

ABSTRAK

Di tengah persaingan bisnis yang ketat, terutama di industri kopi dan kafe, kemampuan untuk mempertahankan dan meningkatkan daya saing sangat penting. Strategi branding, penggunaan media sosial, dan pengalaman pelanggan (*customer experience*) menjadi faktor utama yang membantu kedai kopi unggul. Cafe Fox, sebagai salah satu *Coffee shop* di Kabupaten Jember, menghadapi tantangan untuk terus menarik dan mempertahankan pelanggan. Penelitian ini bertujuan untuk menganalisis bagaimana ketiga faktor tersebut memengaruhi daya saing Cafe Fox. Jenis penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 110 responden dan menggunakan teknik pengambilan sampel *Non probability* dengan teknik *Purposional sampling*, menggunakan teknik pengumpulan data berupa kuesioner kepada responden. Adapun teknik analisis data penelitian ini dengan menggunakan pengujian instrument, asumsi klasik, regresi linear berganda, uji hipotesis dan koefisien determinasi R^2 . Hasil penelitian menunjukkan bahwa ketiga variabel, yaitu strategi branding, pemanfaatan media sosial, dan *customer experience*, memiliki pengaruh positif dan signifikan terhadap daya saing Cafe Fox. Strategi branding yang kuat mampu membangun citra merek dan loyalitas pelanggan, sementara pemanfaatan media sosial secara efektif memperluas jangkauan pasar dan meningkatkan interaksi dengan pelanggan. Hasil pengujian koefisien determinasi R^2 yakni Tingkat kontribusi pengaruh sebesar 87%.

Kata Kunci : strategi branding, media sosial, *customer experience*, daya saing

ABSTRACT

In the midst of tight business competition, especially in the Coffee and cafe industry, the ability to maintain and improve competitiveness is very important. Branding strategy, use of social media, and customer experience are the main factors that help Coffee shops excel. Cafe Fox, as one of the Coffee shops in Jember Regency, faces the challenge of continuing to attract and retain customers. This study aims to analyze how these three factors affect the competitiveness of Cafe Fox. This type of research uses a quantitative method with a sample size of 110 respondents and uses a Non-probability sampling technique with a Purposive sampling technique, using a data collection technique in the form of a questionnaire to respondents. The data analysis technique for this study uses instrument testing, classical assumptions, multiple linear regression, hypothesis testing and the coefficient of determination R². The results of the study show that the three variables, namely branding strategy, use of social media, and customer experience, have a positive and significant influence on the competitiveness of Cafe Fox. A strong branding strategy is able to build brand image and customer loyalty, while the use of social media effectively expands market reach and increases interaction with customers. The results of the R² determination coefficient test are the level of influence contribution of 87%.

Keywords: branding strategy, social media, customer experience, competitiveness

