Analysis of Local Coffee Shop Marketing Agility and Customer Retention Amidst of Starbucks Boycott in Padang

Danis Ganeru[1], Vera Pujani[2], Yulia Hendri Yeni[3]
[1]Andalas University, Padang, Indonesia, 2320522002_danis@student.unand.ac.id
[2]Andalas University, Padang, Indonesia, verapujani@eb.unand.ac.id
[3]Andalas University, Padang, Indonesia, yuliahendriyeni@eb.unand.ac.id

Corresponding Author: 2320522002_danis@student.unand.ac.id[1]

Abstract: This study aims to examine the segmentation, marketing agility, and customer retention of local coffee shop in Padang. The phenomena that discussed in this research are boycott movement of several brand particularly Starbucks and Fear of Failure. This research adopts a qualitative approach which aims to understand symptoms that do not require quantitative measurement. The data used in this research is derived from interview with the owner of local coffee shop in Padang with the total of 5 informant. The data analysis process is compiling data obtained from interviews and process it with Nvivo12. Boycott was found to have no influences towards Marketing Agility and Customer Retention of Local Coffee Shop in Padang. Nonetheless Fear of Failure was found to have influences towards Marketing Agility and Customer Retention of Local Coffee Shop in Padang.

Keyword: Qualitative, Segmentation, Marketing Agility, Customer Retention, Boycott, Fear of Failure, Local Coffee Shop.

INTRODUCTION

Indonesia have long well-known for its abundant agriculture. One of those product that known world-wide is Coffee beans. There are several provinces that produces coffee beans, and West Sumatera hold as the 10th places in all of Indonesia. Below are the table of provinces that hold top 10 coffee beans producer in Indonesia (Adira., 2023) :

Table 1. Indonesian top 10 coffee beans producer

No	Province	Production (Ton)	Region
1	Sumatera Selatan	198.000	Sumatera
2	Lampung	108.100	Sumatera
3	Sumatera Utara	87.900	Sumatera
4	Aceh	71.100	Sumatera
5	Bengkulu	55.000	Sumatera
6	Jawa Timur	48.100	Java

7	Sulawesi Selatan	27.500	Sulawesi
8	Jawa Tengah	26.000	Java
9	Nusa Tenggara Timur	25.100	Nusa Tenggara
10	Sumatera Barat	23.000	Sumatera

Sources : Statistic Central Bureau, 2023

Statistic Central Bureau imply that Sumatera province are the important contributor of coffee beands commodity, where Sumatera Selatan hold the 1st place of coffee beans commodity producer in 2023 with 198.000 ton produces. Also the list are dominated by other provinces in Sumatera as well. For West Sumatera, the production of coffee beans in 2023 is 23.000 ton. This increase of production also align with the culture to consumpt coffee among Indonesian. Below are the table from the Indonesian Ministry of Agriculture about coffee consumption from 2016 towards 2025.

Table 1. Indonesian Coffee Consumption

No	Year	Consumption (Ton)
1	2016	249.824
2	2017	276.167
3	2018	314.365
4	2019	335.540
5	2020	353.885
6	2021	369.886
7	2022	379.665
8	2023	372.600
9	2024	368.752
10	2025	365.268

Sources : Indonesian Ministry of Agriculture, 2023

With abundant supply of coffee beans and supporting trend has cause the business of Coffee Shop Thriving. Coffee Shop itself is not a new business. Historically Indonesian have been consuming coffee even during the colonialism of Netherlands. In Padang for example, there are numerous local coffee shop that has been in business for decades. These local coffee shop commonly found near public area such as the market. Several example can be found in Pasar Raya and Pondok.s

Nonetheless with the surging of new generations of coffee connoisseur, coffee shop now range between a traditional shop that serve traditional coffee to a sophisticated coffee shop which serve coffee that been thorugh the latest coffee processing method. The number of coffee shop in Padang has been constanly growing, although there is yet official record from Indonesian Statistic Central Bureau. Almost in every corner of Padang city exist a coffee shop. Some of well-known brand even enter Padang such as FoRe, Janji Jiwa, and Kopi Kenangan. Not only domestic brand, foreign brand such as Starbucks also open an establishment in Padang on July 26, 2023.

