

STRATEGIC LOCATION ISN'T A GUARANTEE OF A BUSINESS TO SURVIVE

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Abstract

To build a business is not only based on the analysis of the target market, but must be accompanied by a very mature plan. The emergence of new businesses is the toughest challenge today for old businesses. They compete for consumers, so this causes changes in consumer behavior. It can be said that currently there are no more loyal consumers of a product brand. One of the factors that influence a consumer's repurchase of a product brand is location. Determining a strategic location is one of the considerations for consumers to repurchase a product. This study was conducted to describe that a strategic location is not always a guarantee for the sustainability of a business. Sometimes businesses with locations that are difficult to reach become attractive destinations for consumers, especially consumers who have made purchases before. The method used in this study uses a descriptive method, namely by analyzing in depth why the location factor can be considered by potential consumers to make a purchase.

Keywords Location, Consumer Behavior

INTRODUCTION

People's incomes are increasing from year to year, making culinary not only known as a way to survive, but also a lifestyle. People's love for food, makes the term 'Culinary Tourism' become one of the entertainment activities favored by the community. The same thing happened in the city of Bandung. Bandung is the city most visited by tourists, both from Jakarta and other areas in Java. This makes the culinary business one of the fastest growing businesses in the city of Bandung. Due to the growing number of businesses, the competition in the culinary business is also getting higher. In addition to good taste, unique and creative dishes are also made to attract customers. This is what makes the culinary attractions of culinary tourism in Bandung different from culinary attractions in other cities. Apart from being a tourist spot that attracts many visitors from around West Java and DKI Jakarta, Bandung also stores a million culinary flavors, many kinds of delicious and nutritious dishes you can get along the roads of tourist attractions and streets in Bandung.

Types of culinary businesses such as coffee shops, besides having to have an attractive location and also in accordance with the theme of the food being sold so that consumers do not feel strange when eating a food but not in an inappropriate location, marketers must also pay attention to how to manage and develop their place of business in the form of concepts, the theme, interior design, and facilities provided by the venue in order to create a comfortable dining atmosphere and also satisfying customer service.

Researchers conducted a pre-survey of 30 consumers regarding the to make a decision to go to Artez House Coffee Shop. The following are the results of a pre-survey regarding the decision to find the location:

Table 1.

Pre-Survey Results Regarding Location

STATEMENT	ANSWER	
	YES	NO
Artez House location is easy to find	21 People	9 People
There are so many way to reach Artez House	30 People	0 People
There are many choice of public transportation to Artez House	30 People	0 People
Artez House has a large and safe parking lot	25 People	5 People
The environment around Artez House is very comfortable	20 People	10 People

It can be seen from the pre-survey table that researchers conducted randomly, respondents had low interest in visiting, repurchasing, and recommending it to others. Although the respondents were dominant in delivering a positive response to the location owned by Artez House Coffee Shop.

Artez House is a Coffee Shop that has a main product of coffee which is expected to be one of the culinary choices in Bandung and can attract tourists to visit the city of Bandung. Strategic Location, which was considered very adequate from the start, was pioneered as a restaurant with its own building, but it has not been able to attract consumers to become loyal consumers and will make repeat purchases.

The very strategic location of the Artez House Coffee Shop is an attraction because it is in the city center. It is easily passed by public transportation routes and many routes to get there. Like the notion of location proposed by Kotler and [1] which reveals that location is a company activity so that the product is easy to get to its target customers. Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is. Likewise, the facilities offered by the Artez House Coffee Shop are quite complete with a large parking area and many interesting tenants as well as public facilities such as toilets and prayer rooms that are easily accessible. In line with the definition of facilities expressed by [2], facilities are everything that is physical equipment and is provided by the service seller to support consumer convenience. From the background described previously, it is in line with previous research conducted by several international journals about the influence of location on visiting interest, namely research conducted where the information is strengthened by research conducted by [3] which states that location affects the intensity of purchase intention. higher.

LITERATURE REVIEW

LOCATION

Place strategy is the various ways that companies use to make products available to target customers. This activity is also related to distribution or distribution. Strategic location, determining the location for marketing also affects the amount of product sales volume produced. A company will look for a strategic location to carry out sales activities and become an attraction for products or services. Location is an important thing to look at first in order to see potential market

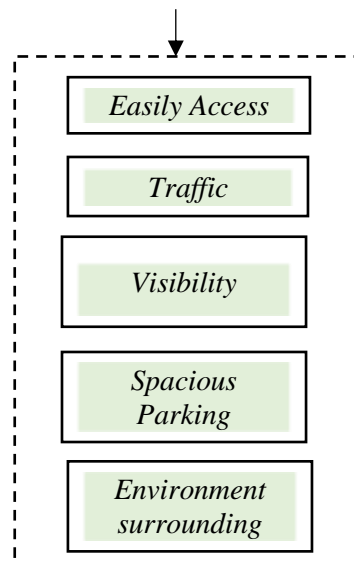
areas that can be used as sales areas. The most important thing is to determine the strategic area where the intermediaries distribute the sales goods until they reach the consumers.

[4] states that the place (place) or location of the scope of the marketing mix, which is a company activity so that the product is easily obtained by its target customers. Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is. The company's strategic location is the key to the company's ability to attract consumers. Location is a decision a company makes with regard to where its operations and nature are located. Determining this location, the company needs to pay attention to the types of consumer interactions and services provided. [5]states that location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers.

