



## Assessing the Business Feasibility and Marketing Strategy of Like Mie and Coffee in Batang, Indonesia

Emilia Alfiesyah<sup>1\*</sup>, Muhammad Taufiq Abadi<sup>2</sup>

<sup>1</sup>Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri K.H Abdurrahman Wahid Pekalongan, Indonesia

### ABSTRACT

This study aims to assess the business feasibility and marketing strategy of *Like Mie and Coffee*, a local culinary business located in Batang, Indonesia. Using a qualitative descriptive approach, the research evaluates the enterprise through the marketing mix framework (product, price, place, and promotion). Data were collected through observation and in-depth interviews with consumers, managers, and staff to obtain insights into product quality, pricing strategy, location advantages, and promotional effectiveness. The findings reveal that *Like Mie and Coffee* is a feasible and competitive business supported by innovative products, affordable pricing, a strategic location, and strong digital promotion using social media platforms. The café's youthful and creative branding has successfully attracted its target market, leading to increased customer loyalty and steady profit growth. The study concludes that business expansion is viable, as demonstrated by the successful opening of a new branch in Semarang. These results highlight the importance of integrating innovation and customer engagement in sustaining small and medium-scale food and beverage businesses in Indonesia's growing creative economy sector.

### KEYWORDS:

Business feasibility;  
marketing mix;  
marketing strategy;  
local culinary business;  
customer engagement;  
Like Mie and Coffee;  
Batang; Indonesia

## INTRODUCTION

The food and beverage industry in Indonesia has become one of the most dynamic and competitive sectors in the national economy, driven by changing consumer lifestyles, increasing urbanization, and the rapid growth of digital marketing platforms. Cafés and small restaurants that combine culinary creativity with aesthetic design have emerged as powerful social and economic spaces, particularly among the younger generation. In this context, the phenomenon of local cafés such as *Like Mie and Coffee* illustrates how innovation, social media engagement, and affordable pricing strategies can attract and retain a loyal customer base.

According to data from the Indonesian Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM, 2023), small and medium enterprises (SMEs) contribute over 60 percent of national GDP, with the culinary subsector accounting for nearly half of total SME revenue. The post-pandemic recovery has also accelerated the shift toward experiential dining, where customers seek not only food quality but also atmosphere, brand identity, and digital connectivity. Businesses that effectively integrate these factors are better positioned to thrive in a highly saturated market.

In the case of *Like Mie and Coffee*, the business was established as a community-based culinary enterprise targeting the youth and student segments in Batang, Central Java. Its concept combines traditional Indonesian noodles (*mie*) with modern café-style beverages such as coffee, milk tea, and smoothies. The café's interior design adopts a minimalist aesthetic with "Instagrammable" spaces,

allowing visitors to interact socially while sharing their experiences online. This approach aligns with the growing trend of “café culture” in Indonesia, where dining has become intertwined with digital self-expression and lifestyle branding.

From a marketing perspective, the success of food and beverage ventures like *Like Mie and Coffee* depends on how effectively they implement the marketing mix strategy, also known as the 4Ps: product, price, place, and promotion. Scholars such as [Kotler and Keller \(2016\)](#) emphasize that a well-designed marketing mix enables firms to create differentiated value propositions that align with customer preferences and market dynamics. In small-scale enterprises, these elements play a particularly critical role in building brand awareness and maintaining customer satisfaction.

Previous studies have shown that the sustainability of small cafés in Indonesia relies heavily on their ability to adapt to local tastes while maintaining competitive pricing ([Sari & Anindita, 2021](#)). The integration of digital marketing—especially through platforms such as Instagram, TikTok, and WhatsApp Business—has also transformed customer engagement, allowing entrepreneurs to build online communities and attract new audiences at relatively low cost ([Setyawan & Wardana, 2022](#)). Thus, *Like Mie and Coffee* represents a practical example of how SMEs in the culinary sector combine traditional business principles with contemporary marketing innovation to remain relevant and profitable.

Despite the proliferation of similar cafés across Indonesia, few studies have systematically examined their business feasibility from both operational and marketing perspectives. Most existing research focuses on large-scale franchises or financial performance metrics, neglecting the social and cultural dimensions that influence local consumer behavior. Therefore, this study fills that gap by providing a comprehensive assessment of *Like Mie and Coffee* through the lens of the marketing mix, emphasizing not only its feasibility but also its long-term sustainability.

