ABSTRACT

D'sugar Coffee, a coffee shop located in Tasikmalaya, experienced a decline in sales from January to December 2023, with the primary cause being the lack of market awareness regarding its presence and advantages. This research aims to improve the positioning of D'sugar Coffee through strategy recommendations based on the results of perceptual map analysis using Multidimensional Scaling (MDS) and SWOT analysis. The research data was collected from 82 respondents residing in Tasikmalaya City/Regency using a purposive sampling technique. Respondents were asked to assess seven coffee shop attributes (price, location, menu variety, ambiance, supporting facilities, promotion, and product presentation) at six coffee shops in the Tasikmalaya area, including D'sugar Coffee. The perceptual map analysis positioned D'sugar Coffee among its competitors, indicating that D'sugar Coffee primarily competes with Kopi Siloka, especially in terms of pricing. An R-square value of 0.97339 and a Stress value of 0.17095 indicated that the data met the MDS specification requirements.

Based on the analysis results, this study provides several recommendations to improve the positioning of D'sugar Coffee. These include developing promotions and special pricing packages to take advantage of the coffee consumption trend, offering competitive pricing benefits, developing menus with competitive prices to attract consumers, leveraging the location's competitive landscape by creating offers in light of increasing coffee consumption, optimizing the use of social media to offer competitive prices to build strong brand awareness, implementing efficient raw material purchasing strategies, improving product presentation quality and developing special menus, and optimizing the use of space while focusing on signature menus. The implementation of these strategies is expected to increase brand awareness and help achieve sales targets.

***Keyword — Coffee shop**, **D'sugar Coffee**, *Positioning, Perceptual Mapping, Multidimensional Scaling*, **SWOT** *Analysis*.*