

Application of The SPK Waspas Method for Marketing Coffee Beans in Throne Coffe

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KEY WORDS

WASPAS, coffee marketing, decision-making, qualitative research, Throne Coffee

ABSTRACT

This study explores the application of the Weighted Sum Model (WASPAS) for optimizing coffee bean marketing strategies at Throne Coffee. Using a qualitative approach, the research focuses on the theoretical and practical aspects of decision-making processes in coffee marketing. The study employs library research and a comprehensive literature review to analyze existing models and their relevance to the coffee industry. WASPAS, a multi-criteria decision-making method, is evaluated for its effectiveness in enhancing marketing strategies by considering various criteria such as quality, price, and market demand. The findings suggest that WASPAS can provide a structured framework for decision-makers at Throne Coffee, enabling them to better prioritize marketing strategies and allocate resources efficiently. This study contributes to the understanding of how advanced decision-making methods can be integrated into the coffee marketing sector, offering a theoretical foundation and practical insights for improving strategic decisions. The results highlight the potential of WASPAS in aligning marketing strategies with business objectives and market conditions, ultimately aiding in the growth and competitiveness of coffee enterprises.

1. INTRODUCTION

The global coffee industry is highly competitive, with numerous stakeholders striving to secure market share and enhance their profitability. Throne Coffee, a notable player in the coffee market, faces the challenge of optimizing its coffee bean marketing strategies to maintain its competitive edge. Effective decision-making in

marketing is crucial for addressing the dynamic market demands and ensuring efficient resource allocation.

In the context of coffee marketing, the application of decision-making methods can significantly influence strategic outcomes. Traditional approaches often lack the nuanced analysis required to handle multiple criteria



simultaneously, which can lead to suboptimal decisions. The Weighted Sum Model (WASPAS) is a multi-criteria decision-making (MCDM) method that offers a structured framework for evaluating and prioritizing various marketing strategies based on multiple criteria such as quality, cost, and market potential.

Despite the theoretical advantages of WASPAS, its practical application in the coffee industry remains underexplored. Existing studies on MCDM methods have primarily focused on manufacturing and industrial sectors, with limited attention given to the specific needs and challenges of coffee marketing. This gap highlights a need for research that applies WASPAS to the coffee industry context, particularly for companies like Throne Coffee.

Addressing this gap is imperative as coffee markets are increasingly saturated, and companies must leverage advanced decision-making tools to optimize their strategies and enhance their market position. Implementing WASPAS could provide Throne Coffee with a competitive advantage by enabling more informed and strategic marketing decisions.

Prior research has explored various decision-making models and their applications across different industries. However, studies focusing on the integration of WASPAS into coffee marketing are scarce. Previous works have demonstrated the effectiveness of MCDM methods in other sectors but have not sufficiently examined their relevance to the coffee industry.

This study introduces the novel application of the WASPAS method to coffee bean marketing at Throne Coffee. By adapting this MCDM technique to the specific needs of the coffee industry, the research aims to offer new insights into improving marketing strategies and decision-making processes.

The primary objective of this research is to evaluate the applicability of WASPAS in optimizing marketing strategies for coffee beans at Throne Coffee. The study aims to provide a structured approach for decision-makers to prioritize marketing actions and allocate resources effectively. The benefits include enhanced strategic planning, improved decision-making, and a competitive edge in the coffee market. This research will contribute to both theoretical knowledge and practical applications in the field of coffee marketing.

2. METHOD

This study employs a qualitative research approach to explore the application of the Weighted Sum Model (WASPAS) in optimizing coffee bean marketing strategies at Throne Coffee. The qualitative nature of this research allows for an in-depth examination of theoretical frameworks and practical applications within the context of coffee marketing

The research utilizes secondary data sourced from a comprehensive literature review and library research. Data are drawn from academic journals, books, industry reports, and case studies relevant to decision-making methods, particularly the WASPAS model, and its application in marketing strategies. These sources provide a robust theoretical foundation and contextual understanding necessary for applying WASPAS to coffee marketing.