The purpose of this study is threefold: first, to analyze the business feasibility of *Like Mie and Coffee* based on its product innovation, pricing strategy, location, and promotional efforts; second, to evaluate how these marketing elements contribute to customer satisfaction and business continuity; and third, to identify potential challenges and opportunities for future growth. By addressing these objectives, the research contributes to the broader understanding of SME development and marketing innovation in Indonesia’s creative economy.

In essence, this study underscores the strategic importance of combining creative entrepreneurship, customer-oriented marketing, and local economic potential to build sustainable business models in emerging regional markets. The findings are expected to provide practical insights for entrepreneurs, policymakers, and academics interested in advancing the competitiveness and resilience of small-scale culinary enterprises.

## LITERATURE REVIEW

Business feasibility analysis is an essential tool for evaluating whether a business idea can operate successfully under real-world conditions. It encompasses various aspects, including market potential, operational capacity, financial performance, and marketing effectiveness. According to [Hisrich and Ramadani \(2021\)](#), feasibility analysis serves as a diagnostic framework that enables entrepreneurs to assess risks, identify strategic advantages, and determine the overall viability of a business before or during its operation. Within the food and beverage sector, feasibility is not only a matter of profitability but also involves customer satisfaction, innovation, and adaptability to market trends. This perspective is particularly relevant for small and medium enterprises (SMEs) in Indonesia, where limited access to capital and market competition requires strategic planning and efficiency in resource utilization.

A key dimension of business feasibility lies in the implementation of the marketing mix strategy—a framework consisting of product, price, place, and promotion ([Kotler & Keller, 2016](#)). The marketing

mix provides an integrated approach to attract and retain customers by ensuring that products meet market needs, prices reflect value perception, distribution channels are effective, and promotions are persuasive. Each of these elements interacts dynamically with consumer behavior, technological trends, and competitive pressures. In the context of culinary businesses such as cafés, the 4Ps model serves as both a managerial and analytical instrument to evaluate how well the enterprise aligns with consumer preferences and lifestyle patterns.

The first element, product, involves creating offerings that satisfy consumer desires through quality, innovation, and differentiation. In the café industry, product innovation often includes menu variety, presentation aesthetics, and the ability to merge traditional flavors with modern culinary styles (Rahmawati & Prasetyo, 2022). The second element, price, represents the monetary expression of perceived value. Competitive pricing strategies are essential for capturing the student and youth segments, which tend to be price-sensitive but quality-conscious. Research by Aini and Suryani (2021) indicates that affordable pricing combined with perceived authenticity significantly enhances customer loyalty among young consumers in urban Indonesia.

The third element, place, refers to the location and accessibility of the business. For cafés, physical location remains a decisive factor despite the rise of online ordering systems. Studies by Irwansyah et al. (2022) highlight that proximity to educational institutions and entertainment hubs increases customer frequency and brand recognition. Furthermore, the concept of *experiential space*—where ambiance and comfort become part of the product itself—has become increasingly important in attracting younger audiences who value social and aesthetic experiences.

The final element, promotion, involves the use of communication strategies to inform, persuade, and remind customers about the business. The digital transformation of marketing has shifted promotional activities toward online channels, especially social media. According to Setyawan and Wardana (2022), social media platforms such as Instagram, TikTok, and WhatsApp Business enable SMEs to engage directly with customers through visual storytelling and user-generated content. Effective digital promotion not only expands market reach but also builds emotional connections and brand identity.

The literature also emphasizes the relationship between the marketing mix and business sustainability. Sustainable SMEs are those that balance profitability with social and environmental responsibility while continuously innovating in response to market changes. Hossain et al. (2023) argue that SMEs in developing economies sustain competitiveness by integrating technological adaptation, customer-centric innovation, and community engagement into their operations. Similarly, Nurhayati and Widodo (2022) found that café businesses in Indonesia that focus on creative menu design and digital promotion experience higher levels of brand resilience during economic fluctuations.

Moreover, the integration of feasibility analysis and marketing strategy creates a strategic advantage for SMEs. A study by Yunus and Suryanto (2021) indicates that businesses that regularly conduct feasibility assessments—covering market, technical, and financial aspects—are more likely to maintain operational efficiency and long-term profitability. Feasibility studies also serve as strategic tools for attracting investors and expanding market share.

