

**COSTUMER AWARENESS OF MY MATE FOOD & FRIENDS BINTARO
JAYA-BASED ON PROMOTION STRATEGY WITH INTEGRATED
MARKETING COMMUNICATION**

Aditya Widyaraahman and Herry Hudrasyah
School of Business and Management
Institut Teknologi Bandung, Indonesia
aditya.widya@sbm-itb.ac.id.com

Abstract-*My Mate Food & Friends' is real culinary businesses in Bintaro Jaya, before My Mate Food & Friends stand; there was named Moe Café, Family and Restaurant. Therefore Moe Café changed into My Mate Food & Friends to follow the market growth as the writer also directly involve in running this real culinary business. The writer used Integrated Marketing Communication model strategy business. In this research the writer used exploratory research method. The results explorative research is going to be used field observation, interview with key performance, and questionnaire variables. The problem that rose in this research is about promotion strategy that performs by My Mate Food & Friends management to have costumer awareness for My Mate Food & Friends, and finding solution that management should do to become new concept culinary business in concept that accepted, also competitive with other competitors. Therefore, based on the analysis, the writer giving conclusion and recommendation for My Mate Food & Friends management they should do. The reason of this paper is to build new culinary business development in Bintaro Jaya. Other wise the tools of IMC need to be integrated. IMC previous studies, to sells the brand with IMC approach, and the scale to evaluated potential target audience, and costumer expectation of brand awareness to sells My Mate Food & Friends brand. Other data is gathered from some interview to three key performances. The impact of this research to the society is gives society a better place to have new experience in culinary life style, introducing people to stay in their area rather to go out from Bintaro Jaya. The society issue is the local organization that sometimes they must be manage to not bother other people business.*

Keywords-component; Integrated Marketing Communication, Potential Target audience, Promotion Strategy, Mix Marketing.

Category: Marketing

Introduction

My Mate Food & Friends is under PT. Bintang Idola Sejahtera. My Mate Food & Friends is form of Moe Café, Moe café had declining number of costumer, market is growth also the people behavior is changing, My Mate F&F provide the needs of costumer nowadays. My Mate F&F is new experience for people to hang out, and have food and drinks with colleagues. My Mate Food & Friends' is real culinary businesses in Bintaro Jaya, before My Mate Food & Friends stand; there was named Moe Café, Family and Restaurant. But because the market growth people also growth and changing, they are not looking for family and restaurant anymore, café and bar is the most people wanted these day.

Therefore Moe Café changed into My Mate Food & Friends to follow the market growth. Why it's called My Mate Food & Friends? Why we're choosing My Mate for the brand name? Why the tagline is Food & Friends? The brand created because of reasons that My Mate is not like other regular café. Word *Food* describing that My Mate Food & Friends is café that serve foods, while the word *Friends*

means My Mate is place for people to meet with their friends, have a drink, enjoy music, eat, do some work and have some coffee. My Mate introducing new life style to the costumer, life style that we knew that people would spend their time to hangout and have good food and drinks while enjoying the live music performance. Nowadays especially in Jakarta we can see people who want to have fun and refreshing their mind they will go to some place that served good food and drinks and music. My Mate Food & Friends brings new concept in culinary business. My Mate F&F concept is combination between art such as vintage and pop art deco with live music performance.

The ambient of both floor is different on the first floor the ambient is vintage and relax for enjoying some coffee, on second floor the ambient is more colorful and pop art deco also with the big stage and big lighting. They customize decoration and furniture, and also mezzanine at 2nd floor. They are makes simple as they can on the 1st floor, such as like coffee shop that sells snack, sandwiches, pastry, soup, juice, etc. To enjoy live music and have drinks and a big meal you can order in 2nd floor. The environment around My Mate F&F is a store Houses there are many EF students, MOE salon costumers, and many other stores also My Mate located in central culinary business in Bintaro and around residential area.

As the writer also directly involve in running this real culinary business. This business still on progress, as we can see the objectives of this research is for discovering costumer awareness to My Mate Food & Friends in Bintaro Jaya Area. The writer used Integrated Marketing Communication model strategy business. The writer also develops the process of the development My Mate Food & Friends, and helped solving the problem in culinary business nowadays. In this research the writer used exploratory research method. Exploratory research is type of research of conducted because a problem has not been clearly defined.

