

INTERNAL AND EXTERNAL FACTORS AFFECTING THE SALES OF HYPE DRINKS IN ONLINE PLATFORM

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ABSTRACT: The Covid-19 Pandemic has hurt the beverage outlets' sales. This study investigates the strength of the internal and external factors that influenced sales in the online platforms of hype drinks. Thus, the study focused on the adaptation strategy to improve the sales in the online platform of hype drinks under environmentally-health pressures. The approach was mixed-method by obtaining the data through questionnaires, interviews, and observation. The participant in this study was consumer, employee, and owner. Data analysis is conducted under the SWOT analysis that has four steps in presenting the data. The finding concluded that internal and external factors positively impacted the business strategy to increase online sales of beverage outlets by riding the wave of hype among customers.

Keywords: External and Internal Factors; Hype Drink; Online Platform; Sales.

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INTRODUCTION

No one has ever predicted that COVID-19 will have such a significant impact on the economy. Indonesia cannot escape the pandemic and the damage it causes. All economic indicators, both macro and micro in the country, show unpleasant conclusions. The impact of COVID-19 is not limited to the health of thousands of people in the world but also on social, political, and business life, including small and medium enterprises (SMEs). Many countries restrict business activities to prevent transmissions, such as temporarily closing businesses and shopping centers and business agenda cancelation. The COVID-19 pandemic has also had a massive impact on MSMEs in almost all handicrafts, food & beverage, culinary, creative industries, fashion, and tourism sectors. This pandemic also affects all points of the value chain for micro, small and medium enterprises in the world (Shafi, Liu, & Ren, 2020).

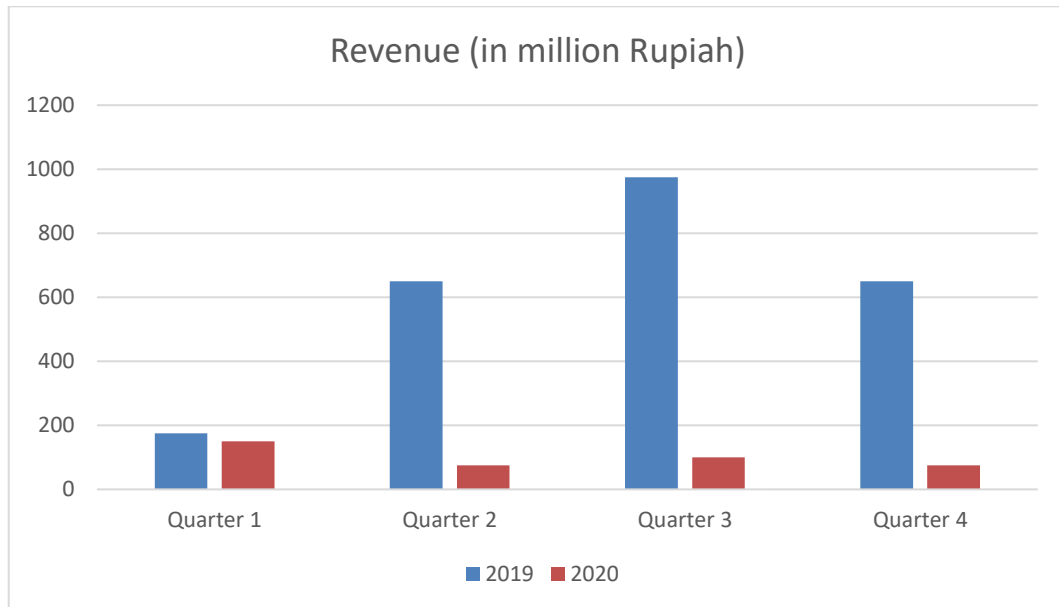
However, business actors need not panic and be afraid. During a crisis, an entrepreneurial spirit willing to take risks and see opportunities in a storm is needed. Such restaurants have adapted to the conditions of the Covid-19 pandemic to keep business activities running (Brewer & Sebby, 2021; Wei, Chen, & Lee, 2021). MSMEs entrepreneurs need to prepare a strong mentality and must be able to exert all available resources and efforts so that MSMEs can survive through this crisis period. MSMEs must be able to go through the survival period. To activate the survival mode, of course, requires significant actions that can be taken by MSME entrepreneurs, such as making changes to marketing strategies, operations, even new business strategies. However, not all industries can shift significantly because some things cannot be done right away, for instance, the food and beverages industry (Chowdhury, Sarkar, Paul, & Moktadir, 2020).