Location refers to various marketing activities that seek to expedite and facilitate delivery or distribution goods and services from producers to consumers. Location or place is a combination of location and decisions on distribution channels, in this case related to how it is delivered to customers and where is the strategic location. The factors or indicators that influence the choice of place or location according to [6] are as follows:

1. Access is the ease of getting to the location which includes: a) an easily accessible location, b) the condition of the road to the location, c) the time taken to reach the location.
2. Traffic (traffic), the number of people passing by can provide a great opportunity for impulsive buying. Traffic congestion and congestion can also be an obstacle
3. Visibility is the location of a place that can be seen from the main road and there are location instructions.
4. Spacious and safe parking
5. The environment around the location.

LOCATION



Picture 1. Framework

RESEARCH HYPOTHESIS

A review of location factors at the Artez House as one of the determining factors for the sustainability of a Coffee shop business in Bandung

RESEARCH METHODS

Descriptive Research – As the name suggests, it describes a phenomenon or a subject. Eventually, one can gather data to study a target audience or a particular subject. It does not answer questions about 'why' a phenomenon occurred/ occurs. Descriptive research is a research method that describes the characteristics of the population or phenomenon being studied. So that this research method is the main focus is to explain the object of research. So answer what events or phenomena that occur. This method is then different from other methods which tend to focus more on discussing why an event or phenomenon occurs. Where the events and phenomena referred to here are the object of research. The results of the research will of course describe the object of research in detail. Descriptive research refers to the methods that describe the characteristics of the variables under study. Descriptive research is a part of quantitative market research or social research study which involves conducting survey research using quantitative variables on a market research tool or social research tool. The most common descriptive research method is the survey, which includes questionnaires, personal interviews, phone surveys, and normative surveys. Descriptive research generates data, both qualitative and quantitative, that define the state of nature at a point in time.

RESEARCH RESULT AND DISCUSSION

Artez House Coffee Shop is a commercially managed food and beverage business. In a place of business, consumers will perform various behaviors such as searching, buying, using and evaluating products or services that are expected to satisfy the needs of these consumers. At the evaluation stage, the consumer will lead to feelings of satisfaction or dissatisfaction (customer satisfaction). One of the factors of customer satisfaction is the achievement of a physical environment that is in accordance with the characteristics of a coffee shop. So, to measure the physical environment at Artez House Coffee Shop by using location as a measuring tool, where there are 5 (five) scale factors that measure aspects, namely: Easily Access, Traffic, Visibility Location, Spacious Parking and Environmental Surrounding.

Reviews on Ease of finding the location of Artez House

Road access to the Artez House Coffee Shop location is very easy to reach from any route. The location of this coffee shop is very strategic, because it is located on the side of the main road. The location to Artez House can be reached by using public transportation or private vehicles.



Review on Traffic Conditions around Artez House

Traffic conditions around Artez House are very busy because it is the main road that is often traversed by public and private vehicles. Because it is a track, it is not surprising that these vehicles often run very fast, so sometimes Artez House consumers often feel disturbed by the sound of very fast vehicle speeds.



Reviews on Signboards or Hints on Artez House

Signs or signage to Artez House can be said to be not clearly visible. The first is blocked by a fairly large tree growing in front of the coffee shop, besides that the sign located in front of the road is not clearly visible due to the unattractive design of the sign.



A Review of a Spacious and Safe Parking Area



The parking area around Artez House is not too wide, it can only accommodate about 4 cars and 10 motorbikes, for consumers who are interested in visiting Artez House, these consumers can park their vehicles in a place a little further from Artez House. Then the lack of lighting in the parking lot so that it can endanger consumers who come or leave Artez House. In terms of security, until now Artez House is classified as safe, because it is in an environment close to housing.



Reviews of the Neighborhood around Artez House

Artez House is located in an environment that is close to residential areas, so when viewed from a security perspective, it is undeniable. However, despite the residential neighborhood having an earlier curfew, Artez House cannot operate above 1 p.m. 22.00 because it will disturb local residents. Even though, as we all know, the coffee shop gets busier at night, this is very unfortunate by the majority of consumers who come.



CONCLUSION AND SUGGESTION**CONCLUSION**

Based on the results of research and discussion, it can be concluded as follows:

1. Based on a review regarding access to Artez House Coffee Shop, that consumers can access the road to that location very easily. Public and private vehicles can be used as a means of transportation to the location.
2. Traffic conditions around the location look very busy, so that sometimes it is difficult for consumers to recognize Artez House. Due to the location on the side of the main road so consumers feel disturbed by the speed of the vehicle which causes noise
3. Artez House has unclear signage/instructions because it is blocked by a large tree growing in front of the Coffee Shop, and even an unattractive signage design can be one of the weaknesses of this coffee shop.
4. The parking area provided by Artez House is not too big but can accommodate up to 4 cars and 10 motorbikes, but if other consumers want to visit Artez House, the vehicle can be parked a little further from the location.
5. And lastly, regarding the environment around Artez House, because this coffee shop is located in a residential area, the coffee shop cannot operate above pk. 22.00

SUGGESTION

Based on the results of the conclusions that have been described, the suggestions that can be put forward are:

1. Artez House should provide a signboard or signboard so that it can be seen clearly from a distance, besides that the nameplate should be designed attractively so that potential consumers are curious about the coffee shop.
2. For less parking space, the management of Artez House can provide valet parking services to help facilitate consumers who come using four-wheeled vehicles.
3. Artez House can change the coffee shop's operating hours earlier, considering that Artez House is located in a residential area where residents will be disturbed by the noise from the coffee shop.

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