The results explorative research is going to be used field observation and questionnaire variables. The problem that raised in this research is about promotion strategy that performs by My Mate Food & Friends management to have costumer awareness for My Mate Food & Friends, and finding solution that management should do to become new concept culinary business in concept that accepted from people in Bintaro and gaining new costumer (with Integrated Marketing Communication) also competitive with other competitors. (With SWOT Analysis & 7 P's Marketing Mix Marketing Analysis).

Therefore, based on the analysis, the writer giving conclusion and recommendation for My Mate Food & Friends management they should do. From the good, different, creative, effective and efficient strategy promotion process. We can see that people in Bintaro who wants to enjoy and hang out usually seeks places outside Bintaro, such as Pondok Indah, Kemang, Senopati, or even to the downtown. There is why My Mate Food & Friends build because there is no such a place like music café in Bintaro even on other places, they have a concept about music café but they are not have suitability concept about making a music café.

There is such a good music café like Hard Rock café in Jakarta which they have many branch all over the world. I think My Mate music café could be liked those step by step. My Mate could be a new icon in Jakarta to visit because they have strong concept for their café. Costumer will spend their time at My Mate Food & Friends for hang out; My Mate Food & Friends Café is different. My Mate Food & Friends only serves a few menus so the costumer not confused to choose their menu such as grilled menu, pasta, pizza and Indonesia fusion. The other important thing is My Mate Food & Friends serving an aperitif different with Moe Café.

Nowadays young generations in this generation have habit to have some drinks with their friends and hang out together, listening music and watch live performing band and this is the advantage the writher makes this project, because there are no one has such place like My Mate Food & Friends in Bintaro. The goal of My Mate Food & Friends at the first time is to attract people and have costumer awareness around the Bintaro Jaya area to come for a eat & drink and enjoying music in Bintaro there

not anymore going to other area from their residence in Bintaro. To get those awareness My Mate Food & Friends should make good marketing strategy.

Literature Review

A. *Integrated Marketing Communication (IMC)*

Integrated marketing communication is a simple concept model. The definition of practice IMC concept is there an all integration effort to do integrated communication with all forms of marketing communication in a brand. That integration such as integration between 'above the line' and 'below the line'; between online media and offline media; or between broadcast media (one way communication) and social media (two way communication). Integrated marketing communication is simple concept tt ensures that all forms of communications and messages are carefully linked together. There are three elements in IMC model; DISCOVERY, INTENT, and STRATEGY.



Discovery, discover the market review, competitor review, consumer review, and brand review. After reviewing all the elements we get the insight which is towards to SWOT of the brand.

Intent, after determined strength, weakness, opportunity, and threats of the brand, in intent circle we get the problem and advantage that the brand had. Then make the marketing direction and communication objectives.

Strategy, in this circle we determine how to selling the brand that is we determine the target audience with segmentation market such as, Geo-demographic, Physiographic, Socio-graphic, and pattern of use. The result we get from the survey. After we get relevant target audience we can make the brand soul and selling idea for the brand. Brand soul and selling idea is the point of integrated marketing communication. They become basis to determining the message and communication mix. Selling idea derived from brand soul that delivered to target audience with marketing messages that relevant for target audience. To deliver the marketing message effectively and deliver to consumer mind, we must have knowledge about the main points of the brand with consumer become the central factor of marketing communication that we run.