The food and beverage industry has no end, although it is also affected by the current pandemic (Rosanto & Sari, 2021). Apart from being necessities, food and drink cannot be separated from the contemporary lifestyle. Food and beverage products come with new variants and remain to rise. Almost every year, there is always a new trend from these foods and drinks. It needs the ways, framework, or method to harmony with the food sector to be safe (Zeb, Soininen, & Sozer, 2021).

From this perspective, the food and beverage business is constantly experiencing innovation to increase sales. Moreover, the food and beverage business is increasingly mushrooming from various aspects such as packaging presentation, taste, or sales models. Therefore, more people are getting involved in the creative snack packaging business with different local brands. However, the conditions of the Covid-19 pandemic present a formidable challenge to maintaining sales.

This study investigates the impact of the Covid-19 outbreak on the sales of several major hype drinks by the case of the Saripati beverage shop. It is known that hype drink sales revenue has decreased significantly by up to 75%. In addition, the seller also laid off 20 employees and closed four hype beverage outlets located in Pejaten, Citayam, Cibinong, and Depok 2. Therefore, every sales channel must be explicitly maximized in the online sales platform. For the

past two years, online sales at Saripati beverage shops have always had a lower percentage than offline sales. This section is considered crucial in a pandemic (Taufik & Ayuningtyas, 2020) because online sales only contributed 10% of total revenue because looking at past performance.



Graph. 1 Comparison of Hype Drink Sales Before and After Pandemic
Source: Internal Data

Many factors affect sales, both internal and external. Therefore, this study focuses on the business strategy of online hype drink sales that arises from internal and external factors, both related to the strengths of hype drink outlets combined with technological advances. In the current era, online platforms have become the new trend of selling food and beverages. The previous study stated that the sales system or e-commerce in this era has changed using technology innovation. Consumer gave their loyalty to shop as online. It means that technology is related to the brand and people (Pantano, Dennis, & Melewar, 2020).

The technology used in online marketing has changed people's shopping patterns (Badir & Andjarwati, 2020). It can increase consumer participation in the context of sales (Chen, Chen, & Capistrano, 2013; Zhu, Kuo, & Munkhbold, 2016). In addition, it has an impact on consumer satisfaction and loyalty (Kim & Kim, 2010; Yen & Lu, 2008). Thus, technological innovation for entrepreneurs is one way to increase sales (Sumarno, 2010) or competitiveness (Gunawan & Wachyuni, 2020). Also, Online shopping system has influenced the consumer's desire to shop (Chocarro, Cortiñas, & Villanueva, 2013; J. Chen, Teng, Yu, & Yu, 2016). In China, sales online increase the marketing system as consumers' needs and style (Gong, Stump, & Maddox, 2013). Thus, this study understands that technological advances have influenced the food and beverage industry changes as part of external factors. It is also a platform for developing online platforms that increase beverage sales.

Hence, the study aims to get the internal and external factors that influence the sales online of hype drink in the Saripati store. Thus, this article contributes to the practical discussions of business management by providing real-life applied investigations to the marketed hype drinks in utilizing their online channel in effective and efficient ways.

THEORETICAL REVIEW

External Environmental Analysis

PESTEL (Politics, Economic, Sociocultural, Technology, Environmental, Legal)

PESTEL analysis delivers a framework for investigating and analyzing the external environment for a company. The framework identifies six key areas that should be considered when attempting to identify the sources of change. These six areas are political-economic, social, technological, environmental, and legal (Cadle, Paul, & Turner, 2014). It can be understood as the key macroeconomic factors that will have an impact on future business. A lesson plan in the future has a good position variable, and it can make a difference to anticipate the problem in the industry. In this part, the strategy decision influenced the future macroeconomic business. Managers in the company must have the relevant information to develop the business. It is also used to assess the potential of a new market (Marmol, 2015).

Porter Five Forces

Michael Porter, the founder of the phenomenal strategic theory, Porter Five Forces, has elaborate on competition in a business. Porter suggests which fundamental forces of competition decide the attractiveness of an industry. For example, the context of the F&B industry's beauty represents by the value of the number of customers, variation of product, and profitability created by Saripati new proposed business strategy. Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment: industry competitors, potential entrants, substitutes, buyers, and suppliers. In Porter's Five Forces theory, Michael Porter breaks down competition components in a business environment (Porter, 2008). The Five-Forces tool is often used to analyze the industry environment and measure industry attractiveness, which consists of five aspects determining the intensity of industry competition in strategy formulation.

