


THE INFLUENCE OF MARKETING STRATEGY AND MARKETING MIX ON MARKETING PERFORMANCE OF READY TO DRINK BEVERAGES THROUGH BRAND IMAGE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 05 June 2023</p> <p>Accepted 29 August 2023</p>	<p>Purpose: The purpose of this study is to determine the effect of Marketing Strategy and Marketing Mix on Marketing Performance with Brand Image as an intervening variable on ready-to-drink consumers.</p>
<p>Keywords:</p> <p>Brand Image; Marketing Mix; Marketing Strategy; Marketing Performance.</p>	<p>Theoretical framework: This study is built upon the concepts of marketing strategy, marketing mix, brand image, and marketing performance. These variables are interrelated and are expected to have direct and indirect effects on each other within the context of ready-to-drink consumers.</p>
	<p>Design/methodology/approach: The method used in this study is primary data collection through distributing questionnaires to ready-to-drink consumers. The number of samples used was 100 people. The data analysis technique employed in this study is Structural Equation Modeling (SEM) using smartPLS assistance. SEM is used to test the relationships between variables and to solve the formulated problems and hypotheses in the study.</p>
<p>Findings: The results indicate several significant relationships between the variables. Specifically, Marketing Mix has a positive and significant effect on Purchasing Decisions, Brand Image has a significant effect on Purchasing Decisions, Marketing Strategy has a significant effect on Purchase Interest, and Marketing Mix has a significant effect on Purchase Interest. Additionally, Marketing Strategy has a significant effect on Marketing Performance through Brand Image, and Marketing Mix has an effect on Marketing Performance through Purchase Interest. The study also found that Brand Image has a positive and significant direct influence on the relationship between Marketing Strategy and Marketing Mix on purchasing decisions.</p>	<p>Research, Practical & Social implications: The findings of this study highlights the role of Brand Image as an intervening variable in the relationship between Marketing Strategy and Marketing Mix, indicating the significance of branding in shaping consumer perceptions and decisions. The results suggest that marketers should focus on optimizing both Marketing Strategy and Marketing Mix to improve Marketing Performance and attract ready-to-drink consumers.</p>
<p>Originality/value: This research lies in its examination of the relationships between Marketing Strategy, Marketing Mix, Brand Image, and Marketing Performance specifically in the context of ready-to-drink consumers. The focus on the specific product category of ready-to-drink beverages adds value to the existing literature in marketing research, providing insights for marketers seeking to enhance their strategies in this competitive market segment.</p>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i9.3539</p>

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A INFLUÊNCIA DA ESTRATÉGIA DE MARKETING E DO MARKETING MIX NO DESEMPENHO DE MARKETING DAS BEBIDAS PRONTAS A BEBER ATRAVÉS DA IMAGEM DE MARCA

RESUMO

Objetivo: O objetivo deste estudo é determinar o efeito da Estratégia de Marketing e do Marketing Mix no Desempenho de Marketing com a Imagem da Marca como variável interveniente nos consumidores de bebidas prontas a consumir.

Estrutura teórica: Este estudo baseia-se nos conceitos de estratégia de marketing, marketing mix, imagem de marca e desempenho de marketing. Estas variáveis estão inter-relacionadas e espera-se que tenham efeitos directos e indirectos umas sobre as outras no contexto dos consumidores de bebidas prontas a consumir.

Desenho/metodologia/abordagem: O método utilizado neste estudo é a recolha de dados primários através da distribuição de questionários a consumidores de bebidas prontas a consumir. O número de amostras utilizadas foi de 100 pessoas. A técnica de análise de dados utilizada neste estudo é a Modelação de Equações Estruturais (SEM), utilizando a assistência smartPLS. A SEM é utilizada para testar as relações entre as variáveis e para resolver os problemas e hipóteses formulados no estudo.

