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**THE INFLUENCE OF THE 7P MARKETING MIX ON THE
SUSTAINABILITY OF THE ISTANA KUNING COFFEE FESTIVAL IN
PANGKALANBUN CITY**

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ABSTRACT

The Istana Kuning Coffee Festival is one of the promotional strategies for local Liberica coffee from Pangkalanbun City, Central Kalimantan. This research aims to analyze the sustainability of the festival through a SWOT approach based on visitor perceptions. The analysis results show that the main strengths of the festival lie in the quality and uniqueness of Liberica coffee (score 4.15), as well as the well-regarded human resources and physical evidence aspects of the festival. However, weaknesses were found in the promotion and distribution aspects of the location (score 3.80). The greatest opportunity lies in utilizing digital promotion and collaborating with the creative industry, while the main threat comes from dependence on government budgets and post-pandemic uncertainty (score 3.50). Future development strategies need to focus on increasing promotion, diversifying funding sources, and strengthening multi-stakeholder cooperation. This result provides a basis for formulating festival sustainability policies based on local potential and marketing innovation.

Keywords: *Liberika, Coffee, Festival, Marketing Mix 7Ps*

A. INTRODUCTION

Liberica coffee is one type of coffee that grows in tropical regions with moist and fertile soil conditions. In Indonesia, Liberica is known as a rare coffee variety with a distinctive woody aroma and a strong earthy taste. In Pangkalanbun, Central Kalimantan, this type of coffee has become a local commodity cultivated independently by farmers, with a market orientation towards local specialty products. The unique flavor and historical value inherent in Liberica coffee make it a symbol of regional cultural and economic identity. Pangkalanbun Liberica coffee has unique and distinct flavor characteristics compared to Arabica or Robusta,

making it a leading commodity with great potential for export and the development of small and medium-sized enterprises. This festival activity is an important momentum to encourage MSMEs and small and medium industries in the coffee sector to continue to develop and contribute to the local economy. (Pemerintah Kabupaten Kotawaringin Barat, 2020) The Istana Kuning Coffee Festival is one of the cultural and creative economic events held in Pangkalanbun City, Central Kalimantan, as an effort to promote the local liberica coffee, which is a typical variety of this region, and to introduce the history of the Istana Kuning to the wider community. The festival features 14 local and modern coffee artisans and serves over 5,000 cups of coffee to visitors. The sustainability of this festival is a significant concern, considering the challenges in maintaining visitor interest, the appeal of the activities, and the support from businesses and the government. In this context, marketing strategy becomes one of the key factors determining the success and sustainability of the festival from year to year. One widely used approach to analyzing the effectiveness of marketing strategies is the 7P marketing mix concept, which includes: product, price, place, promotion, people, process, and physical evidence (Kotler & Keller, 2016). Implementing the right marketing mix strategy can enhance the visitor experience, expand promotional reach, and create a positive impression of the festival.

B. LITERATURE REVIEW

Some studies show that the dimensions of promotion, service process, and physical evidence significantly influence visitors' decisions to attend an event and encourage repeat visits (Rachmawati & Putri, 2020). Additionally, the people aspect, which includes staff service, committee friendliness, and local community involvement, has also proven to be a key determinant of the success of community festivals (Nugroho & Santosa, 2021).

Given the importance of marketing strategies in the context of festivals, this research aims to analyze the influence of the 7Ps marketing mix on the sustainability of the Istana Kuning Coffee Festival. The results of this research are expected to provide strategic recommendations for festival organizers, local governments, and MSME actors to optimize marketing elements in strengthening the festival's competitiveness and ensuring its continuity in the future. Various previous studies have shown that elements in the marketing mix (7P) have a significant contribution to the sustainability of local festivals. (Astuti & Nugroho, 2021) state that people and promotion significantly influence visitor loyalty to the Dieng Cultural Festival. (Wulandari & Santoso, 2020) state that place and promotion strategies effectively increase visits to the Banyuwangi Cultural Festival. Similarly, (Sari & Harahap, 2019) emphasize the importance of the product and physical evidence elements in building sustainable tourist attractions. (Gunawan & Rahmawati, 2022) found that the synergy of all 7P elements supports the sustainability of the Gayo Coffee Festival. (Fitriani & Haryanto, 2020) also emphasize the role of digital promotion and service (people) in building the festival's image. Similar findings were revealed by (Putri & Widodo, 2021), (Ardiani & Kusumawardhani, 2019), and (Saputra & Permatasari, 2023), who

highlighted how marketing mix strategies influence the success and sustainability of cultural and tourism events in various regions.

