & Suharyati, 2024).

Kopi Kenangan's emphasis on offering a variety of coffee flavors made from local ingredients, as well as its commitment to quality, resonates strongly with young consumers. The preference for diverse and innovative flavors, like Avocuddle and Mantancino, shows that product diversification plays a crucial role in catering to evolving customer tastes (Arsyllia et al., 2024). Moreover, the study highlights that the brand's success lies not only in its affordable pricing but also in its ability to maintain consistent product quality across outlets, a crucial factor in building long-term customer loyalty (GoodStats, 2024).

The role of social media in Kopi Kenangan's marketing strategy cannot be overstated. The brand has successfully leveraged platforms like Instagram, TikTok, and Facebook to engage with its target audience. Social media marketing, especially influencer collaborations, has proven effective in building brand awareness and fostering emotional connections with consumers (Hutany et al., 2022). This is consistent with findings by SekoVie (2024), who noted that influencer partnerships help brands build trust and attract new customers by associating with popular figures.

The research further emphasizes the effectiveness of influencer marketing in increasing consumer interest. Prior to promotional efforts, purchase interest stood at 40%, but after influencer campaigns, this figure rose to 75%. This dramatic shift underscores the power of social media and influencer endorsements in shaping purchasing decisions in today's digital age. It also suggests that Kopi Kenangan's success is not solely reliant on traditional marketing methods but on its adept use of digital platforms to reach and engage its target audience (Fiodora, 2024).

The lifestyle factor also plays a pivotal role in Kopi Kenangan's strategy. As the study points out, coffee shops have become social spaces where young people gather to study, work, or socialize. By providing a comfortable environment with free Wi-Fi, cozy interiors, and a "work from café" vibe, Kopi Kenangan taps into the evolving coffee culture that aligns with the needs of its young, tech-savvy clientele (Widayat & Yuniarsih, 2022). This is supported by findings from GoodStats (2024), where 45.9% of young people aged 18–24 consider coffee part of their daily lifestyle.

Additionally, the brand's consistent emphasis on customer experience, through both product offerings and the ambiance of its stores, has created a loyal customer base. By delivering high-quality service and ensuring that the coffee experience meets the expectations of young consumers, Kopi Kenangan has managed to differentiate itself from other coffee brands in a saturated market (Samari & Subagyo, 2024).

Kopi Kenangan's impressive sales growth, as demonstrated by the increase in outlets and sales figures from 2021 to 2024, highlights the success of its marketing strategies. The introduction of new product lines, such as the Matcha Series and Original Aren Series, has not only spurred sales growth but also attracted a broader demographic. The brand's market penetration strategy, targeting both urban and suburban areas with its "Grab-and-Go" concept, has allowed it to expand rapidly and compete with other major coffee chains like Starbucks and Janji Jiwa (Dalilah & Prawoto, 2023).

However, the research also indicates that despite its success, Kopi Kenangan faces fierce competition in the Indonesian coffee market. The dip in its Top Brand Index in 2021, when it lost the top spot to Kopi Janji Jiwa, serves as a reminder that consumer loyalty is not guaranteed and requires continuous engagement. To maintain its competitive edge, the brand must adapt to changing market conditions, continue innovating, and enhance its digital presence (Marasabessy & Dimiyati, 2024).

This study underscores the importance of maintaining a strong connection with consumer preferences and adapting to the fast-changing dynamics of the coffee industry. Future research could focus on the long-term effects of influencer marketing on brand loyalty or explore how consumer perceptions of product sustainability and ethical sourcing influence purchase decisions in the coffee market.

For marketers, Kopi Kenangan's success offers valuable lessons in building a brand that resonates with younger audiences through a combination of social media, influencer partnerships, product innovation, and a strong focus on quality. Brands looking to succeed in a similar space should consider adopting similar strategies to engage with their audience effectively (Setiawan, 2021).

4. CONCLUSION

This study highlights the success of the brand in positioning itself as a top coffee choice among young Indonesians. Since launching in 2017, it has gained popularity through affordable, high-quality products. Despite strong competition, growth continues thanks to smart marketing using the 4P approach, social media, and influencer collaborations which has built strong brand awareness and emotional ties with consumers. Key drivers of customer interest include a positive brand image, reasonable pricing, comfortable store settings, free Wi-Fi, and most importantly, great taste. While image alone may not directly drive purchases, product quality remains central to customer satisfaction. Innovation is another strength. The brand frequently introduces new menu items and leverages its app to simplify ordering and payment. Sales strategies backed by barista training, modern machines, and research on consumer preferences have expanded reach both online and offline. With over 800 outlets and plans to reach 1,000 in 2024, and expansion to neighboring ASEAN countries underway, the company continues to broaden its footprint. A high customer satisfaction score (4.09/5) and status as the favorite coffee brand for 40% of survey respondents reflect strong market presence. By staying aligned with trends and youth preferences, the brand is well-positioned to maintain growth, deepen customer relationships, and lead in Indonesia's coffee industry and beyond.

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