Resultados: Os resultados indicam diversas relações significativas entre as variáveis. Especificamente, o Marketing Mix tem um efeito positivo e significativo nas Decisões de Compra, a Imagem da Marca tem um efeito significativo nas Decisões de Compra, a Estratégia de Marketing tem um efeito significativo no Interesse de Compra e o Marketing Mix tem um efeito significativo no Interesse de Compra. Além disso, a Estratégia de Marketing tem um efeito significativo no Desempenho de Marketing através da Imagem da Marca, e o Marketing Mix tem um efeito no Desempenho de Marketing através do Interesse de Compra. O estudo também concluiu que a Imagem da Marca tem uma influência direta positiva e significativa na relação entre a Estratégia de Marketing e o Marketing Mix nas decisões de compra.

Pesquisa, implicações práticas e sociais: Os resultados deste estudo destacam o papel da Imagem da Marca como variável interveniente na relação entre a Estratégia de Marketing e o Marketing Mix, indicando a importância da marca na formação das percepções e decisões dos consumidores. Os resultados sugerem que os profissionais de marketing devem concentrar-se na otimização da Estratégia de Marketing e do Marketing Mix para melhorar o Desempenho de Marketing e atrair consumidores de bebidas prontas a consumir.

Originalidade/valor: Esta investigação consiste na análise das relações entre a Estratégia de Marketing, o Marketing Mix, a Imagem da Marca e o Desempenho de Marketing, especificamente no contexto dos consumidores de bebidas prontas a beber. O enfoque na categoria de produto específica das bebidas prontas a beber acrescenta valor à literatura existente na investigação de marketing, fornecendo informações aos profissionais de marketing que procuram melhorar as suas estratégias neste segmento de mercado competitivo.

Palavras-chave: Imagem da Marca, Mix de Marketing, Estratégia de Marketing, Desempenho de Marketing.

LA INFLUENCIA DE LA ESTRATEGIA DE MARKETING Y DE LA COMBINACIÓN DE MARKETING EN LOS RESULTADOS DE MARKETING DE LAS BEBIDAS LISTAS PARA BEBER A TRAVÉS DE LA IMAGEN DE MARCA

RESUMEN

Propósito: El objetivo de este estudio es determinar el efecto de la Estrategia de Marketing y la Combinación de Marketing sobre los Resultados de Marketing, con la Imagen de Marca como variable interveniente, en los consumidores de bebidas listas para beber.

Marco teórico: Este estudio se basa en los conceptos de estrategia de marketing, marketing mix, imagen de marca y resultados de marketing. Estas variables están interrelacionadas y se espera que tengan efectos directos e indirectos entre sí en el contexto de los consumidores de bebidas preparadas.

Metodología: El método utilizado en este estudio es la recopilación primaria de datos mediante la distribución de cuestionarios a los consumidores de bebidas listas para el consumo. El número de muestras utilizadas fue de 100 personas. La técnica de análisis de datos empleada en este estudio es el Modelado de Ecuaciones Estructurales (SEM) con ayuda de smartPLS. El SEM se utiliza para comprobar las relaciones entre variables y resolver los problemas e hipótesis formulados en el estudio.

Conclusiones: Los resultados indican varias relaciones significativas entre las variables. En concreto, la Combinación de Marketing tiene un efecto positivo y significativo en las Decisiones de Compra, la Imagen de Marca tiene un efecto significativo en las Decisiones de Compra, la Estrategia de Marketing tiene un efecto significativo en el Interés de Compra, y la Combinación de Marketing tiene un efecto significativo en el Interés de Compra. Además, la Estrategia de Marketing tiene un efecto significativo sobre los Resultados de Marketing a través de la Imagen de Marca, y la Combinación de Marketing tiene un efecto sobre los Resultados de Marketing a través del Interés de Compra. El estudio también concluye que la imagen de marca tiene una influencia directa

positiva y significativa en la relación entre la estrategia de marketing y la combinación de marketing en las decisiones de compra.

Implicaciones de la Investigación: Este estudio pone de relieve el papel de la imagen de marca como variable interviniente en la relación entre estrategia de marketing y marketing mix, indicando la importancia de la marca en la conformación de las percepciones y decisiones del consumidor. Los resultados sugieren que los responsables de marketing deberían centrarse en optimizar la estrategia de marketing y la combinación de marketing para mejorar los resultados de marketing y atraer a los consumidores de bebidas listas para beber.