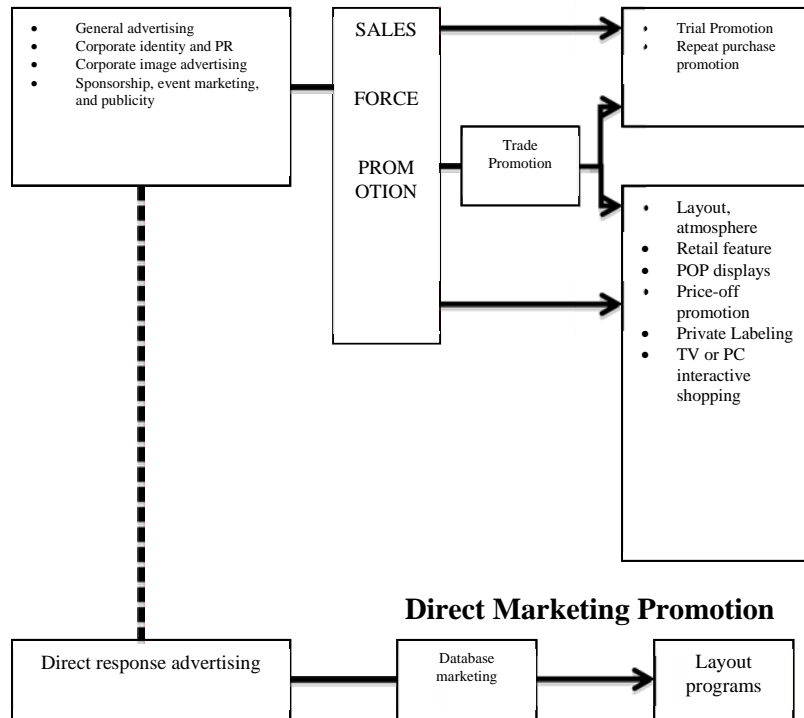
The message must be based on the same selling idea that derived from the brand soul. Thus, in every contact point they found our message. There are many shapes of communication message, it become tagline or slogan, introduction plot, celebrity quote, event brand activation, tagline of packaging, etc. The behavior contact point becomes the main factor of success integrated marketing communication after doing survey and observation in quantitative method to knowing some points the costumer contact with the brand that we had. For determine the right contact point we must focused from objectives that we had before. After we have relevant message and contact point for the target audience that we aim, this step of marketing communication mix is for designing marketing program. This is the integrated marketing communication with approaching with advertising; promotion, PR, direct marketing, personal selling, until digital marketing.

<p>Media Advertising TV Radio Newspaper Magazines</p> <p>Direct response Advertising Mail Telephone Broadcast Media Print Media Computer-related Media-related</p> <p>Onlineadvertising Web Sites Interactive ads and emails</p> <p>Place advertising Billboards and Posters Movies, airlines, and lounges Product placement Point of Purchase</p> <p>Point of Purchase advertising Shelf talkers Aisle markers Shopping cart ads In-store radio or TV</p>	<p>Trade Promotion Trade deals and buying allowance Point-of-purchase display allowances Push money Contest and dealer incentives Training programs Trade shows Cooperative advertising</p> <p>Consumer Promotions Samples Coupons Premiums Refunds and rebates Contests sweepstakes Bonus packs Price-off</p> <p>Event Marketing and Sponsorship Sports Arts Entertainment Fairs and festivals Cause-related</p> <p>Publicity and Public Relation Personal seling</p>
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An advertising communication model should incorporate all four steps. Essentially, an advertising communication model sets objectives for each step, and provides strategies and tactical detail on how each step is supposed to lead casually to the next one. From manager's "top down" planning perspective, an advertising communication model therefore consist of decisions at four levels

- A. BUYER: Target Audience action objectives
- B. BRAND: Communication objectives
- C. AD (S): Processing objectives
- D. MEDIA: Exposure plan

Besides positioning integration of IMC activities to an appropriate degree, we must also consider timeline integration for the brand's buyers. IMC activities must be timed to follow a logical decision-influencing sequence from consumer or customer's viewpoint. Components of the IMC campaign should be integrated sequentially with regard to the "costumer timeline" of the distribution channel



IMC activities and customer timeline

B. SWOT (Strength, Weakness, Opportunity, Threats)

The SWOT analysis used to outline goals for yourself or your business, for business planning, strategic planning, competitor evaluation, marketing, business and product development and research reports. SWOT analysis uses SWOT matrix (2 into 2 matrix) to assess both internal and external aspects, especially in business and marketing planning. Strengths include all the things business does best or better than its competitors and all positive product features within control of business. Weaknesses are factors are under control but for some reason need improvement. Opportunities include all factors that make up the reason for business's existence and set the path for the future. Threats include all factors beyond control that could place business at risk by causing declining revenues or profits.

