

ABSTRAK

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ANALISIS PENGARUH CUSTOMER ORIENTATION, COMPETITOR ORIENTATION, CROSS FUNCTIONAL INTEGRATION TERHADAP CAFE PERFORMANCE MELALUI MARKETING PROGRAMS PADA CAFE MERCI DI SIDOARJO

(xii + 107 halaman: 22 gambar, 46 tabel 4 lampiran)

Merci Cafe merupakan salah satu café yang berdiri saat pandemic covid 19 tahun 2021 dan bergerak di bidang industri Food and Beverage. Walaupun industri FnB meningkat, namun persaingan juga semakin ketat karena bertambahnya competitor.

Penelitian ini bertujuan untuk mencari faktor yang berpengaruh terhadap financial performance pada merci café. Penelitian ini bermanfaat bagi industri FnB untuk belajar mengendalikan financial performance di dunia FnB pada saat krisis.

Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan software SPSS 22.0 untuk membantu proses pengolahan data dari 50 crew merci cafe yang dikumpulkan dengan teknik slovin sampling.

Dalam penelitian ini ditemukan bahwa keinginan untuk membeli makanan dan minuman dipengaruhi oleh customer orientation, competitor orientation, cross functional integration, meaningful of marketing programs, novelty of marketing programs. Persepsi pada saat membuka bidang usaha terutama FnB di saat pandemic merupakan menjadi masalah namun bisa diatasi oleh merci café dengan menyelamatkan financial performance yang baik sehingga merci café bisa sustain saat pandemi.

Kata Kunci: Merci Café, Coffee Shop, customer orientation, competitor orientation, cross functional integration, meaningful of marketing programs, novelty of marketing programs, financial performance.

Referensi: 12 (1989-2021)

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(xii + 107 halaman: 22 gambar, 46 tabel 5 lampiran)

Merci Café who's build while covid-19 pandemic in 2021. Who's moving in Food And Beverages Business, while Food and Beverages industry is moving fast, but many people try to move in FnB Business

This research intention what affected in *financial performance* in merci café. This research is usefull for people who wants to try FnB Business

This research using kausal with quantitative methode with using software SPSS 22.0 helped by 50 crew of merci café with using slovin sampling.

This research is found while purpose or want to buy and drinks because of customer orientation, competitor orientation, cross functional integration, meaningfull of marketing programs, novelty of marketing programs. Perception while having FnB business while covid 19 pandemic may can be problem but merci café can handle it very well to have their *financial performance*. So merci café can sustain while pandemic

Keywords: Merci Café, Coffee Shop, customer orientation, competitor orientation, cross functional integration, meaningfull of marketing programs, novelty of marketing programs, financial performance.

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