C. RESEARCH METHOD

This research uses a quantitative approach with a survey method. The data used is primary data, obtained directly from respondents through the distribution of closed questionnaires using a 1–5 Likert scale. This data was collected to measure respondents' perceptions of the seven elements in the marketing mix (7Ps) and their perceptions of the sustainability of the Istana Kuning Coffee Festival in Pangkalanbun City, Central Kalimantan. The population in this study consists of the entire community and participants who have ever participated in or visited the Yellow Palace Coffee Festival, whether as visitors, participating MSMEs, organizers, or community members. Sampling was conducted using a purposive sampling technique, which involves intentionally selecting respondents based on specific criteria, namely: Having attended the Yellow Palace Coffee Festival at least once. Residing in Pangkalanbun City or its surrounding areas. The sample size in this study is 500 respondents, which is considered representative enough for statistical analysis. Data analysis and processing methods were carried out using the software tools Microsoft Excel and IBM SPSS Statistics. The data analysis performed included validity tests, reliability tests, correlation tests, multiple linear regression tests, and SWOT analysis.

D. RESULTS AND DISCUSSION

Several previous studies have examined the relationship between the marketing mix and the success of events or festivals. (Rachmawati & Putri, 2020) found that the promotion and physical evidence dimensions significantly influence the revisit interest of visitors to cultural festivals in Yogyakarta. (Nugroho & Santosa, 2021) research shows that the people and process elements are the main determinants in creating satisfaction among visitors to tourism events in West Java. As for the research by (Siregar & Manurung, 2024) which examined coffee festivals in Sumatra, it showed that the 7P strategy simultaneously contributed positively to event sustainability and the development of local SMEs. Another study by (Putra & Wulandari, 2021) on the Solo Batik Festival showed that the people and promotion elements have a significant influence on repeat visit interest. Similar results were also shown by (Santosa & Hidayat, 2019), who found that physical evidence and promotion strategies determine visitors' perceptions of the coffee festival image. In the context of local festival sustainability, (Wibowo & Kurniawan, 2023) emphasize the importance of community involvement and adaptive promotion in the digital age. Therefore, this research attempts to supplement existing literature by focusing on the Yellow Palace Coffee Festival in Central Kalimantan, which has not been extensively discussed in previous academic studies. From the various studies above, it can be concluded that the elements in the 7Ps marketing mix have different roles depending on the context and characteristics of the festival. However, People, Promotion, and Product tend to be the aspects most frequently found to have a significant influence on the sustainability of an

event. Previous studies have also not specifically examined coffee-based festivals in Central Kalimantan, particularly those with historical and cultural significance like the Yellow Palace Coffee Festival. Therefore, this research will fill the literature gap by empirically testing the influence of the 7P marketing mix on the sustainability of a local event that promotes a regional specialty product, namely Pangkalanbun Liberica coffee.

Here are the results of some tests that were conducted.

1. Instrument Feasibility Test

The test results show that all items have significant correlation values ($p\text{-value} < 0.05$), so it can be concluded that all statements in the questionnaire are valid and can measure the intended construct. The reliability of the questionnaire was tested using Cronbach's Alpha. The results showed an α value of 0.896, which means the instrument's reliability is very high (category: highly reliable). This indicates that the questionnaire instrument consistently measures the variables being studied.