Originalidad/valor: Esta investigación consiste en analizar las relaciones entre Estrategia de Marketing, Marketing Mix, Imagen de Marca y Resultados de Marketing, concretamente en el contexto de los consumidores de bebidas listas para beber. El hecho de centrarse en la categoría específica de bebidas listas para el consumo añade valor a la bibliografía existente sobre investigación de marketing, aportando ideas a los profesionales del marketing que pretenden mejorar sus estrategias en este competitivo segmento de mercado.

Palabras clave: Imagen de Marca, Marketing Mix, Estrategia de Marketing, Resultados de Marketing.

INTRODUCTION

Marketing is a function responsible for identifying, responding to, and anticipating consumer needs. Drucker has expanded the concept of marketing, stating that marketing is broader than sales, but it is "all matters from the consumer's perspective" (Allio & Allio, 2005). Kotler defines marketing in just three words: "satisfying needs profitably," meaning marketing is about meeting consumer needs in a profitable way (Kartajaya, 2000). This definition emphasizes that the focal point of marketing is the consumer.

However, an alternative perspective on marketing emerges, as articulated by Doyle (2000) through the concept of value-based marketing. This viewpoint examines marketing from both the company's and consumer's standpoint and emphasizes a financial management approach. The primary objective of value-based marketing is to maximize returns to shareholders by fostering valuable customer relationships and creating competitive advantages. Thus, the ultimate goal of marketing, as seen through the lens of value-based marketing, is to achieve profitability. This perspective aligns marketing strategies with the overarching financial objectives of the company.

This ultimate marketing goal can be effectively attained through the marketing process, which includes market analysis, marketing strategies, marketing mix, and marketing evaluation (Suharyadi et al., 2007). Marketing strategies involve allocating company resources to win competitive advantages, determining the natural characteristics, strengths, direction, and interaction between marketing mix elements and environmental factors in specific situations (GbolagadeAdewale & Oyewale, 2013). Effective marketing strategies require managing key marketing elements to convey a value proposition to a specific target market. This value proposition combines the quality and price inherent in a product or service. It must be supported

by appropriate distribution systems, including integrated information and logistics, as well as an integrated communication system (Allio & Allio, 2005).

Meanwhile, the marketing mix entails the amalgamation of key marketing elements, namely product, price, place, and promotion, to formulate a cohesive action plan tailored to the specific needs of customers within the targeted market. This integrated approach is then incorporated into the overall marketing program, ensuring a comprehensive strategy that addresses all aspects of the marketing process (Allio & Allio, 2005; Msi et al., 2008).

Based on the explanation of theories and concepts regarding marketing strategies, marketing mix, and marketing performance, it can be explained that effective marketing strategies and marketing mix will positively impact marketing performance. Previous empirical studies conducted by Kartawinata and Wardhana (2013) have provided evidence of the positive influence of marketing strategies and marketing mix on marketing performance. Through their research, they have demonstrated that well-designed marketing strategies, coupled with a carefully crafted marketing mix, can significantly enhance the overall marketing performance of businesses.

These days, modern marketing is characterized by the creation of various brands, which are essential parts of a product. A brand essentially refers to the name associated with a product from a specific manufacturer in a particular product category (Moore et al., 2002). Brands can add value to products, whether they are goods or services. The use of attributes, names, packaging, distribution strategies, and advertising is believed to build unique brand associations in consumers' minds

In the concept of brand-related marketing, marketing activities enable a brand to attract high customer loyalty and increase profits for the company (Wang & Tzeng, 2012). According to Kapferer (2008) "brand assets, brand strength, and brand value" are outcomes of brand equity. Brand assets, including brand awareness, brand reputation, and brand perceptions, influence brand strength, as indicated by market share, thus creating brand value that supports the company's financial strength. In short, companies with strong brand equity and powerful brands can more easily create new markets, reap competitive advantages, and implement various corporate strategies to excel in the competition.

However, marketers must realize that brand equity cannot be built on its own; it requires a strategy to achieve it. Previous empirical studies mentioned that factors affecting brand equity include brand image (Faircloth et al., 2001; Kim et al., 2011; Sasmita & Suki, 2015), marketing

mix (Andella & Sukotjo, 2017; Danil, 2016; Supriatna et al., 2017; Yoo et al., 2000), and marketing strategies (Kim et al., 2011).