In the specific context of *Like Mie and Coffee*, the theoretical foundations of business feasibility and marketing mix provide the conceptual framework to analyze how the café manages to sustain growth in a competitive environment. The literature supports the argument that success in small-scale culinary enterprises depends on the synergy between product innovation, pricing efficiency, strategic location, and digital marketing adaptability. When these factors align, SMEs can achieve both economic viability and sustainable customer relationships, ensuring resilience in dynamic market conditions.

## METHODOLOGY

This study employed a qualitative descriptive research approach designed to explore and evaluate the feasibility and marketing strategy of *Like Mie and Coffee* as a small-scale culinary business in Batang, Indonesia. The qualitative approach was chosen because it enables the researcher to understand business dynamics from the perspective of participants—both managers and customers—and to

interpret the contextual meaning behind strategic decisions and customer responses. According to [Creswell and Poth \(2018\)](#), qualitative methods are most suitable for studies seeking to explore experiences, behaviors, and perceptions rather than to measure numerical outcomes.

The research location was selected purposively in *Like Mie and Coffee*, a café established in 2019 in Batang Regency, Central Java. The café was chosen as a case study because it represents the rapid growth of youth-oriented cafés that combine traditional Indonesian culinary products with modern marketing practices. Its unique positioning within a mid-range price segment and its strong reliance on digital marketing make it a relevant example for analyzing how small businesses achieve competitiveness in regional markets.

Data were collected through three primary techniques: observation, in-depth interviews, and document analysis. The observation process focused on physical settings, customer interactions, and service delivery, allowing the researcher to understand how marketing mix elements were implemented in day-to-day operations. Semi-structured interviews were conducted with key informants, including the café manager, three employees, and fifteen customers representing the target demographic (students and young professionals). These interviews explored topics related to product innovation, price perception, service satisfaction, promotional media, and customer loyalty. The third data source—document analysis—included internal business reports, promotional materials, social media analytics, and financial summaries provided by the management team.

The data were analyzed using the Miles and Huberman model, which consists of three interactive stages: data reduction, data display, and conclusion drawing or verification ([Miles, Huberman, & Saldaña, 2014](#)). Data reduction involved sorting and categorizing transcripts and field notes into thematic patterns related to the four marketing mix variables—product, price, place, and promotion. These categories were then presented descriptively to illustrate the relationship between business strategy and feasibility outcomes. During the verification phase, the researcher continuously compared empirical findings with theoretical frameworks to ensure consistency and depth of interpretation.

To ensure data validity and reliability, the study employed methodological triangulation by comparing findings from interviews, observations, and documents. Member checking was also conducted by presenting preliminary interpretations to the café's management for feedback and clarification. This process ensured that the findings reflected authentic perspectives from both business actors and customers. The study adhered to ethical research standards, obtaining informed consent from all participants, maintaining confidentiality, and ensuring that data were used solely for academic purposes.

The research design's descriptive nature allowed for a holistic understanding of how *Like Mie and Coffee* integrates feasibility assessment with marketing strategy. Rather than testing hypotheses, the study aimed to generate insights about the alignment between customer expectations, managerial practices, and market conditions. This approach makes it possible to identify both the strengths and limitations of the business model, as well as to propose recommendations for future development.

In summary, the methodological framework adopted in this study combines empirical rigor with contextual sensitivity. By emphasizing participant perspectives, operational realities, and theoretical relevance, it provides a comprehensive foundation for analyzing the interplay between business feasibility and marketing strategy in small-scale culinary enterprises like *Like Mie and Coffee*.

## RESULT AND DISCUSSION

### Product Innovation and Market Differentiation

The findings reveal that product innovation is a defining factor behind the feasibility and long-term competitiveness of *Like Mie and Coffee*. The café offers a creative blend of traditional Indonesian culinary flavors and modern café-style presentation, which resonates strongly with the youth segment

in Batang. Its signature menu items, such as *mie goreng special*, *mie nyemek pedas*, and fusion-style noodles combined with milk-based beverages or coffee blends, have successfully positioned the brand as a hybrid culinary destination. This form of innovation not only caters to diverse consumer tastes but also enhances product differentiation in a highly competitive local market dominated by conventional noodle stalls and generic coffee shops.