Research Issues

While the potential of business for Coffee Shop quite appealing proven by how the aforemention brand open their branch in Padang and the rapid expansion of local coffee shop, there is several issues that is concerning. With opportunity always comes with the competitor. Rapid growth and opening of new coffee shop is a testament of how tense the competition. The

trend of coffee consumption is also uncertain, as trend tend to be capricious due to the swift changes of the consumer preferences. An owner of coffee shop are compelled to obtain the latest information about infromation of competitor and situation on the market. But how does the coffee shop owner in Padang collect the latest information? How adaptive they are towards the latest situation and stimulant wheter it is from competitor, or the shifting trend among the consumer?

Recent study by Yeni et al., (2023) which discuss how small-medium enterprise that produce coffee powder in Tanah Datar regency in West Sumatera react towards external shock that is Covid-19 by utilizing the influences of marketing mix found that these small-medium enterprise are not responsive towards external shock and have less willingness to innovate despite many of small-medium enterprise going bankrupt due to Covid-19. These result can be concluded that the small-medium enterprise that produce coffee powder have low marketing agility, which is necessary for small-medium enterprise to continue its existentce in the market (Miller & Le Breton-Miller, 2017; Kalaignanam et al., 2021). If the local small-medium enterprise that support the local coffee shop, and have possibility to supply those coffee powder to local coffee shop in Padang have low marketing agility and not responsive towards external situation, it raise a concerning issues on local coffee shop situation in Padang.

Furthermore we also discuss about trends and segmentation. It is fact that there are rapid growth of coffee shop yet there is not actual insight about these coffee shop segmentation, whom are the target of their product and why they choose those segmentation. For trend, there is an unofficial movement in Padang that is boycott movement among the population in Padang. Due to this movement, some products and brands are banned by the locals. One of such brand is Starbucks which just open in Padang. While boycott itself is quite a predicament situation for boycott, there are yet observation on how the local coffee shop response towards such information.

Previous study that assess how local producer of coffee powder are not responsive to external condition and have a rigid marketing agility which lead them to less innovation, We believe for the local coffee shop might have different response and could utilize the situation in order to gain advantages. Nonetheless this assumption could be invalid and contradict with actual situation. In order to analyse the current situation while also gain the latest insight towards the condition of local coffee shop in Padang, proper research are deemed necessary.

METHOD

This research adopts a qualitative approach with a case study approach, which aims to understand symptoms that do not require quantitative measurement. According to Sekaran (2016), qualitative research methods are an approach rooted in philosophy and used to research in scientific conditions (experiments), where researchers act as the main instrument. Data collection and analysis techniques in qualitative research methods focus more on qualitative dimensions and meaning. Qualitative research methodology aims to analyze and describe phenomena or research objects through social activities, attitudes, and perceptions of individuals or groups.

Sekaran (2016) describes qualitative research as a type of research that uses descriptive methods to understand the relationship between individuals or groups and their context, as well as explore the dynamics and complexity of the phenomena being studied. Data from a qualitative study is descriptive and non-numerical data. This data focuses on the quality, characteristics, and nature of a phenomenon. Qualitative data collection methods involve observation, interviews, or content analysis. This type of data is more suitable for answering research questions that are exploratory and complex (Sekaran, 2016).

The main focus of descriptive research is to describe in detail the characteristics, traits, or variables related to the object of research without manipulating or controlling the variables.

This research aims to provide a clear and in-depth picture of the actual state of an object, be it an individual, a group, or a situation.

