

ABSTRACT

The increasingly competitive growth of the coffee shop industry in Indonesia requires businesses to have a strong positioning strategy. Mahajana Coffee, a local coffee shop in Bekasi city, experienced fluctuations in revenue and did not reach its target despite receiving high ratings on digital platforms. This indicates problems in brand awareness and consumer perception. This study aims to design a strategy to improve Mahajana Coffee's positioning through perceptual mapping using the Multidimensional Scaling (MDS) method and SWOT Analysis. Primary data was obtained through distributing questionnaires to 180 respondents who are coffee lovers in Bekasi city. Eight attributes were determined in perceptual mapping, including: product quality, service quality, price, facilities, atmosphere, menu diversity, location, and aesthetics. The MDS results show that Mahajana Coffee is perceived as strong on the attributes of price, product quality, and location in its actual area, but still weak on the attributes of atmosphere, facilities, menu diversity, and service quality compared to competitors in its potential area. SWOT analysis resulted in SO, WO, ST, and WT strategies that emphasize optimizing digital marketing, menu innovation according to customer preferences, and implementing digital ordering services can significantly improve the quality of customer experience, brand awareness, and strengthen brand positioning. The result of this research is the development of a proposed positioning strategy that can increase strengthen brand positioning, consumer brand awareness, and encourage the achievement of sales targets. By implementing the right strategy, Mahajana Coffee is expected to compete more effectively in the local market.

Keywords: Positioning, Mahajana Coffee, Perceptual Mapping, Multidimensional Scaling, SWOT Analysis.