Another research finding shows that the importance of effects differs substantially across broad sectors of the economy. The industry effect accounts for a smaller portion of the profit variance in manufacturing but a larger share in lodging/entertainment, services, wholesale/retail trade, and transportation. Across all sectors, we find negative covariance between main-company and industry effects. A detailed analysis shows that industry, a leading company, and unique business effects are linked in complex ways (McGahan & E.Porter, 1997).

Schmalensee found that the industry effect accounts for about 20 percent of the variation in business unit earnings (and nearly 100% of the total variance explained), and the leading company effect (or the 'firm effect,' in its terminology) has no impact on the variation in Schmalensee size only heterogeneity among participants in the same industry are market share. He reports that stocks affect business unit profits positively, but only by a negligible amount. Rumelt extends the Schmalensee approach. He critically points that the business unit effect explains 44-46 percent of the variation (about 73% of the explained variation), the stable and transient industry effect accounts for a total of 9-16 percent of the interpretation, and the rest explains 1-2 percent of the variation. This attribution is considered low to industry influence compared to the business unit effect, which has been shown to support the resource-based perspective. Schmalensee and Rumelt believe that the average business segment includes the activities of several business units (McGahan & E.Porter, 1997).

Internal Environmental Analysis
Value Chain Analysis

To apply a value chain analysis is to understand which of the firm's activities in transforming inputs into outputs generate differentiation and drive costs. The value chain explains the internal activities a firm engages in when transforming inputs into results; each activity adds incremental value (Rothaermel, 2017).

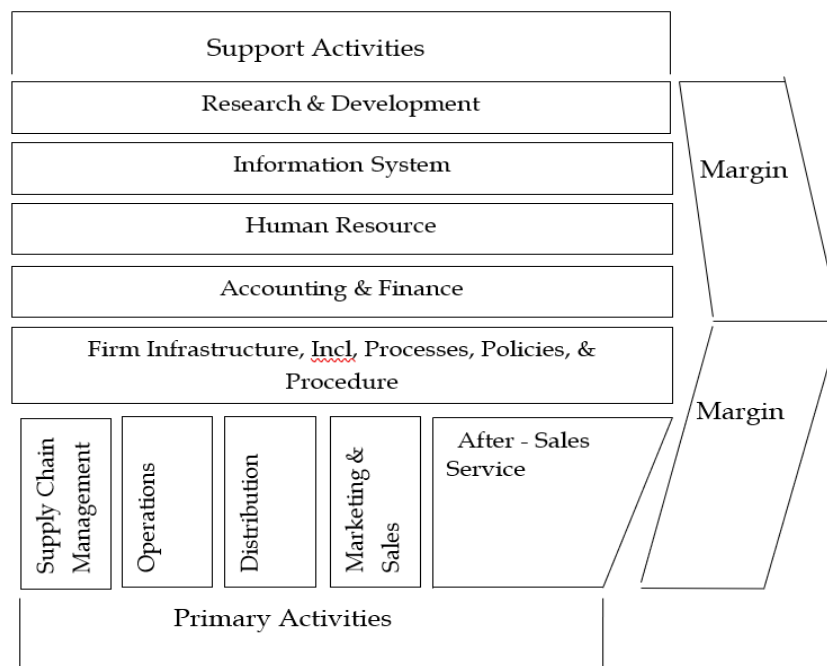


Figure 1. Value Chain Primary and Support Activities
Source: (Rothaermel, 2017)

Volatility, Uncertainty, Complexity, And Ambiguity (VUCA)

VUCA has become increasingly well-known and adopted as the descriptor for the challenging internal and external environments that all organizations face today. Thus, VUCA, the acronym of VUCA, short for volatility, uncertainty, complexity, and ambiguity, is the context for the agility imperative and The Agile Model. It's also misleading. VUCA conflates four distinct types of challenges that demand four specific kinds of responses. That makes it difficult to know how to approach a challenging situation and easy to use VUCA as a crutch, a way to throw off the hard work of strategy and planning. Below is a guide to identifying, getting ready for, and responding to events in each of the four VUCA categories (Bennett & Lemoine, 2014). Figure 2 summarized the study objectives in the investigated framework, as follows.