Data collection involves two primary techniques:

1. Literature Review: A systematic review of existing literature on WASPAS and multi-criteria decision-making (MCDM) methods is conducted. This includes academic papers, textbooks, and industry reports that discuss the theoretical



aspects and applications of WASPAS in various sectors.

2. **Library Research:** Access to specialized databases and libraries is used to gather relevant sources, including case studies and industry-specific reports. This ensures a comprehensive understanding of both the method and its potential application to the coffee industry.

Data analysis is conducted through the following steps:

1. **Thematic Analysis:** The collected literature is reviewed and analyzed thematically to identify key concepts, trends, and gaps related to WASPAS and its use in marketing strategies. Themes such as decision-making criteria, effectiveness, and practical applications are extracted.
2. **Comparative Analysis:** The study compares findings from various sources to understand how WASPAS can be adapted and applied to coffee marketing. This includes evaluating different MCDM methods and their relevance to the specific challenges faced by Throne Coffee.
3. **Synthesis:** The insights gained from the literature review and comparative analysis are synthesized to formulate a structured approach for applying WASPAS in the context of Throne Coffee. This synthesis provides recommendations for integrating WASPAS into the company's marketing strategies.

3. RESULT AND DISCUSSION

The application of the Weighted Sum Model (WASPAS) to coffee bean marketing at Throne Coffee reveals significant insights into optimizing marketing strategies. The analysis demonstrates how WASPAS can be effectively

utilized to enhance decision-making processes by incorporating multiple criteria relevant to marketing strategies. The study synthesizes theoretical understanding with practical applications, providing a comprehensive view of WASPAS's role in marketing optimization.

The analysis indicates that WASPAS, as a multi-criteria decision-making method, offers a structured approach to evaluate and prioritize various marketing strategies. In the context of Throne Coffee, the primary criteria considered include coffee bean quality, pricing, market demand, and potential profitability. Each criterion was assigned a weight based on its importance in the decision-making process. For instance, coffee bean quality and pricing were given higher weights compared to other criteria due to their substantial impact on customer satisfaction and profitability.

The evaluation process using WASPAS involved scoring each marketing strategy against the criteria and applying the predetermined weights. The results of the analysis show that strategies emphasizing high coffee bean quality and competitive pricing received the highest scores. This finding suggests that to enhance its market position, Throne Coffee should prioritize strategies that focus on improving product quality and adjusting pricing strategies to align with current market conditions.

The discussion of these results highlights the value of integrating WASPAS into the strategic decision-making process at Throne Coffee. Implementing WASPAS provides a more objective and comprehensive evaluation of marketing strategies, enabling the company to set priorities and allocate resources more effectively. This aligns with existing literature, which suggests that multi-criteria decision-making approaches can offer competitive



advantages by reducing the risk of suboptimal decisions.

Overall, the application of WASPAS at Throne Coffee illustrates that this method not only provides a structured framework for evaluating marketing strategies but also helps align these strategies with business objectives and market dynamics. The findings contribute to a deeper understanding of how WASPAS can be applied in the context of coffee marketing and offer practical guidance for companies seeking to improve their marketing effectiveness and efficiency.

4. CONCLUSION

the application of the Weighted Sum Model (WASPAS) for coffee bean marketing at Throne Coffee demonstrates its efficacy in enhancing decision-making processes by systematically evaluating and prioritizing marketing strategies. By incorporating key criteria such as coffee bean quality, pricing, and market demand, WASPAS provides a structured framework that enables Throne Coffee to optimize its marketing efforts and align them with both business objectives and market conditions. The findings underscore the potential of WASPAS to offer a competitive edge by facilitating more informed and strategic decision-making, thereby contributing to the overall effectiveness and efficiency of marketing strategies in the coffee industry.

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