RESULT AND DISCUSSION
Result
Analysis of local coffee shop Marketing Agility and Customer Retention amidst of Starbucks

Figure 1. Keyword

Based on the results of data processing carried out by researchers using NVivo 12, the word "customers" was found to be the word most frequently uttered by informants from the interviews conducted. This could be defined that our informant, the owner of local coffee shop in Padang, has been answering our question with the concern towards the customers which became our first justification about how the local coffee shop owner operate their business. This means that the local coffee shop have been adapting the concept of customer – centric introduce in the grand theory in this research that is Market Orientation Theory.

Below are the table of several word that frequently used by the informant to answer our question during the interview :

Table 3. Data Results

Word	Length	Count	Weighted Percentage (%)
customers	9	256	2,06%
boycott	7	125	1,00%
business	8	123	0,99%
people	6	105	0,84%
market	6	86	0,69%
decisions	9	79	0,63%
Starbucks	9	78	0,63%
Padang	6	75	0,60%
information	11	56	0,45%
product	7	54	0,43%
students	8	50	0,40%

changes	7	49	0,39%
example	7	48	0,39%
quality	7	46	0,37%
preferences	11	44	0,35%
social	6	44	0,35%
concept	7	43	0,35%
management	10	42	0,34%
instance	8	41	0,33%

Source: Data processed by researcher by using Nvivo 12

Segmentation of Local Coffee Shop in Padang

For local coffee shop segmentation we took the mention indicator which are Price, Product Variant, Consumer, Facility, and Coffee Shop Concept. Based on the the answer from the informant we process the data through coding on NVivo 12. Below are the table which represent the response from our informant which elaborate the segmentation of local coffee shop in Padang.

Table 4. Segmentation of Local Coffee Shop in Padang

Informant	Customer	Price	Product Variant
Trisna	The majority of our customers who buy the drinks are women workers and nurses who don't necessarily love coffee but still want to enjoy a cup.	Our product prices start at Rp13.000.	For our product variants, we have five
Rica	Our main segment focuses on those under 30 years old rather than individuals aged 30 and above	the price for a cup of coffee is kept below 20,000 IDR	In terms of variants, we specialize in coffee. However, we also offer non-coffee options such as matcha, vanilla, and tea.
Mariko	most of our customers are college students.	Regarding pricing, I've already committed with the management team to align our prices with those of other coffee shops	I don't remember all of them.
Feby	However, cafés usually attract customers who are really passionate about coffee, while younger customers, such as Gen Z, tend to prefer sweeter milk coffee.	The price variation can range from IDR 20,000 to IDR 50,000	the conclusion is we offer 4 variants of coffee.
Adila	In Padang, the majority of people who hang out at coffee shops are from Generation Z. So, our target market is mainly that demographic. Most visitors to coffee shops in Padang are students looking for a place to work on assignments.	Coffee beans come in various prices per kilogram—some cost Rp100.000, Rp145.000, or even Rp200.000. The selling price of a coffee drink depends on the cost of the beans.	we sell products that are generally found in coffee shops, such as Americano, cappuccino, coffee latte, and then more commercially popular items like milk coffee, palm sugar milk coffee, and so on.

First, we take a look at consumer. For consumer which are the target of the local coffee shop, we found that generation Z and young people are primary targets for the local coffee shop in Padang. In terms of consumer employment, our informant state that students and low level worker are the segmentation of the coffee shop. This response is in accordance with the data of population, where in west sumatera generation Z dominate the population which around 1.619.680 out of 5,3 million people in 2024. This is quite a phenomenon as we expect a different segmentation among these coffee shop due to the convenience sampling technique that we employ in this research. We believe there is an unknown influences that affect these local coffee shop owner to target the generation Z for their business.