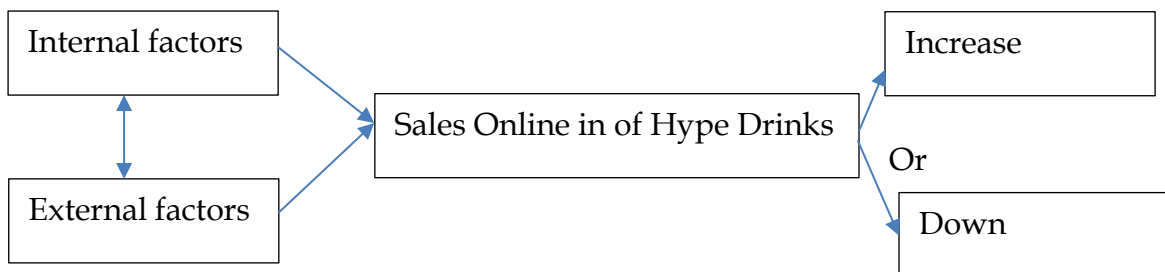


Figure 2. Study Formulation

METHODOLOGY

This study is mixed with survey and descriptive investigation design to identify a problem, peering deep to the online markets as the decreasing sales in the offline market. As the primary market, students and densely populated areas are restricted to move on a large scale. Before the pandemic, Saripati's online sales of hype drinks only focused on 2 (two) platforms, Go-Food and Grab-Food. As of now, Saripati has to strengthen its online sales to increase sales. Also, business issues related to the internal and external factors in online platforms and analysis sales will be explored through qualitative tools and frameworks (Creswell & Creswell, 2018).

In this final project, primary data will be obtained from:

1. Questionnaire. It gave customers, preferably those using online sales platforms, to gain their insights and feedback on relevant matters. The participant is 117 (Male: 65, Female 52). Participants who filled out the questionnaire were Saripati customers who had used online applications to order food and drinks. Participants involved in filling out the questionnaire were observed from five aspects: age, tools, education, geography, and experience.

Table 1. Respondent Criteria

Aspects	Criteria
Age	18-35 years old
Tools	Online platform to order food
Education	Junior High School to Undergraduate
Geography	<i>Jakarta, Bogor, Depok, Tangerang, and Bekasi</i>
Experience	Online Shopping Experience

2. Interview by phone with subject matter expert working at Saripati. Interviews will be conducted with employees of Saripati in charge of Operational Field, Product, Marketing, also General Strategy. This interview will be based on the frameworks of Porter's Five Forces, Value Chain Analysis, and Competitor Analysis to get a more in-depth perspective of the external and internal factors which affects Saripati strategy
3. Direct observation on the business process and actual business performance during the year, specifically on the number of online sales customers

Data analysis will employ the SWOT analysis in four steps: analyzing the data and collecting data, reducing the information, data display, and verification and conclusion (Miles & Huberman, 1994). In comparison, the quantitative data is investigated using descriptive statistics.

RESULTS

The result of the analysis data questionnaire concluded that hype drink is trendy across ages. Appendix 1 outlined the detailed information related to the internal and external factors for sales online of hype drink in the Saripati store.

Internal Factor

This study used the resource-based view of the firm to gain a comprehensive perspective about the connection between resources and capabilities that creates core competencies leading to competitive advantage. As the name suggests, this model sees resources as key to superior firm performance. Resources have two categories: tangible and intangible. Real resources have physical attributes and are visible. Intangible resources have no physical features and thus are invisible. Below are the example of tangible and intangible resources.

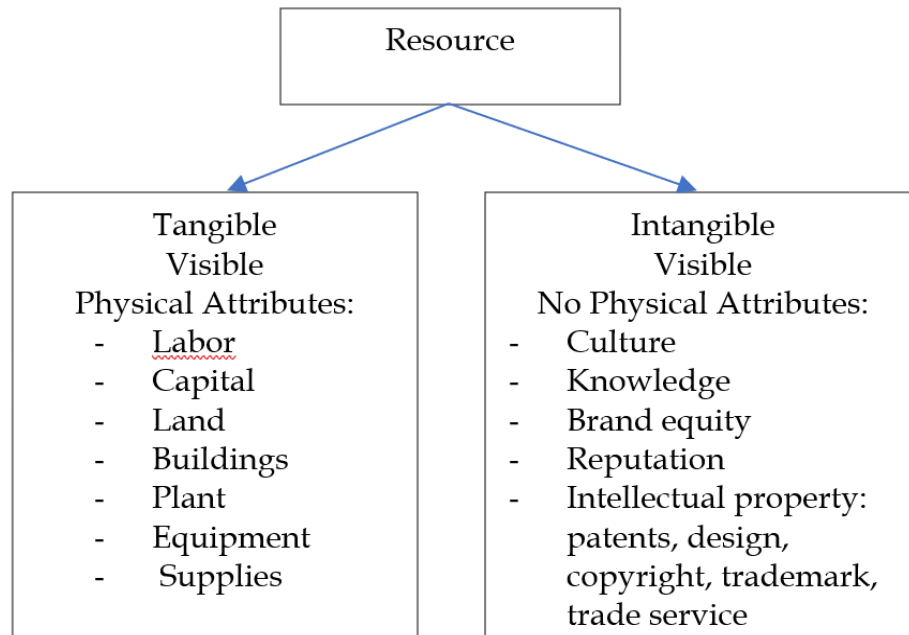


Figure 3. Type of Resources in the Marketed Hype Drinks
Source: (Rothaermel, 2017)