The business consistently emphasizes product quality by maintaining freshness, portion control, and hygiene standards, as confirmed through direct observation and customer interviews. Menu customization, particularly the “create-your-own-combination” system that allows customers to mix noodle toppings and drink flavors, has been a key attraction for repeat visitors. Customers reported that the product design reflects modern culinary trends while retaining the authenticity of local taste. This aligns with [Rahmawati and Prasetyo \(2022\)](#), who assert that small-scale culinary enterprises that combine creativity with authenticity tend to achieve higher levels of brand attachment and consumer loyalty.

Product innovation at *Like Mie and Coffee* also extends to presentation and aesthetics. Dishes are served in minimalist tableware with vibrant color schemes, intentionally designed to appeal to social media audiences. The café’s management recognizes the role of visual communication in shaping consumer perception, especially among digital-native customers. Hence, every product launch is accompanied by a visual campaign on Instagram and TikTok, integrating customer-generated content such as reviews, reels, and stories. This approach has not only enhanced brand visibility but also transformed customers into active brand ambassadors.

### **Pricing Strategy and Customer Value Perception**

Pricing strategy plays a vital role in determining both the market position and the overall feasibility of *Like Mie and Coffee*. The café employs a value-based pricing approach, setting prices that reflect customers perceived benefits rather than merely cost calculations. With an average meal priced between IDR 15,000 and IDR 30,000, the café effectively attracts students and early-career professionals who seek affordable yet high-quality dining experiences. Interviews reveal that customers perceive the pricing as “worth the taste and atmosphere,” reflecting an equilibrium between product quality and economic accessibility.

In addition, *Like Mie and Coffee* adopts flexible promotional pricing strategies, offering discounts during specific periods such as weekdays, national holidays, or when launching new menu items. This method maintains consumer interest while stabilizing sales volume during off-peak seasons. The business also implements loyalty programs that reward repeat customers with cashback points or special menu privileges. According to [Aini and Suryani \(2021\)](#), such hybrid pricing mechanisms increase customer retention and improve lifetime value, particularly in café businesses targeting younger demographics.

Furthermore, the café’s competitive pricing contributes to its financial feasibility. Monthly sales data, analyzed alongside managerial interviews, suggest that profit margins remain consistent even after discount applications, due to efficient cost management and supplier partnerships. By aligning price with customer-perceived value, *Like Mie and Coffee* demonstrates how SMEs can sustain profitability without compromising affordability, thereby ensuring long-term market relevance.

### **Place, Accessibility, and Ambience as Competitive Strengths**

The physical location of *Like Mie and Coffee* significantly enhances its business feasibility. Situated near educational institutions and major residential zones in Batang, the café enjoys consistent foot traffic from students, employees, and families. Its location near public transportation routes also improves accessibility and convenience for both dine-in and take-away customers.

Beyond geography, the café’s interior design and spatial layout contribute to customer satisfaction and brand identity. The café adopts a minimalist concept featuring warm lighting, indoor plants, and a semi-open seating area that creates a relaxed yet modern atmosphere. This design strategy aligns with the concept of “experiential dining,” where ambience and aesthetic appeal are integral components

of the product itself. Customers interviewed consistently emphasized comfort, cleanliness, and photo-worthy spots as primary reasons for frequent visits.

The emphasis on *place* also reflects a strategic understanding of consumer psychology. As [Irwansyah et al. \(2022\)](#) noted, customers increasingly associate location and ambiance with the overall value of the dining experience. In the case of *Like Mie and Coffee*, spatial design serves not only functional but also emotional purposes, enhancing social engagement and positioning the café as a lifestyle destination rather than merely a food outlet.

### Promotion and Digital Engagement

Promotion serves as a cornerstone of *Like Mie and Coffee's* marketing success and business sustainability. The café's promotional strategy blends traditional word-of-mouth marketing with modern digital communication. Social media platforms—particularly Instagram, TikTok, and WhatsApp Business—are used as the primary tools for outreach and customer interaction. The café actively posts daily content, including menu highlights, customer testimonials, and short video reels showcasing the atmosphere and new product releases.