Second is Price. Price also found similarity between local coffee shop. The figure exhibit that 4 out of 5 informant provide a response towards our question regarding price. 3 out of 5 informant which respond to our question provide a explicit price range that start from Rp.13.000 to Rp.50.000 while other 2 informant give an implicit response about their price

Third is Product Variant. From our interview we found that the product variant that local coffee shop offer to the customer range between 3 to 5 variant. The variant range from pure coffee based, a latte which is coffee which already mix with additional ingredients such as cream or milk, Mocktail, Tea, and Non – Coffee base such as powder drink and soda - based drink which known as Mojito.

Table 5. Segmentation of Local Coffee Shop in Padang

Informant	Product Variant Background	Coffee Shop Concept
Trisna	*The reason we offer these variants is that not everyone likes coffee. For instance, we have original coffee options like espresso, Americano, or V60. But the people who visit aren't always coffee enthusiasts. Some want to try coffee but prefer something that's not too bitter, and they may gradually increase their coffee preferences*	*The concept was originally more geared towards takeaway rather than dine-in, so the space isn't too crowded*
Rica	*In terms of variants, we specialize in coffee. However, we also offer non-coffee options such as matcha, vanilla, and tea. This means that when customers visit, they can choose from a variety of drinks, even if they don't like coffee.*	*our concept is to facilitate discussions*
Adila	*Well, for the product variants, we are essentially a coffee shop. Broadly speaking, we sell products that are generally found in coffee shops, such as Americano, cappuccino, coffee latte, and then more commercially popular items like milk coffee, palm sugar milk coffee, and so on. Beyond that, it's quite standard. The main difference is that here at Parewa, we focus more on products that the market is already familiar with, like milk coffee*	*Our Parewa has three main concepts: Parewa Coffee, which is focused on entertainment like the ones in Parewa Bandar Purus and Parewa Payakumbuh; Social Bar, which adopts the concept of a bar, but we don't sell alcohol, we only adopt the concept; and then there's the working space concept at Parewa Unand.*

3 out of 5 of the informant provide us additional information on why they offer such variant. We find a common understanding that the local coffee shop owner recognize that not all visitor have a tendency to purchase a coffee product. Therefore in order to add additional option, those variant are introduce in the local coffee shop. Not only that, local coffee shop try to familiarize their product with the one that already accepted in the market. Last but not least

we identify several concept of local coffee shop such as Take-Away, discussion supporting concept, and entertainment, social, and working space.

We conclude that the only way for local coffee shop in Padang differentiate itself with the competitor which targeted same customer segmentation and offer similar product and price by inventing a different concept of coffee shop. Nonetheless, the respondent also imply that they does not neglect others segment of the market such as middle class worker or elderly coffee enthusiasm.

Marketing Agility of Local Coffee Shop in Padang

Table 6. Marketing Agility of Local Coffee Shop in Padang

Informant	Robustness	
	Uncertainty Recognisiton	Intelligence Gathering
Trisna	As of now, there's nothing too concerning in terms of fear; we are still enjoying the process of running this business	As an owner, I sometimes visit other coffee shops to observe
Rica	Actually, it seems that for this coffee shop, it can be said that in the city of Padang, it is almost saturated. Almost saturated. Even those of us who are already in this industry can't do anything anymore	Nowadays in the digital world, we observe activities on social media, such as people's interactions. To stay updated about the situation in Padang, I usually follow posts from important local accounts in West Sumatra, such as "Info Sumbar" or "Padang Kuliner." Beyond that, we also have a program at Bengras where we ask our supervisors to visit other coffee shops once a month.
Mariko	In this coffee shop, the main risk is not having customers or visitors. That's the primary concern	Well, since I enjoy coffee myself, I've visited several places and explored various coffee spots in Padang. It's been quite interesting and has opened up business opportunities. As for the information, I usually get it from friends, some of whom also run businesses.
Feby	However, there are also more dynamic risks that cause a sudden decline instead of a gradual one. For example, a drop in market demand, reduced interest in our coffee, or a decline in the perceived quality of our products.	if we talk about the coffee shop market in Padang, we really have to go to the field to observe.
Adila	In the coffee shop business, it's very dynamic; it can go from busy to quiet, and from quiet to busy in an instant.	Regarding price changes, we do see some changes in raw material prices and the prices set by competitors. For raw material price changes, we get the information directly from our vendors.