All hype drinks possess labor, capital, buildings, equipment, and supplies. They do not have land, as they prefer to lease the place and plant. In intangible resources, Saripati has its company culture, knowledge, brand equity, and reputation. They do not have an intellectual property yet, as the logo's trademarks are still in the registration process. Those resources can be measured to VRIO Framework.

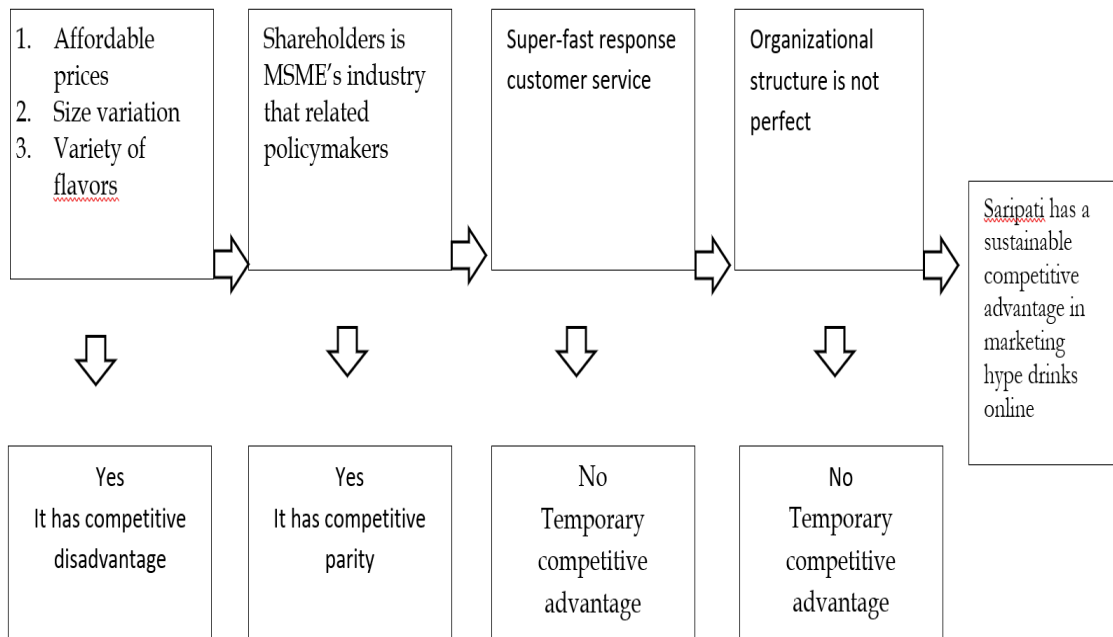


Figure 4. VRIO Framework of Marketed Hype Drinks

Valuable

Saripati's ability to design and market affordable hype-beverages with various flavors at various sizes serves as a valuable resource. The profit margins for each product are astronomical. The cost of goods sold for each product is estimated to be less than 50%, including the the-five-thousand-rupiahs drink. In contrast, they sell for 100%-150% times, with some particular size over 200%. Thus, Saripati's competency in designing and marketing affordable hype-beverages is valuable in the VRIO Framework.

Rare

Saripati's ability and reach in product placement and knowledge about future information related to MSME's industry is undoubtedly rare. Moreover, because one of the shareholders is a member of policymakers on the MSME's sector in Indonesia, this resource is valuable and rare.

Costly to Imitate

Saripati's aware that the process of establishing a brand that communicates affordable hype drinks is built upon the influence of other brands. The various kinds of flavors that Saripati provides are good enough, but so are the competitors. But they have a super-fast response to customer service that if a problem arises, they can solve within one day. Saripati's competitor is unable to develop this. Thus, as they fail to duplicate the strategy based on the valuable, rare, and costly-to-imitate resource, the Saripati is in a phase of temporary competitive advantage.

Organized to Capture Value

Saripati's organizational structure and coordinating systems are not yet perfectly formed. They have created a future organization chart with the job description attached. However, there are no human resources to fill this position as Saripati lacks the capital to pay the wage. Thus, Saripati is not effectively organized to exploit the competitive potential of a valuable, rare, and costly-to-imitate resource, and the phase that Saripati position now is in a temporary competitive advantage.