Data from management interviews indicate that social media engagement directly correlates with visitor traffic, especially during campaign periods. For example, limited-time menu promotions and influencer collaborations have successfully increased sales volume by over 25 percent within a month. This demonstrates the strong impact of digital visibility on purchasing decisions in the youth-dominated café market.

The café's promotional narrative emphasizes authenticity and friendliness, aligning with the brand's youthful identity. By encouraging customers to tag the café in their posts and use branded hashtags, *Like Mie and Coffee* has cultivated a digital community that organically extends its reach. This approach corresponds with [Setyawan and Wardana \(2022\)](#), who found that digital storytelling enhances emotional connection and brand loyalty in SMEs within Indonesia's creative economy.

Beyond digital media, *Like Mie and Coffee* also participates in local community events and charity programs, reinforcing its image as a socially responsible enterprise. These promotional efforts integrate commercial objectives with social engagement, thereby increasing credibility and customer trust.

### Feasibility, Profitability, and Business Sustainability

The analysis of operational and financial aspects indicates that *Like Mie and Coffee* is a feasible business both in the short and medium term. Its operational costs—such as rent, labor, and supplies—remain manageable due to efficient supplier relationships and consistent customer flow. The café achieves a monthly revenue growth rate of approximately 15–20 percent, supporting the opening of a new branch in Semarang.

Feasibility is further reinforced by the café's adaptability to market changes and its commitment to continuous innovation. During the pandemic recovery period, management diversified its services through online delivery systems and digital payment options. These initiatives align with findings by [Hossain et al. \(2023\)](#), who emphasize that SMEs integrating digitalization into their business models exhibit greater resilience in volatile markets.

Social and environmental sustainability are also embedded in the café's operations. Waste minimization practices, such as reusable containers and reduced plastic usage, have been implemented. Furthermore, the business prioritizes local ingredient sourcing, thereby contributing to the local economy. These sustainable practices support long-term operational feasibility by reducing costs and improving brand reputation among environmentally conscious consumers.

Overall, *Like Mie and Coffee* demonstrates that the integration of marketing mix strategies—product innovation, strategic pricing, effective promotion, and experiential space design—creates a holistic model of business feasibility and competitiveness. The combination of economic rationality and creative marketing innovation enables the café to maintain relevance in an evolving market while contributing to local entrepreneurship development.

## CONCLUSION

The analysis concludes that *Like Mie and Coffee* in Batang, Indonesia, represents a feasible and sustainable business model for small and medium-sized enterprises (SMEs) operating in the culinary sector. The café's success is driven by its ability to integrate creativity, affordability, and digital engagement into a cohesive marketing strategy. The research demonstrates that product innovation—especially the combination of traditional Indonesian cuisine with modern café aesthetics—serves as the core competitive advantage, appealing to youth-driven market segments that value both taste and experience.

The pricing strategy supports this differentiation by positioning the café within an affordable yet high-value market range, allowing accessibility without sacrificing quality or profit margins. Moreover, the café's strategic location and thoughtfully designed ambiance enhance the overall dining experience, reinforcing the café's identity as a social and lifestyle space rather than a conventional eatery. Promotional efforts, particularly through digital storytelling on social media, have amplified brand awareness and created an interactive online community that drives repeat visits and organic word-of-mouth marketing.

From a feasibility perspective, the café's steady revenue growth, efficient cost management, and successful branch expansion demonstrate financial and operational sustainability. Furthermore, the incorporation of environmentally responsible practices and community engagement adds a layer of social value to the enterprise, aligning it with the broader goals of sustainable entrepreneurship in Indonesia's creative economy.

The study underscores that small-scale businesses can achieve competitiveness and long-term survival by effectively combining the marketing mix framework—product, price, place, and promotion—with innovation, digitalization, and ethical business practices. For policymakers, the case of *Like Mie and Coffee* highlights the importance of supporting SMEs through capacity-building programs, access to digital marketing tools, and local infrastructure development. For entrepreneurs, it offers a replicable model that demonstrates how strategic creativity and community orientation can transform small enterprises into resilient and socially impactful ventures.

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### Conflict of Interest

The authors declare no conflict of interest related to the publication of this study.

### Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

### Author Contribution

All authors contributed equally to the design, data collection, analysis, and writing of this manuscript. All authors have read and approved the final version of the paper.

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