C. STP (Segmentation, Targeting, Positioning)

Segmentation is the first process of promotion. Segmentation can be measure, because segmentation is grouping into some criteria that could be measure. Segmentation usually based on the demographic, socio-graphic, psychographic, behavioral, etc.

D. 7P's Marketing Mix

There is 7 characteristic of Marketing Mix which is; Product, Price, Place, Promotion, People, Process, and Physical Evidence. Focused on 3P's **People, Process and Physical Evidence**. Recruiting the right staff and training them appropriately and delivery of service is essential if the organization wants to obtain a form of competitive advantage. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for. Process strategies, this refers to the system used to assist the organization in delivering the service. Physical evidence strategies, where is the service being delivered? Physical evidence is the elements of the service mix which allows the consumer again to make judgments on organization. For example, if you walk into restaurant your expectation will high about that restaurant.



Methodology

A. Research Design

The study aims to build new culinary development business and selling the brand of My Mate with IMC model. In IMC model we must have a result from the survey from observation and the questionnaire that spread to the respondents around Bintaro Jaya area. To aim the right potential target audience and expectation costumers of My Mate we must determine market review, consumer review, competitor review, and brand review of My Mate Food & Friends.

The questionnaire is divided into two sections: first, demographic questions and the total of 11 variables to measure the potential target audience, consumer review, market review, and competitor review. Consist of demographic, physiographic, socio-graphic, and pattern of use product. Second questionnaire is costumer awareness perception about café in Jakarta and costumer expectation about My Mate Café Food & Friends. The questions are spread into 16 variables. Consist of the uniqueness, foods, drinks, price, service, physical evidence, music, live stage, parking lot, hygiene, promotion, Internet, and security.

In The data measurement used is Likert-Scale range from 1 – 5 where the '5' indicates strongly important and '1' indicates strongly unimportant. Pre-test was conducted randomly to thirty respondents in Bintaro Jaya area to gain feedback and revised several questions to improve the validity and the reliability of the instrument

B. Data Collection

A number of 250 questionnaires were spread in several spots in Bintarojaya area in May – June 2012. Samples of respondents gathered using convenience sampling. Interviewed with Chef Dada Hardikusumo, Interior Designer Reza Purtanto, and Brand Designer SatrioPanindito.

C. Data Analysis

In order to analyze the data Ms. Excel was used compare perception and expectation. Also SPSS was used to conduct factor analysis. The data also gained from interviewed with three key performances.

Finding and Discussion

E. SWOT My Mate Food & Friends

Strength: New Concept, Big Space, Huge Live Stage, International Sound System, Big Parking Space, Reasonable Price, And Strategic Area.

Weakness: People Management, Professional Service, Awareness, And Expensive Appearance.

Opportunity: Music Café Icon (Bintaro), Branch/Franchise, Events Performance, Less Competitor in Bintaro, and Life Style in Jakarta.

Threats: Bintaro is growing business area, increasing number of raw material market price, and popularity of other competitors in Jakarta.

F. STP (Segmentation, Targeting, Positioning)

Segmentation: Demographic, Geographic, behavior, pattern of use product, socio-graphic, and techno-graphic.

Targeting: Male and Female, between 18 – 35 years old, live in around Bintarajaya area, collage and school student also fresh graduation. Like to hang out in café while enjoying live music.

Positioning: International Unique Music Bar and Café in Bintaro Jaya and Jakarta.

G. 7P's Marketing Service Mix

Focused on 3P's, which is People, Process, and Physical Evidence.

Process: well service and self-service, Payment with Bank.

People: finding people with recruitment interview for My Mate Food & Friends staff: consultant, chef, chef assistant, barista, bartender, accountant, waiters, cashier, and, security.

Physical Evidence: unique physical exterior and interior, Pop Art and Vintage Concept, huge live music, international sound system, has 2 floors with different concept.

H. Market Review

From the market review the finding is the market condition around My Mate Food & Friends. Located in strategic area, less competitor in Bintaro especially music café, Bintaro is growing business area, and from the market condition the raw material is increasing.

