

ABSTRACT

Coffee Shop Ruang Kopi Sidoarjo is an MSME Coffee Shop or coffee shop located on JL. Kahuripan Nirwana Sidoarjo, East Java. Ruang Kopi Sidoarjo is experiencing difficulties in increasing product sales and its competitiveness. The aim of this research is to understand the internal and external factors that influence the performance of the Ruang Kopi Sidoarjo coffee shop, as well as to design strategic alternatives to improve company performance. This research uses the Porter Five Forces, SWOT, and QSPM matrix methods to analyze external factors and design alternative strategies. Research data was obtained from interviews with related parties at Ruang Kopi Sidoarjo Coffee Shop using the 7P marketing mix. This research resulted in priority strategy 1, namely improving good relationships with customers and producing customers who are loyal to the coffee shop. These two factors will be strengths for Ruang Kopi coffee shop in maintaining and improving its business performance. The second alternative is strategy 2, namely offering more competitive prices to attract potential customers. Customers will be more likely to be attracted to Ruang Kopi's affordable prices. MSMEs in the area, Ruang Kopi, can take advantage of opportunities through customers who are looking for a unique experience. The third strategy is strategy 6, namely combining competitive prices, product quality, marketing and customer loyalty to face competitors.

Keywords: *Marketing Strategy, SWOT, QSPM, Porter Matrix*