External Factor Evaluation

Porter's five forces can determine an attractive industry with an external opportunity for firms not yet active in this industry. On the other hand, stricter regulation for financial institutions, for example, might represent an external threat to banks. Appendix 2 summarizes the PESTEL analysis of the study.

The finding in appendix 2 concludes that politically, Saripati has targeted the largest market segment in Indonesia through the halal label and developing

people-based businesses (MSMEs). In the case of economic items, the efforts made are directed at the sustainability of sales during the pandemic. In addition, online sales have been adapted to the urban consumer demographic by utilizing applications on technology devices. The hype drinks in Saripati also implement the government's policy on Green Go to protect the environment. The following is the result of data analysis using Porter's Five Forces.

Table 2. Porter's Five Forces "Threat of Entry"

The threat of entry is high when:		Yes	No
1.	The minimum efficient scale to compete in an industry is low.	√	
2.	Network effects are not present	√	
3.	Customer switching costs are low	√	
4.	Capital requirements are low		√
5.	The incumbent does not possess		
	1. Brand loyalty	√	
	2. Proprietary technology	√	
	3. Preferential access to raw materials	√	
	4. Preferential access to distribution channel	√	
	5. Favorable geographic locations	√	
	6. Cumulative learning and experience effects		√
6.	Restrictive government regulations do not exist	√	
7.	New entrants expect that incumbents will not or cannot retaliate	√	
Conclusion: Threat of Entry is high			

Saripati store has a high threat of entry posed by other online sales if it is not managed correctly. Therefore, the Saripati store must pay attention to its strengths in facing challenges from competitors. However, the threat of input can be minimized because the low level of capital affects the level of losses that is not too high and can take advantage of the experience one has in dealing with these threats.

Table 3. Porter's Five Forces "Power of Suppliers"

The power of suppliers is high when:		Yes	No
1.	Suppliers' industry is more concentrated than the industry it sells to		√
2.	Suppliers do not depend heavily on the industry for their revenues	√	
3.	Incumbent firms face high switching costs when changing suppliers		√
4.	Suppliers offer differentiated products	√	
5.	There are no readily available substitutes for the products or services that the suppliers offer		√
6.	Suppliers can credibly threaten to forward-integrate into the industry.		√
Conclusion: Power of supplier is low			

While the power of the supplier is low, it can be maximized to face the threat of input deficiencies.

Table 4. Porter's Five Forces "Threat of Substitute"

The threat of substitute is high when:	Yes	No
1. The substitute offers an attractive price-performance trade-off		√
2. The buyers' cost of switching to the substitute is low.		√
Conclusion: Threat of substitute is low		

All hype drinks outlets have reliably good purchasing data because the products have a high enough appeal to consumers. Moreover, the price offered is also proportional to the outcome desired by the buyer.

Table 5. Porter's Five Forces "Rivalry Among Competitors"

The rivalry among competitors is intense when:	Yes	No
1. There are many competitors in the industry	√	
2. The competitors are rough of equal size	√	
3. Industry growth is slow, zero, or even negative		√
4. Exit barriers are high.		√
5. Incumbent firms are highly committed to the business	√	
6. Incumbent firms cannot read or understand each other's strategies well	√	
7. Products and services are direct substitutes	√	
8. Fixed costs are high and marginal prices are low		√
9. Excess capacity exists in the industry.	√	
10. The product or service is perishable	√	
Conclusion: Rivalry among competitor is high		

However, all hype drink outlets must supervise their position as the many varieties of product or taste have potentially become future competitors.

DISCUSSION

The service and the product of hype drinks are continuously being compared with other competitors by their critical features for the segmented middle-low customers, such as customer awareness, product quality, product availability, technical assistance, and selling staff. It can be described below.

Table 6. Customers' Rating of Competitors on Key Success Factors

	Customer Awareness	Product Quality	Product Wavailability	Technical Assistance	Selling Staff
Haus	E	P	P	E	E
Mynum	G	G	F	G	G
Teguk	E	F	P	P	F
Nginum	P	F	P	F	F
Minumin	F	P	F	P	F

Note: E: Excellent, G: Good, F: Fair, P:Poor

This result suggests that in its positioning, Saripati could attack Haus store on product quality and product availability and Nginum and Minumin on almost anything, but it should not attack Mynum, which has no glaring weaknesses and Teguk in customer awareness. As part of this competitive analysis for

positioning, the firm should also ascertain the strategies and objectives of its primary competitors.