I. Consumer Review

From the result of observation and questionnaire, consumer review is people in Bintaro have high desire to go to music café and bar, averagely they are between 18 – 35 years old. Friends, family, and client are person who usually going out to café, averagely they are spend 100,000 IDR until 300,000 IDR in café. They need new experience in culinary concept (uniqueness).

J. Competitor review

There are many competitors for My Mate Food & Friends in Jakarta. Based on similar concept, which is Music café, and nearest area from My Mate the competitor that My Mate chose are De Hooi Café and Eastern Promise. De Hooi café located in Pondok Indah and Easter Promise is located in Kemang.

K. Brand Review

My Mate Food & friends is new concept of culinary business, new management, provide good facilities, secured area, and well physical evidence.

L. Demographic (potential target market)

The respondents gathered are consisting have 50% male and 50% female. 50% consist below 18 years old until 25 years old and other 25% is 26 until 35 years old. The educations of the respondents are high school student and S1 graduated consist of 54%. Money spend in café is below 100.000 IDR consist of 23% respondents and 100.000 IDR until 300.000 IDR consist 44 % of respondents. The desire respondents to go hang out consist 23% go to café and 20% respondents going to restaurant, coffee shop and house. Time visit the respondents go to café is twice a week consists of 26% respondents. Duration respondents of visiting café is averagely 1 - 2 hours 44% and until 3 hours 21 % of respondents. 25% of respondents chose music to compete with other competitors. 23% of respondents chose uniqueness for expectation of café and bar. Happy hour, bonus packs, discount credit and member card are the promotion the respondents chose, consist 22% of happy hour, 21% bonus packs, and each 20% chose member card and discount credit. The last finding is of 250 respondents they are like music but the biggest respondents consist 21% chose rock music.

M. Comparison of Consumer Perception With Consumer Expectation.

Each consumer has different expectations about My Mate Food & Friends. The same thing happened on the perception of the other cafes in Jakarta. Expectations and perceptions of consumers divided into 16 attributes are considered important. The percentage level is the achievement of an assessment of the suitability of the company's performance against the expectations of respondents. Score the usefulness of value below 100% indicates that expectations about the attributes of the respondents was higher than the perceptions of respondents on the factual circumstances. Suitability score is a result of the average value of the average perception and

expectations of 250 respondents. Based on the analysis of the 16 attributes between perceptions and expectations produced an average of 91.09% compliance rate. It means that the level of client satisfaction is below average is the attribute 3 (Suitability Concept), attribute 4 (Uniqueness café), attribute 5 (Food quality), attribute 10 (parking facilities), attribute 11 (Music) by, attributes 12 (Feasibility prices), attribute 14 (Security), and attribute 16 (Live Music).

N. Factor Analysis: Comparison of Consumer Perception With Consumer Expectation.

From the average value of consumer perceptions and expectations will be mapped that consists of four quadrants, the quadrants A, B, C, D. Attributes that located in quadrant A means that clients are not satisfied because company performance provided by the cafe in Jakarta has not been carried out in accordance with the wishes of the client, because the expectations for My Mate Food & Friends clients high, which means considered important by the client. Attribute that is located in quadrant A are as follows:

1. Suitability Concept (Attribute 3)
2. Uniqueness. (Attribute 4)
3. Food Quality. (Attribute 5)
4. Parking Space. (Attribute 10)
5. Music. (Attribute 11)
6. Price. (Attribute 12)
7. Security. (Attribute 14)
8. Live music. (Attribute 16)

Attributes that are located in kuardan B means the attribute was after with the expectations and perceptions of consumers. In other words, over half of the analyzed attribute has been satisfying clients. Some attributes are located in quadrant B is:

1. Concept cafe (Attribute 1)
2. Strategic Area Cafe (Attribute 2)
3. Service & management. (Attribute 7)
4. Internet. (Attribute 8)
5. Physical Evidence. (Attribute 9)
6. Promotion. (Attribute 13)
7. Hygiene. (Attribute 15)

The element that consumer considered not important and ordinary accepted by consumer and not priority performance in cafés in Jakarta, shows in quadrant C. but based on analysis there is not attribute in this quadrant. We can say that from all attributes that analyse, there are not disappointed and consumer is satisfied.