2. Correlation Test

Correlation analysis between each of the 7P aspects and festival sustainability shows a positive and significant relationship, with the highest correlation values found in the product and people aspects. This indicates that the better the respondents' perception of the festival product and participants, the higher the level of festival sustainability in their perception.

3. Multiple Linear Regression Test

The regression test results show that several marketing mix variables have a significant influence on festival sustainability, namely:

- a. Produk (Product): $\beta = 0,238, p < 0,01$
- b. People: $\beta = 0,217, p < 0,01$
- c. Physical Evidence: $\beta = 0,156, p < 0,05$

Meanwhile, other variables such as Place, Promotion, and Process have a positive but not significant influence. An R^2 value of 0.583 indicates that 58.3% of the variance in sustainability can be explained by the seven aspects of the marketing mix.

4. Descriptive Analysis

The average score for each of the 7P aspects indicates the respondents' perception trends as shown in Table 1 below:

Table 1. Average Scores for the Marketing Mix

Marketing Mix Aspect	Average Score	Interpretation
Produk (Product)	4.21	Very Good
Harga (Price)	4.03	Good
Tempat (Place)	3.89	Fair
Promosi (Promotion)	3.71	Fair
Orang (People)	4.18	Very Good
Proses (Process)	3.95	Good
Bukti Fisik (Physical Evidence)	4.07	Good

Source: First Research data

Based on the analysis of visitor perceptions of the Istana Kuning Coffee Festival in Pangkalanbun City, the 7P marketing mix aspect shows variations in average scores, indicating strengths and areas that need improvement. Here is a breakdown of the discussion:

- a. Product
The product aspect received the highest score among all marketing mix components. This indicates that visitors have a very positive perception of the local coffee products on display, particularly the unique and distinct Liberika coffee from Pangkalanbun, which differs from other coffee types. The taste, authenticity, and appeal of the products are the festival's key strengths. This becomes a major strength that can be developed as the main attraction of the festival and as a branding strategy for local coffee products.
- b. People
The people aspect also received a very good rating, indicating that the human resources involved in the festival, such as the committee, MSME actors, and volunteers, were able to provide friendly, informative, and professional service. This high score indicates that direct interaction between organizers and visitors significantly contributes to a positive experience during the festival.
- c. Physical Evidence
Physical evidence includes the site design, booth appearance, decorations, and the overall physical atmosphere of the festival. This value is considered good and reflects that visitors feel comfortable and satisfied with the visual arrangement and atmosphere presented. However, there is still room to improve the visual aesthetics to make it more iconic and reflect the local wisdom of Central Kalimantan.
- d. Price
The price aspect also received a good rating. Visitors found that the prices of products or services (such as coffee, food, and souvenirs) offered during the festival were quite reasonable considering the quality provided. (Lupiyoadi, 2013) The balance between value and price is crucial for ensuring visitor loyalty and satisfaction, especially in the context of festivals that highlight local products.
- e. Process
Process refers to the flow of festival activities, from entry access, event presentation, to transaction and information systems. This value indicates that the festival execution process is running quite well, although there is potential to improve coordination and efficiency at some service points such as ticket booths, area cleanliness, and event information.
- f. Location
The distribution or location aspect of the festival is still considered quite good, but it is not yet optimal. Some visitors might find the location less strategic, accessibility limited, or lacking in public transportation support. There needs to be an evaluation of the location and distribution

scheme of local products to reach a wider market, both physically and digitally.

g. Promotion

Promotion was the lowest-scoring aspect, indicating that event communication and publication strategies still need improvement. The low score could be due to minimal use of digital media, a lack of pre-festival campaigns, or insufficient dissemination of information. (Mursyidah et al., 2025) digital marketing strategies help businesses expand their market reach, attract customers, and maintain consumer loyalty to increase sales. More creative, intensive, and integrated promotional strategies are needed, especially through social media and collaboration with local influencers.