Once Saripati has identified its main competitors and strategies, they must consider what competitor is seeking in the marketplace and what drives each competitor's behavior. Many factors shape a competitor's objectives, including size, history, current management, and financial situation. For example, suppose the competitor is a division of a larger company; it is crucial to elaborate on whether the parent company is running it for profit growth or just milking it. Based on all this analysis, Saripati must formally define the competitive frame of reference to guide positioning. In stable markets where little short-term change is likely, it may be reasonably easy to define one, two, or perhaps three key competitors. However, in dynamic categories where competition may exist or arise in various forms, multiple frames of reference may be present.

To establish substantial equity, a brand must also have a clear and consistent positioning and an authentic differentiation set to support the positioning. Brand positioning is essentially a compelling promise that marketers convey to win the customers' minds and hearts. To exhibit true brand integrity and win customers' trust, marketers must fulfill this promise with a solid and concrete differentiation through their marketing mix. Thus, the segmentation, targeting, and positioning (STP) model is a beneficial tool when building a marketing plan as elaborated on the current condition in Saripati (Kotler & Keller, 2017):

- Segmentation: Segmenting helps to segment a market into separate consumers with different needs, attributes, or preferences and may need other marketing tactics or combinations. In comparison, market segmentation is a set of customers who respond to a particular set of marketing strategies in the same way.
- Targeting: This phase is about companies which want to choose one or more market segment to dive in, once the market segment opportunities have been identified. Most marketers are combining several variables to identify smaller, better-defined target groups
- Positioning: Positioning is the intentional, proactive, iterative interaction of characterizing, altering, and checking customer views of a marketable object. Hence the positioning of the hype drinks are as follows:

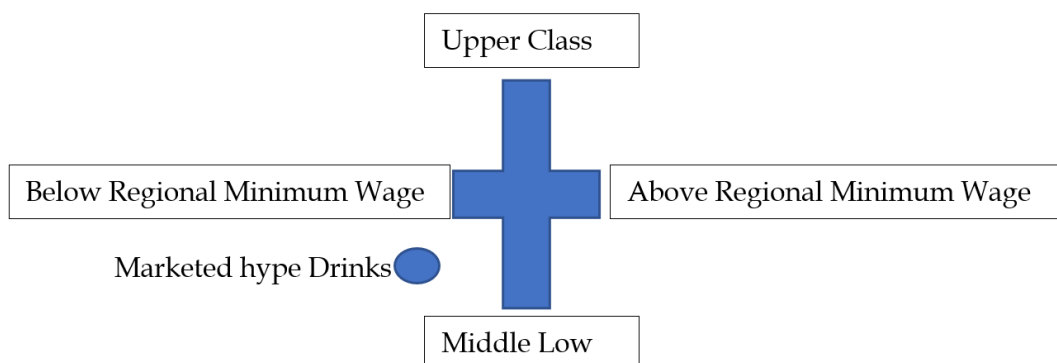


Figure 4. The Hype Drinks' Positioning in Target Market

The findings show that the internal factors owned by the Saripati store can design and market hype drinks at affordable prices. Moreover, selling using an online platform that offers a variety of promotions affects sales levels. The dimensions of electronic service quality, including efficiency, privacy protection, contact, fulfillment, and responsiveness, have statistically significant effects on buyers (Yen & Lu, 2008). Meanwhile, external factors arise from various competition from hype drink sellers who offer multiple promotions and the convenience of buying drinks. Moreover, the Covid-19 pandemic has changed the patterns and behavior of consumers in consuming hype drinks. As a result, the public prefers various sales offers that have promotions. At first, online platforms only served as awareness, but now online or e-commerce platforms have become sources of income that affect food and beverage sales.

The sales pattern of the Saripati store is built on the internal strengths and weaknesses while maintaining the stability of external factors. The business strategy model is raised from STP analysis, including the product, price, promotion, and physical evidence. The PESTEL analysis has provided many advantages in marketing Saripati's hype drinks even though the Covid-19 pandemic has affected the decline in sales, but from the target that the Saripati store wants is still achievable because they have made various adaptations to current conditions and the efficiency of the sales concept without having to incur promotional costs but still sell quality drinks. It is a consumer's consideration to buy the drink or food (Abdul-Mutalib et al., 2012; Al-Shabib, Mosilhey, & Husain, 2016). Likewise, the results of porter's analysis also show that Saripati has a relatively good way of dealing with competitors and how to adapt or adopt various sales concepts during this pandemic.