Attributes are located in quadrant D means the consumer perception of the cafes in Jakarta, but expectations are met on My Mate Food & Friends is still low. Attributes located in quadrant D is the Quality Beverages (Attribute 6). This suggests that consumer expectations of quality beverages at Food & Friends My Mate is low, but the experience that consumers receive the quality of drinks at another cafe in Jakarta has been satisfactory. These low expectations because of My Mate Food & Friends still on progress and has not operate yet.

O. Figures and Tables

Table 4.1. Tingkat Kesesuaian Antara Persepsi dan Ekspektasi

No	Attribute	Perception average	Expectation Average	Suitable Level
1	Concept café	3,57	3,86	92,54%
2	Strategic Area	3,92	3,85	101,87%
3	Suitability Concept	3,29	3,86	85,18%
4	Uniqueness	3,25	3,87	84,07%
5	Food Quality	3,34	3,85	86,71%
6	Drink Quality	3,96	3,58	110,73%
7	Service & Management	3,95	3,85	102,60%
8	Internet	3,88	3,86	100,52%
9	Physical Evidence	3,83	3,85	99,48%
10	Parking Space	3,11	3,86	80,52%
11	Music	3,23	3,86	83,71%
12	Price	2,70	3,89	69,37%
13	Promotion	3,70	3,86	95,85%
14	Security	3,32	3,86	86,01%
15	Hygiene	3,70	3,86	95,76%
16	Live music	3,18	3,86	82,49%
	Average	3,50	3,84	91,09%

Based on the analysis of perceptions and expectations of the 16 attributes are analyzed, it can produce an average compliance level, which amounted to 91.09%. The amount of the average value of this attribute as much as 8 to be analyzed are not satisfied because the value of suitability is below average value compliance.

Conclusion

Based on the data analysis in previous chapter, there are several summary of this research, which can be seen below:

- From respondents data research we can see 16 variable that determine some strategy for My Mate Food & Friends, there are three element survey to determine the strategy for My Mate Food & Friends which is potential target market, costumer perception about café in Jakarta & expectation about My Mate food & Friends, and field observation. These three elements of survey we can make strategy based on Integrated Marketing Communication.
- Respondents' expectation of the drink quality from My Mate Food & Friend is lower than the total average expectation, but they still satisfied by the drink served by cafés in Jakarta. The Drink Quality attribute is in quadrant D shows it.
- Respondents' opinions about prices in cafés in Jakarta are still over price, but they expect the price in My Made Food & Friends is affordable. Its shown by the average perception of price is

lower than the total average perception and the average expectation of price is higher than the total average expectation. So it made this attribute included in the quadrant A.

My Mate has the unique proposition that other competitors don't have. For example the live stage, the concept between vintage and pop art. Giving reasonable price for customer, big parking lot, and My Mate is not just a bar, but it is place for people who want to enjoy the ambient of new experience of culinary.

- First thing to set strategy is determine potential target audience we divided into segmentation
Demographic: 18 – 35 years old, customer from Bintaro and near Bintaro, and students.
Physiographic: Life style, Trend, Live Music lovers, new experience.
Socio-graphic: customer have high desire to go to café, they are usually going with friends, family and client.
Techno-graphic: Internet important element in café, customers is social media users.
Pattern of product use: average customer time visit is 2 times/week; duration visiting café averagely is 1 – 2 hours.
- My Mate Brand Soul: New experience, live style, music, be different, unique, friendly, value for money, eat, drink and fun.
- My Mate Selling Idea: 'Food & Friends' means in My Mate they have good quality for food, and 'friends' interpreted that not only the food My Mate sell but the point is enjoy the new experience with friends while enjoying music, drinks, space and the physical evidence also.
- Message: message content '**Where eat & fun are existed!**' this message derived from the selling idea to gain consumer minded for My Mate. Message context is how to how to deliver messages to the right customer contact point with social media, personal selling, direct marketing, and public relation.
- Contact Point: develop customer awareness based on the survey is **18 – 35 years old**, social media, (BBM, Path, etc.), music event, music store is used to gain the relevant contact point between 18 – 35 years old.
- Marketing Mix Communication:
 - Sales Promotion: Voucher, Discount, membership, price-off, bonus packs, sampling, and membership.
 - Personal Selling: Word of Mouth
 - Advertising: make commercial on magazine & radio
 - Public Relation: to make relation to new customer and maintain regular customer
 - Direct Marketing: Direct mail to customer, personal selling, direct sales in webpage
 - Digital selling (social media: twitter, facebook, website www.itsmymate.com)