Robustness revolve around how local coffee shop gather intelligence about current situation of coffee shop business and acknowledge of the uncertainty on the market. We found that 4 out of 5 informant recognize the uncertainty of coffee shop business thus they gather intelligence by actual field observation by visiting other coffee shop or supplier. Social Media is also mentioned as the tools for gathering intelligence.

Table 7. Marketing Agility of Local Coffee Shop in Padang

Informant	Responsiveness	Proactiveness
Trisna	So far, we don't do it daily, but we make sure to participate during events like Car Free Day (CFD) or government-organized events for MSMEs.	We post frequently to make our products look attractive to potential customers. The second approach is by participating in events, so that more people are aware of us.
Rica	We introduced a new product— brewed coffee without sediment	If it's about customers—like pricing or promotions—we assess their reactions through social media or direct interactions with baristas.
Mariko	At Lucy, we prioritize comfort.	I promote Lucy's to my friends and the public.
Feby	At Sisi Kopi, health considerations are a priority.	I asked them to find influential people within the community who could join us. I recruited around 4 or 5 people at the beginning, all of whom had at least 10 followers. The best marketing we could do was from our baristas themselves
Adila	we strengthen our brand and make it clear that we are positioned here. We also focus on building strong customer relationships	we sell products that are generally found in coffee shops, such as Americano, cappuccino, coffee latte, and then more commercially popular items like milk coffee, palm sugar milk coffee, and so on.

Second, we discussing about Responsiveness. It describe how local coffee shop implement a new marketing in order to capitalize the current situation. We found several response of local coffee shop owner such as creating new product, prioritize specific aspect such as health and comfort of the customer, and strengthen brand image.

Third, Proactiveness. This indicator provide a comprehension on the local coffee shop stimulate the demand on the market for their product. There are different action that local coffee shop take. Some utilize social media to stimulate demand by creating a post about their product, promoting to relatives and public, hiring influencer, and selling the already popular item.

In Conclusion, we found that local coffee shop in Padang have excellent marketing agility capability in order to maneuver the dynamic environment of coffee shop business.

Customer Retention of Local Coffee Shop in Padang

Customer Retention is the concept of how a business manage their customer an ensure a sustainability by increasing the probability of the customer to revisit the establishment, while at the same time attracting the potential customer. Customer Retention consist of Relationship, Treatment, and Promotion Method. Figure 4.5 ellaborate how the local coffee shop manage building the relationship with their customer and how they refine the treatment towards their customer. Also we mention what kind of promotion method local coffee shop utilize.

Table 8. Customer Retention of Local Coffee Shop in Padang

Informant	Relationship	Treatment	Promotion Method
Trisna	For new customers, we usually approach them by starting a conversation or engaging with them. Many people tend to return because they appreciate the friendly service here—it's not awkward. For instance, if someone is unsure about the menu, we provide recommendations instead of staying silent. Communication is something we focus on improving with our customers.	So far, we don't do it daily, but we make sure to participate during events like Car Free Day (CFD) or government-organized events for MSMEs.	We post frequently to make our products look attractive to potential customers. The second approach is by participating in events, so that more people are aware of us.
Rica	No matter how busy we are with high traffic, we always make time to interact with our customers, especially our loyal patrons. Apart from that, we also engage with customers through social media by responding to comments and Google reviews	The very first training we provide focuses on serving and interacting with customers, even before teaching them about product preparation or outlet maintenance."	If it's about customers—like pricing or promotions—we assess their reactions through social media or direct interactions with baristas.
Mariko	We maintain good service, ensure customer comfort, and are always open to feedback from consumers	Yes, before we officially opened on November 11th, we held a 10-day training session. This training prioritized smiling, greeting, and excellent service.	I promote Lucy's to my friends and the public.
Feby	The most important thing for every employee here is to understand that a coffee shop isn't just about selling coffee, but it's about socializing. It's about how we communicate with the customers who come in, how we socialize with them.	There is public speaking training for all our staff. We have a standard operating procedure (SOP) for public speaking that must be applied and taught to our team. Initially, we collaborated with the Labor Training Center to bring instructors here or send our staff to receive training for 2 to 4 days	I asked them to find influential people within the community who could join us. I recruited around 4 or 5 people at the beginning, all of whom had at least 10 followers. The best marketing we could do was from our baristas themselves
Adila	What's important is that we maintain their comfort.	For customer treatment, we certainly provide	we sell products that are generally found in coffee