Considering the theoretical and conceptual reviews, as well as previous empirical studies, where a gap between theory and empirical research still exists, particularly in the concept of brand-related marketing with the empirical study conducted by (Kim et al., 2011), which found a negative influence of marketing strategies on brand equity, further empirical research is needed to reinforce these findings. Therefore, results that can support or reject the hypothesis of brand-related marketing, stating that marketing activities have a positive impact on the intermediate level, namely the brand, can be obtained.

This study focuses on the research object of ready-to-drink beverages. The selection of this product is based on the fact that the ready-to-drink beverage industry is currently growing rapidly, with various ready-to-drink beverages such as packaged coffee, tea, fruit beverages, energy drinks, isotonic drinks, and soft drinks being easily accessible at various stores and supermarkets. The competition in the ready-to-drink beverage market is intense.

The abundance of ready-to-drink beverage brands in the market forces manufacturers to compete for customers' hearts to buy their products. One way to attract customers is through advertising using electronic media such as television, radio, internet (social media), or by organizing events such as music and sports events.

In Indonesia, the market for packaged beverages (AMDK) dominates the light ready-to-drink beverage market with an 84% market share of the total market. Carbonated beverages, on the other hand, tend to be stagnant, currently holding a 3.6% market share. The notable growth in other beverages beyond AMDK (RTD Water) includes isotonic drinks, fruit beverages, and flavored fruit beverages.

According to data from Euromonitor International, in 2020, tea had the same volume as carbonated beverages, but in 2021 and onwards, tea had a higher market share. Ready-to-drink tea has an 8.9% market share in 2020 and continues to grow with innovations in various variants, such as carbonated tea and fruit-infused tea.

The development of ready-to-drink (RTD) beverages in Indonesia can also be seen from the total market value of RTD beverages reaching Rp. 43 trillion (Table 2), with packaged drinking water (AMDK) as the RTD product with the highest market value and market share. In Indonesia, there are several manufacturers of ready-to-drink beverages competing for the existing market, including manufacturers of ready-to-drink tea, packaged milk, and isotonic

drinks. The presence of many ready-to-drink beverage manufacturers in Indonesia indicates that the market for this product has a significant value.

Data from the Indonesian Soft Drink Industry Association (2021) indicates that the business of ready-to-drink beverages is still promising. In 2023, the beverage industry in Indonesia shows significant variations in market value and market share for various beverage categories, as shown in Table 1.2. Packaged drinking water dominates the market with an estimated market value of Rp 18.0 trillion and a market share of 84.0%. On the other hand, ready-to-drink tea has an estimated market value of Rp 12.0 trillion with a market share of 8.9%, while carbonated beverages have an estimated market value of Rp 10.1 trillion with a market share of 3.8%. The increasing number of companies producing ready-to-drink products indicates the untapped market's significant potential for ready-to-drink beverages, mainly due to the large population of teenagers and young adults. Teenagers and young adults.

There are more than 180 companies in the soft drink industry compete to gain market share. For the packaged drinking water (AMDK) category, some popular brands currently circulating are "Oasis, Ades, Vit, Prim-A, Nestle Purelife, Sanqua, Aqua, LeVia, 2tang, Quarry, Airess, Total, Fantasi, Indomaret, Giant, Hypermart Drinking Water, Carrefour Drinking Water, Aguaría, R mas, Cibening, SAP, Le Minerale, Pristine, and others."

For the ready-to-drink tea category, some popular brands currently available include The Botol Sosro, Teh Javana, Teh Pucuk, Freh Tea, S-Tee, Fruit Tea, Futami, Pokka, Joy Tea, Kiyora, Nu Green Tea, Ichi Ocha, Teh Gelas, and others. As for the isotonic drink category, there are brands like Pocari Sweat, Mizone, Vitazone, Powerade, Proman, Coolant, Adem Sari Ching Ku, and others.