5. SWOT Analysis

(Rangkuti, 2015) The results of the SWOT analysis for the Yellow Palace Coffee Festival in Pangkalanbun City were conducted to identify the strengths, weaknesses, opportunities, and threats that affect the sustainability and effectiveness of the festival in promoting local coffee, particularly Liberica coffee. The results of quantitative measurements through visitor perception yielded development strategies that can be detailed in Table 2 below:

Tabel 2. Analisis SWOT

Category	Factor	Average Score	Interpretasion
Strengths	Unique & high-quality Liberica coffee	4.15	Main strength, very prominent and competitive
Weaknesses	Promotion and Location distribution not yet maximized	3.80	Still needs improvement, especially promotion
Opportunities	Digital promotion & tourism - Collaboration with local creative industries	4.00	High opportunity if utilized optimally
Threats	Dependence on government budget - Post-pandemic uncertainty	3.50	Strategic threat, needs mitigation

Source: First Resourch data

a. Strengths

The main strength of the festival lies in the uniqueness and high quality of Pangkalanbun Liberica coffee, which was rated as excellent by respondents. This value indicates that local products have strong competitiveness and market acceptance. The unique taste, the distinctiveness of the Liberica variety, and the cultural narrative that

accompanies it are strategic assets for positioning the festival as a culinary and cultural icon of the region. The potential of this strength can be enhanced through storytelling approaches, consistent branding, and product quality standardization.

b. Weaknesses

Although the product has superior value, (Tjiptono, 2019) even in areas of strength, there are weaknesses. The promotional aspects and the distribution of the festival location (place) are considered not yet maximized. This is a weakness that needs to be addressed immediately. Weak promotion can lead to low levels of public engagement, while a less strategic or accessible location can reduce visitor comfort. There needs to be improvement in communication strategies, pre-event promotion, and a review of the festival layout to make it more accessible and inclusive.

c. Opportunities

The opportunities identified from this analysis lie in strengthening digital promotion and the tourism sector, as well as the potential for collaboration with local creative industry players. In today's digital age, social media and online platforms play a strategic role in shaping public perception. By leveraging the visual content of Liberica coffee, visitor testimonials, and local cultural narratives, festival promotion can be expanded efficiently. Additionally, the involvement of creative industry players such as designers, musicians, videographers, and MSMEs will enrich the event's dimensions and increase the value added to the local economy.

d. Threats

The two main threats faced are dependence on government budgets and uncertainty about post-pandemic implementation (given that the last festival was held in 2020). Dependence on budgets makes the festival's sustainability vulnerable to policy changes and fiscal allocations. Meanwhile, uncertainty due to changing post-pandemic social conditions can affect visitor interest and participation patterns. Therefore, mitigation strategies are needed, such as developing alternative funding models through sponsorship, crowdfunding, and CSR involvement, as well as adaptive event packaging, for example, in the form of hybrid festivals (offline and online).

e. Strategic Implications

The results of the SWOT analysis above indicate that the Yellow Palace Coffee Festival has a strong foundation of strengths in its products and local appeal, as well as significant opportunities through digital and collaborative approaches. However, future strategies need to focus on increasing promotion, optimizing location, and reducing dependence on single-source funding from the government. Thus, this festival has the potential to become an annual event that not only promotes Liberica coffee but also strengthens the cultural and creative economic identity of Pangkalanbun City.

E. CONCLUSION

The Yellow Palace Coffee Festival's main strength lies in the uniqueness and quality of Liberica coffee, which received the highest score (4.15) from respondents. This reflects the high competitiveness of local products and their potential for further development. However, there are weaknesses in the promotion and distribution aspects of the location, which are considered suboptimal (score 3.80), thus requiring strategies to increase visitor visibility and comfort. The greatest opportunity comes from utilizing digital promotion and collaborating with the creative industries and the local tourism sector (score 4.00). This opportunity can expand the festival's reach and increase its national appeal. Meanwhile, the threats to be wary of are dependence on government funding and post-pandemic uncertainty (score 3.50), which could potentially hinder the event's continuity. Strategically, this festival holds a strong position and has great potential for growth, but it needs improvements in promotion and more independent event management to ensure its sustainability.

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