Whatever they need, we provide it, in a sense. That's what I mean by customer-centric.	training for our staff, especially the cashiers and waiters, as they interact the most with customers. We emphasize hospitality service, and this is thoroughly trained and continuously monitored."	shops, such as Americano, cappuccino, coffee latte, and then more commercially popular items like milk coffee, palm sugar milk coffee, and so on.

We found all informant gave a similar theme towards Relationship. All in agreement that to build a good relationship with the customer, the staff should have a good communication skills. Further interaction such as providing recommendation on the menu, small talk about common topic to create a small talk, and remembering the name of the customer, and providing comfort while also accepting criticism reinforce the relation between the coffee shop and its customer.

However, another interesting finding was, one informant disclose that there is a shift of behavior of the customer. Customer nowadays tend to prefer a quiet and prefer to be private. These customers tends to dislike small talk and prefer to not be disturbed as long as they demand are fulfilled. This could be an interesting phenomena as only 1 out of 5 informant give us such information.

Treatment is how the staff of the local coffee shop interact with their customers. their intonation and gesture are presenting how the local coffee shop treat their patrons. Treatment is important as it is necessity to build a good relationship with the customer as customer tends to project the treatment from the staff as the face value of the coffee shop. A good treatment tend to generate a favorable reaction for the customer, increasing the probability of revisit by the customer. From 5 informant, 4 local coffee shop provide a training about treatment for the staff to ensure how to react towards consumer, ensuring a good service to the customer.

Informant provide more practical approach about treatment towards customer. The approach is by demonstrating to the staff on how to interact with customer. Later on it will be followed up by sharing session and discussion between staff

Promotion Method also part of the customer retention. We found that was adopted by the local coffee shop are through social media, participating in events, and introducing a new product, hiring influential employee, selling popular item, and actively promote the business towards publicity and relatives.

Boycott Effect on Marketing Agility of Local Coffee Shop in Padang

Table 9. Boycott Effect on Marketing Agility of Local Coffee Shop

Informant	Boycott Awareness	Boycott Reaction
Trisna	Yes, I've been following such issues	We're cautious and continue to check our supplies to ensure they don't involve boycotted products
Rica	Yes, we've experienced it firsthand at one of our outlets.	A customer came to order mineral water, and when we gave them the boycotted brand, they immediately asked if we had another brand. When we said we didn't, they chose not to buy it. This really showed how committed some people are to their ideals, even to the point of refusing a product they needed. As a result, we decided not to restock that brand after it ran out and switched to another brand. Regarding the boycott, as I mentioned earlier, we've replaced the brand of bottled water we sell at the outlet with one not being boycotted

Mariko	I've heard about it briefly, particularly about Starbucks.	we also tend to avoid such products
Feby	Yes, I have heard of such movements	some customers have moved away from the products we were using, and some are indifferent to it. But we need to adjust to universal tastes, which means finding substitute products to meet these demands. What we need is to recreate the same taste using these substitute ingredients
Adila	As for the information, well, this is probably something that most people are aware of, because it was widely covered in the media. Even the government through MUI issued a circular to encourage the boycott of brands affiliated with Israel, including Starbucks. As for the information itself, as an ordinary person, I'm sure I was aware of it.	Regarding the boycott, we have responded by discontinuing the use of products that we know are being boycotted as raw materials. We no longer use those products, unless there are no alternatives available here. For instance, the most significant example would be Aqua. We previously used Aqua, but due to the boycott, we stopped using it

Base from our data that we collected through interview, we found that all of our informant were aware about phenomena of boycott movement of several brand among the population in Padang.