Online commerce in Indonesia has a socioeconomic impact in four areas: financial benefits, job creation, buyer benefits, and social equality. Every \$1 shifted from offline retailing to online commerce generates about 30 cents of new consumption and saves consumers 10 cents. In addition, in the next five years, we expect six times the number of parcels shipped by online businesses, nine times the number of cashless payments, six times the online-related service jobs, twice as many online MSMEs, and twice as many online buyers as in the entire history of Indonesia (Hirschberg, Rajko, Schumacher, & Wrulic, 2016). The government has supported the MSMEs to adopt the technology in e-commerce (Kartiwi, Hussin, Suhaimi, Mohamed Jalaldeen, & Amin, 2018), serving as an external factor with a positive impact on the entrepreneurship effort. Furthermore, E-commerce significantly improves the effectiveness of selling (Hidayati, Permatasari, & Fairy, 2019). Thus, MSMEs must exploit the opportunity to curb the disadvantage in a pandemic.

CONCLUSION

The results of data analysis concluded that internal and external strengths affect the online sales process of hype drinks at Saripati stores. Therefore, Saripati must build a selling brand for hype drinks that is different from other sellers. Moreover, the priceless value in online sales is affordable prices for various

flavors and sizes of glasses. In the pandemic era, the hype drink from Saripati has persisted in increasing sales through online services with a fast and responsive customer service system. However, the organizational structure has not shown traceable management. However, in online sales, the technique used has been adjusted to the conditions of internal and external factors.

FURTHER STUDY

This study is still limited to analyzing internal and external factors owned by hype beverage shops, which are currently growing despite the Covid-19 pandemic. The analysis of internal and external factors is focused on the strategic business model for selling survival which is carried out online. Therefore, this research can still be developed or linked to aspects of government policies related to the development of MSMEs in increasing online sales. In addition, further analysis can be directed at analyzing various online platforms for selling drinks or food because each online platform has a different level of influencing online sales of beverages.

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Appendix 1. The Summary of Internal and External Factor for Sales Online

	Items	Avg.	%
1	Consumer used online platform to buy drink	0.9	92.4%
2	Trigger factors used online platform to buy drink	0.6	75.4
3	Time of use is on the online platform	0.9	91%
4	Brand design influenced consumer to buy the hype drink	0.7	73%
5	Consumers buy drinks in a cup	0.67	67%
6	Scan QR Code attaches the consumer	0.8	86%
7	Consumers prefer to buy hype drinks rather than make their own	0.6	60%
8	Ingredients has high quality	0.7	73%
9	The elegant brand design is very attractive to the consumer	0.4	40%
10	I like buying drinks on e-commerce platforms	0.6	61%
11	I like buying drink using the store website	0.8	80%
12	I like buying a drink in the store	0.5	53%
13	I like buying drink using WhatsApp	0.3	37%
14	The store offers a delivery system for the buyer if they buy a lot of drink	0.8	87%
15	Drink prices are between 20.000 IDR-30.000 IDR	0.4	43%
16	Expensive drink has a good taste	0.5	50%
17	Promotion can attach the consumer to buy the drink	0.8	88%
18	Buy 1 Get 1 can attach the consumer to buy the drink	0.5	53%
19	Employee services influence consumers to order drinks repeatedly	0.5	57%
20	The transparent kitchen makes comfortable for consumer	0.8	80%

Appendix 2. Pestel Analysis Factor

	Item	Analysis
PESTEL	Politics	<ul style="list-style-type: none"> - All ingredients should have a "<i>halal</i>" label, as Indonesia has the largest Muslim population. - Readjust internal procedure related to Omnibus Law. - Bright future for MSMEs as this always be a political campaign.
	Economic	<ul style="list-style-type: none"> - Due to the pandemic, the focus changed to survival and efficiency, not expansion. - Economic growth has not fully recovered, it is still waiting and see as the vaccinations keep running. - New product development might increase customer interest
	Socio-cultural	<ul style="list-style-type: none"> - The increasing demographic trend of urban consuming class - As smartphone and internet developing, people who have access to an online platform is growing. - People tend to share what is good, what is viral, and what is the trend.
	Technology	<ul style="list-style-type: none"> - Easy to access the internet and high affordable smartphone penetration in Indonesia. - Creativity tries to adapt to technology - The online delivery system in every aspect is sporadic
	Environmental	<ul style="list-style-type: none"> - Single plastic use is a high awareness - No straw campaign is getting huge - Businessman can add value to its store while doing "green movement"
	Legal	It is getting easier for MSMEs to have a business license through Online Single Submission (OSS) policy