Ready-to-drink beverage manufacturers compete to gain market share by employing various strategies. Some companies maintain their brand image, such as Aqua, Pocari Sweat, Teh Botol Sosro, and Mizone. On the other hand, other companies try to build brand equity, like Le Minerale, Teh Gelas, Teh Pucuk, Coolant, and Adem Sari Ching. Based on the background and phenomena mentioned above, this study aims to analyze the influence of marketing strategies, marketing mix on the marketing performance of ready-to-drink beverages through brand image.

METHODOLOGY

This research adopts a positivist or scientific approach to investigate causal relationships that describe the patterns between marketing activities (marketing strategies and marketing

mix) and their effects on first-level outcomes (brand image and brand equity) as well as second-level outcomes (marketing performance). The aim is to test existing theories by formulating research hypotheses.

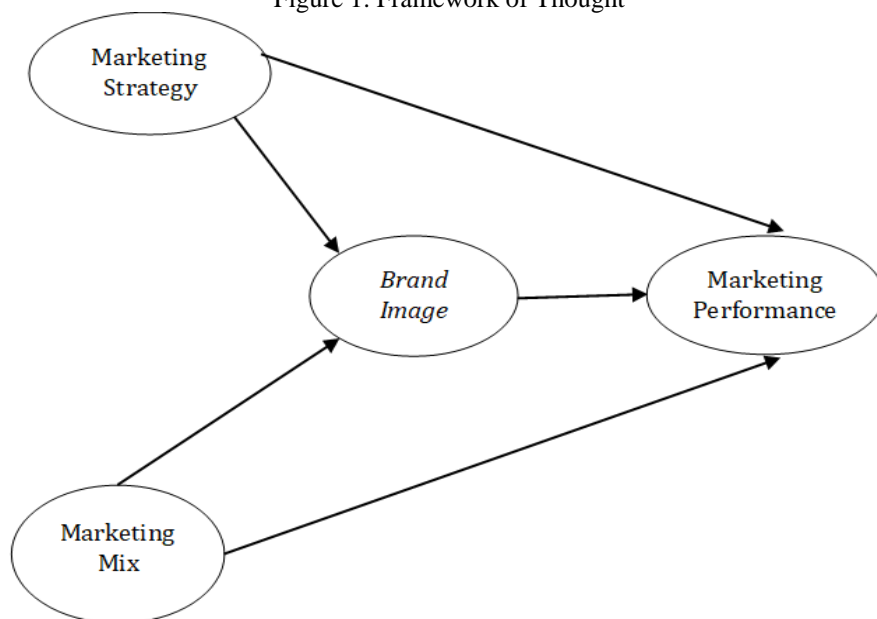
The research method employed in this study is a survey, involving the collection of data through structured questionnaires administered to respondents (Malhotra et al., 2006). The data sources consist of both primary and secondary data. Primary data are obtained from consumers and marketing employees of the ready-to-drink beverage company, while secondary data are documents related to marketing performance obtained from the company.

The population observed in this research includes consumers and marketing employees of the ready-to-drink beverage company. Consumers are selected to provide data on brand image and brand equity, while marketing employees are chosen to offer insights on marketing strategies and marketing mix.

For sampling, a nonprobability sampling technique was employed, specifically judgment sampling. This involves selecting samples based on predetermined criteria set by the researcher (Blumberg et al., 2014). Data was collected from respondents located in the Jakarta, Bogor, Depok, Bekasi, and Tangerang regions.

To analyze the data and test the formulated hypotheses, the research utilizes Structural Equation Modeling (SEM) (Santoso, 2011). The data processing and analysis will be conducted using AMOS version 20, enabling a comprehensive examination of the relationships and effects of marketing activities on brand image, brand equity, and marketing performance.

Figure 1. Framework of Thought



Source: Prepared by Authors (2023)

RESULT AND DISCUSSION

Results

The data processing technique applied in this study uses PLS (Partial Least Square) with the SEM (Structural Equation Modeling) method which is applied through two stages to assess the FIT Model of a study (Ghozali & Latan, 2015).