Nevertheless, the effect of boycott tends to lean towards raw material concern. 5 out of 5 informant tend to focus on discarding any raw material that might affiliated with the brand that have been boycotted. None of our informant specify any action or new procedure regarding marketing agility during the boycott of Starbucks movement. Informant tend to be indifferent towards the boycott phenomena as they feel there are no changes due to boycott phenomena.

Boycott effect on Customer Retention of local coffee shop in Padang

Table 10. Boycott Effect on Customer Retention of Local Coffee Shop

Informant	Boycott Reaction
Rica	I don't think there's a significant difference in customer treatment. The most noticeable change is perhaps the replacement of displays featuring boycotted brands, so customers can immediately see that we've switched to other products.
Mariko	In my opinion, it doesn't have any impact. As the owner, I delegate these aspects to the management team to ensure the growth and development of our coffee shop in Padang
Adila	It hasn't had any impact at all. We still manage with current systems.

From the interview we found that boycott phenomena does not have any influences on how local coffee shop owner. manage their customer. The relationship and treatment tend to be same before and during the boycott phenomena. The owner of these coffee shop feel indifferent towards the current boycott phenomena due to their perspectives that boycott does not create any effect on the market therefore they does not feel the urgency to change their current system about customer retention.

Fear of Failure Influences on Marketing Agility & Customer Retention of Local Coffee Shop in Padang

Table 11. Fear of Failure of local coffee shop owner in Padang

Informant	Risk	Uncertainty	Anticipation	Future Prospect

Adila	In the coffee shop business, it's very dynamic; it can go from busy to quiet, and from quiet to busy in an instant.	Honestly, outside of the context, as founders— me at 33 years old and my partner at 31— there's an increasing gap between us and the market segment we're targeting. Our target market is between 18 and 30 years old, and over time, we're getting further away from that target age range. Our concern is that we might not be able to keep up with trends for this market segment.	To address this, we've adapted by bringing in a team that is closer in age and social interactions to our target market. For example, in Coffenary Unand, all the staff members are students from Unand, working part-time." "Because they understand the treatment that Unand students need. Unand students know best how to treat other Unand students. If we hired staff from UNP or UPI, the approach would be different. The most understanding staff for Unand students is indeed Unand students themselves. This is the kind of adaptation we make."	I don't have official data from experts, but I conclude that coffee shops, especially with the current trend of younger generations like millennials, Generation Z, and even Alpha and Beta, will continue to thrive. People will always gather somewhere, and coffee shops will definitely remain. The only difference will be the concept. If we look back to the old times, coffee shops were simple, more like local coffee stalls in villages. Over time, the concept evolved, and now we have the current coffee shop model. It's interesting to think about what the consumers will be like in the next 10 years. But essentially, coffee shops will continue to exist

When discussing about Fear of Failure with our informant, we found that there is a risk in Coffee Shop Business. Coffee Shop business is very dynamic, where one coffee shop could became famous at one time while at the same time goes out of business at the same pace. The customer itself are quite capricious, often change their palate. Local coffee shop feels that due to the different of generation or generation gap, it is arduous for them to comprehend their customer. Therefore they recruit the same employee from the same demography with their customer.

The example provide by our informant such as a shop locate near Andalas University would hire employee student from Andalas University. This tendency emerge as the owner of local coffee shop acknowledge that those in the same demography comprehend each other better than those with different demography.Local coffee shop also acknowledge that coffee shop business would stil lcontinue to exist in the future. The only difference is the concept of the coffee shop itself.