Recommendation

Based on the conclusions and the findings from the research, there are some recommendation are created in order to gaining awareness for My Mate Food & Friends. The recommendations are:

a. Management (service)

That well management will gain new customers to come again and make them become loyal customer in My Mate Food & Friends. For example the management for the service and band in My Mate, it must be well manage from the inside My Mate. Quick service and be attention with the quality, improvement service by providing labor compatible, interactive, and professional. How can the provision of feedback from management to employees, employees with management, and receive feedback from the customer who came. Welcome greeting's waiters, waiters should be active and communicative, give compliment or added value to customers and also make an attractive food menu display for the band who wants to perform at My Mate should be well manage. With IMC My Mate will make well management from marketing direction to make communication objective for My Mate Food & Friends Management. For example make

interview, training, and direct practical training employments, to make customer more comfortable when they are going to My Mate Food & Friends.

b. Promotional Program

From the conclusion that we know that people in Bintaro like to have happy hour, and the happy hour must be when rush hour begun. So there will be many people who came to My Mate enjoy their happy hour to refreshing after work. It's around 6 PM until 9 PM. Furthermore people like to have member card for My Mate and discount voucher. For example, get benefits in My Mate Food & Friends, get discount voucher or be a VIP guests to have VIP area in My Mate. Make an attractive discount voucher; discount voucher is obtainable from the cooperation of My Mate Food & Friends with certain parties, where My Mate Food & Friends can attract a particular customer to be target potential or new customer for My Mate Food & Friends. For example bank customers, or employee's companies nearby. This recommendation is supported by results of research, where most customers who come to café are around rush hour. Make flyers to and distribute around Bintaro Jaya. Make some interesting events, for example music festival for local bands.

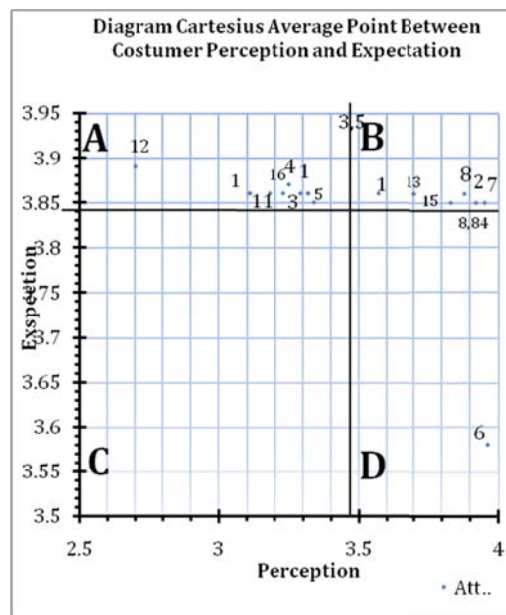
c. Physical Evidence

For the physical evidence of My Mate must be attractive from outside or from inside, My Mate should be an icon in Bintaro, the recommendation for the physical evidence is make My Mate as comfortable as it could. Also the signage, layout, ambience, and toilet must be well design, it will make customer comfort and aware of My Mate Food & Friends.

d. Product

The product the writer recommends is the beverage menu, because as we can see in the results of the data of the questionnaire people not have high expectation about drinks quality because they are satisfied with other café beverage menu and quality, the recommendation for the beverages menu for My Mate Food & Friends is offer many beverages menu for customer with reasonable price. So consumer will notice that My Mate Food & Friends provide Beverages Menu and drinks quality like other café in Jakarta with reasonable price.

APPENDIX



No.	Attribute	Perception Average	Expectation Average
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11	Music	3.23	3.86
12	Price	2.70	3.89
13	Promotion	3.70	3.86
14	Security	3.32	3.86
15	Hygiene	3.70	3.86
16	Live music	3.18	3.86

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