Table 1. Outer Model Results (Measurement Model)

Variable	Indicator	Outer Loading	Alpha	CR	AVE	Discriminant Validity
Marketing Strategy	X1.1	0,883	0,704	0,819	0,601	YES
	X1.2	0,904				
	X1.3	0,744				
Marketing Mix	X2.1	0,819	0,794	0,877	0,705	YES
	X2.2	0,773				
	X2.3	0,731				
Brand Image	Z2	0,837	0,804	0,883	0,717	YES
	Z3	0,750				
	Z4	0,902				
Marketing Performance	Y1	0,828	0,774	0,870	0,692	YES
	Y2	0,801				
	Y3	0,887				

Source. Data processed by SmartPLS, 2023

Table 2. R-Square Value

Variable	R-Square
Brand Image	0,440
Marketing Performance	0,604

Source. Data processed by SmartPLS, 2023

Table 2 shows the R-Square value for the variable R-Square value for the Brand Image variable obtained a value of 0.440. These results indicate that 44% of Brand Image variables can be influenced by Marketing Strategy and Marketing Mix, while 56% is influenced by other variables outside those studied. Meanwhile, the Marketing Performance obtained a value of 0.604. These results indicate that 60.4% of the Marketing Performance variable can be influenced by the Marketing Strategy, Marketing Mix and Brand Image variables, while 39.6% is influenced by other variables outside the study.

Hypothesis test

Table 3. Data on Hypothesis Testing Results

Path	Original Sample	T-value	P-Value	Hypotheses
Marketing Strategy -> Marketing Performance	-0,006	0,057	0,954	Rejected

Marketing Strategy -> Brand Image	0,451	6,510	0,000	Accepted
Marketing Mix -> Marketing Performance	0,397	3,890	0,00	Accepted
Marketing Mix -> Brand Image	0,499	6,322	0,000	Accepted
Brand Image -> Marketing Performance	0,336	2,418	0,016	Accepted
Marketing Strategy -> Purchase Intention -> Marketing Performance	0,168	2,410	0,016	Accepted
Marketing Mix -> Brand Image -> Marketing Performance	0,152	2,071	0,039	Accepted

Source. Data processed by SmartPLS, 2023

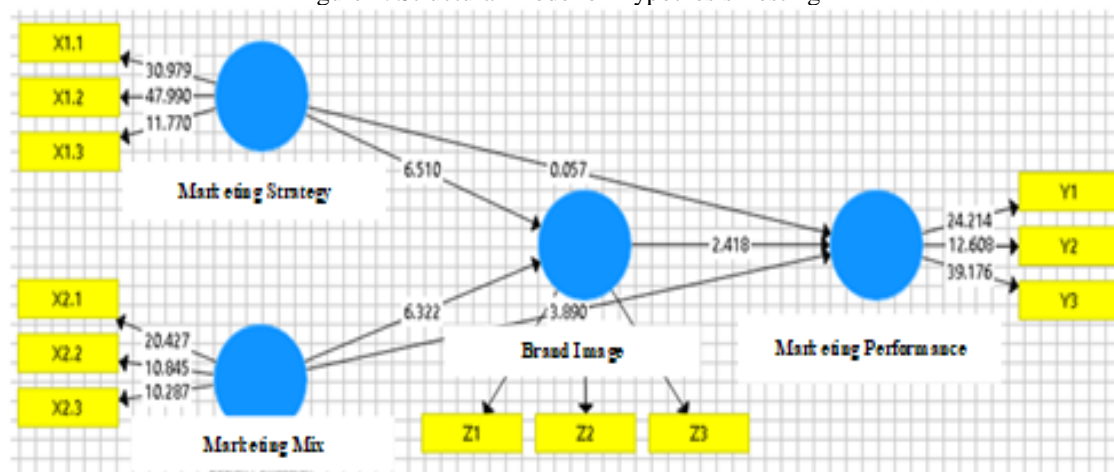
Based on the table above, the hypotheses can be concluded as follows:

- Hypothesis Testing H1 (It is suspected that Marketing Strategies significantly influence Marketing Performance). Based on the table above, it can be seen that the p-value is 0.954, and the t-statistic or T-value is 0.057. Since the p-value is <0.05 , H1 is rejected. Therefore, Marketing Strategies do not significantly influence Marketing Performance.
- Hypothesis Testing H2 (It is suspected that Marketing Strategies significantly influence Brand Image). Based on the table above, it can be seen that the p-value is 0.000, and the t-statistic or T-value is 6.510. Since the p-value is >0.05 , H2 is accepted. Therefore, Marketing Strategies significantly influence Brand Image.
- Hypothesis Testing H3 (It is suspected that Marketing Mix significantly influences Marketing Performance). Based on the table above, it can be seen that the p-value is 0.000, and the t-statistic or T-value is 3.890. Since the p-value is >0.05 , H3 is accepted. Therefore, the Marketing Mix influences Marketing Performance.
- Hypothesis Testing H4 (It is suspected that Marketing Mix significantly influences Brand Image). Based on the table above, it can be seen that the p-value is 0.000, and the t-statistic or T-value is 6.322. Since the p-value is >0.05 , H4 is accepted. Therefore, the Marketing Mix significantly influences Brand Image.
- Hypothesis Testing H5 (It is suspected that Brand Image significantly influences Marketing Performance). Based on the table above, it can be seen that the p-value is 0.016, and the t-statistic or T-value is 2.418. Since the p-value is >0.05 , H5 is accepted. Therefore, Brand Image significantly influences Marketing Performance.
- Hypothesis Testing H6 (It is suspected that Marketing Strategies significantly influence Marketing Performance through Brand Image). Based on the table above, it can be seen that the p-value is 0.039, and the t-statistic or T-value is 2.071. Since the p-value is >0.05 , H6 is accepted. Therefore, Marketing Strategies significantly influence Marketing Performance through Brand Image. Brand Image provides full mediation, as

seen from the data where the direct relationship between the Marketing Mix and Marketing Performance has a p-value of 0.954, while the indirect relationship has a p-value of 0.039.

- Hypothesis Testing H7 (It is suspected that the Marketing Mix significantly influences Marketing Performance through Brand Image). Based on the table above, it can be seen that the p-value is 0.016, and the t-statistic or T-value is 2.410. Since the p-value is >0.05 , H7 is accepted. Therefore, the Marketing Mix influences Marketing Performance through Brand Image. Brand Image provides partial mediation, as seen from the data where the direct relationship between the Marketing Mix and Marketing Performance has a p-value of 0.00, while the indirect relationship has a p-value of 0.016.

Figure 2. Structural Model of Hypothesis Testing



Source: Data processed by SmartPLS, 2023

Discussion

Relationship between marketing strategies and marketing performance

The research findings regarding the influence of Marketing Strategies on Marketing Performance show that there is no significant effect of Marketing Strategies on Marketing Performance. This means that the worse the Marketing Strategies are implemented, the worse the marketing performance will be. This is attributed to marketing strategies being market-oriented as a process and activity related to creating and satisfying customers by continuously assessing customer needs and desires. Market-oriented companies prioritize customers as the focal point for conducting their business. These research results contradict previous studies (Mustapha, 2017; Soewartini et al., 2017; Suherly et al., 2016; Yusuf et al., 2022), which

suggested that marketing strategies have a positive and significant influence on marketing performance.

The lack of influence of Marketing Strategies on Marketing Performance can be attributed to several interacting factors. Firstly, inappropriate or misaligned marketing strategies with market conditions and target consumers can lead to low marketing performance. If the adopted strategies fail to identify and meet customer needs and preferences, the potential to achieve optimal sales will be limited. Secondly, ineffective strategy implementation can also lead to poor marketing performance. Often, good ideas in marketing strategies fail to materialize properly due to a lack of understanding and skills in executing those strategies. When strategies are not executed well, opportunities to achieve marketing goals such as increased sales, market share, or brand awareness may be hindered. Furthermore, the lack of support and coordination among various functions within the company can also affect overall marketing performance. When the marketing department operates independently without integration with other departments like production, research and development, or customer service, well-designed marketing strategies can face obstacles and failures in implementation. Lastly, rapid and unexpected changes in the business environment can influence marketing strategies and, consequently, marketing performance. When companies cannot adapt their marketing strategies quickly in response to market, technological, or consumer trends, opportunities for positive outcomes may be missed. In conclusion, inadequate marketing strategies, ineffective implementation, lack of inter-departmental coordination, and the inability to adapt to changes in the business environment are some factors that can lead to the lack of influence of marketing strategies on marketing performance. Therefore, companies need to carefully plan, execute, and evaluate their marketing strategies to achieve the desired outcomes in their marketing efforts.