Discussion
Proposition

In this part we begin addressing the proposition with the data that have been obtain. There are six proposition and one general proposition. First we discuss about segmentation. The first proposition is :
"Segmentation of the owner of local coffee shop would directly affect the Marketing Agility of their local coffee shop."

Base of the respond from our informant, we conclude that most of the coffee shop segmentation are students. In order to secure their market share, there is a tendency for the coffee shop to observe and imitate the competitor. This results in similar product variant and

price of the coffee itself. And thus we conclude that there is a direct influences of segmentation towards marketing agility of local coffee shop.

Moving on, the Second Proposition is talking about :

"Marketing Agility of local coffee shop directly affect the customer retention of the said local coffee shop"

The respond from our informant elaborate almost similar state of customer retention adopted by the local coffee shop owner. They describe that it is important for their staff to have a good communication skill, thus they have tendency to emphasize on building communication skill of their staff. For that the majority of informant state that they have conducted a formal training program for their employee.

Thus we conclude that due to almost similar state of marketing agility, it directly tailor customer retention of local coffee shop. The third proposition is talking about boycott phenomena. The proposition are as below :

"There is an unknown influences of boycott phenomena on the Marketing Agility of Local Coffee Shop in Padang"

We find that there is an effect of boycott phenomena. Yet such phenomena does not have any influences on the local coffee shop owner to further their business. The boycott influence we found only concerning raw material. Informant tend to focus on discarding any raw material that might affiliated with the brand that have been boycotted. With that we conclude that there is no effect of boycott phenomena towards the marketing agility of local coffee shop in Padang.

The fourth proposition concern about boycott phenomena effect on Customer Retention. The proposition are :

"There is an unknown influences of boycott phenomena on the Customer Retention of Local Coffee Shop in Padang"

Unfortunately we find that the local coffee shop owner does not implement any new system in managing their customer. We found that they tend to be indifferent and maintaining their previous customer retention strategy.

The fifth and sixth proposition are observing the effect of fear of failure toward marketing agility and customer retention. Here we compile the result of our analysis towards both proposition.

"Fear of Failure might have unknown effect on the Marketing Agility of Local Coffee Shop in Padang"

"Fear of Failure might have unknown effect on the Customer Retention of Local Coffee Shop in Padang"

We found that there is an influences of fear of failure towards customer retention. local coffee shop owner feel that they have phased out, they have difficulty to reach and comprehend their customer. Also they recognize that the customer quite fickle about their palate. The solution for such predicament is local coffee shop owner recruit the employee of the same generation as their customer segment. Local coffee shop owner believe that these employee would comprehend their customer better than themselves.

Base of the results of our analysis, in terms of marketing agility we can conclude that it is quite similar between each coffee shop. There is almost indifferent between coffee shop which have been established for more than 5 years and coffee shop with less than 5 year. This cause the similaritiy of pattern of customer retention of local coffee shop in Padang. For the phenomenon, boycott does not have any influences on Marketing Agility nor Customer Retention. On the other hand, Fear of Failure have influences towards the customer retention of local coffee shop in Padang.

CONCLUSION

This study has provided a comprehensive analysis of the marketing agility of local coffee shops in Padang amidst the Starbucks boycott. The research found that the customer segmentation of local coffee shop tend to be similar wheter the coffee shop is newly establish, or already in business for more than 5 years. For the boycott phenomena there is no actual effect of Boycott movement towards the current state of marketing agility and customer retention of local coffee shop in Padang. On the other hand we found Fear of Failure does have influences towards customer retention of local coffee shop in Padang. Overall, this study contributes valuable insights into the dynamics of coffee shop business practices in Padang, offering a framework for understanding how small businesses can navigate challenges posed by larger competitors.

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