Relationship between marketing strategies and brand image

The research findings indicate a significant influence of Marketing Strategies on Brand Image, aligning with studies (Huang, 2022; Iswari, 2020; Popoli, 2011). The results suggest that Marketing Strategies play a crucial role in shaping and influencing the brand image of a company or product in the eyes of consumers. Brand image represents the perceptions, impressions, and associations formed in the minds of consumers when interacting with a particular brand. Marketing strategies aid in conveying brand messages and values to the target consumers in a consistent and coordinated manner. Through advertising campaigns,

promotions, and other communications, companies can introduce their brand, highlight product advantages, and create a unique identity. With consistent message repetition, consumers become more familiar with and understand the brand, thereby increasing brand awareness. By using appropriate design elements, style, colors, and tone of voice, companies can build emotional connections with consumers. For instance, campaigns that touch on social values or create positive experiences can enhance the brand's perception. When consumers emotionally connect with a brand, they are more likely to choose and recommend that brand. If companies can provide positive and satisfying customer experiences, it will improve the brand's impression. Positive experiences can stem from good product quality, responsive customer service, ease of purchase, and more. In the long run, consistent customer experiences shape a strong brand reputation and increase customer loyalty. By selecting the right market segments and highlighting unique product advantages, companies can establish a strong position in the market. If the brand successfully creates clear and positive differentiation in consumers' minds, it strengthens the brand image and reduces competition from similar brands.

Relationship between marketing mix and marketing performance

The research results show a significant influence of Marketing Mix on Marketing Performance, indicating a positive relationship between the marketing mix and marketing performance. The direct impact of the marketing mix on marketing performance affects product availability, pricing, promotion, and distribution. Product plays a critical role in determining marketing success for small industries, such as its quality, shape, durability, as well as pricing that must match consumers' expectations. Promotion should receive considerable attention from small industry players through effective promotions, meaning that processed seaweed products can gain wider recognition. Distribution needs to be enhanced to reach customers in various regions to increase sales or target markets. These results are in line with studies by Idris (2021); Khalayleh & Al-Hawary (2022). By effectively implementing the marketing mix, companies can achieve sustainable business growth, strengthen market positions, and reach long-term objectives. The product aspect in the marketing mix plays a crucial role in marketing success. High-quality products that meet the needs and desires of the target market will increase customer satisfaction and build loyalty. Innovative and unique products can also provide a competitive advantage, increase market share, and expand business coverage. Appropriate pricing significantly affects customer perceptions of product value. Pricing that matches the quality and features of the product will attract customer interest and increase the likelihood of

purchase. Moreover, wise pricing strategies can influence brand perception and company image, positively impacting the overall brand and reputation. Thirdly, promotion is an essential tool in delivering marketing messages to the target market. Through effective promotional campaigns, companies can increase consumer awareness of the product or brand, influence purchase preferences, and boost sales. Creative and targeted promotions can generate buzz and curiosity, strengthen brand identity, and create emotional connections.

CONCLUSION AND SUGGESTION

In conclusion, this comprehensive analysis of the influence of Marketing Strategies, Marketing Mix, and Brand Image on Marketing Performance among ready-to-drink beverage consumers reveals nuanced insights into consumer decision-making dynamics. While Marketing Strategies do not directly impact Marketing Performance, they exert a substantial influence on Brand Image creation. The Marketing Mix, on the other hand, significantly affects both Marketing Performance and Brand Image, reflecting its dual role in shaping consumer perceptions and preferences.

Notably, Brand Image emerges as a potent determinant of Marketing Performance, signifying its pivotal role in consumers' choices. The intricate interplay between these variables is further illuminated by the mediating role of Brand Image, which fully mediates the relationship between Marketing Strategies and Marketing Performance and partially mediates the connection between Marketing Mix and Marketing Performance. These findings provide a comprehensive understanding of the factors influencing Marketing Performance in the realm of ready-to-drink beverages, offering valuable insights for marketers seeking to optimize their strategies and enhance consumer engagement in this competitive market segment..

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