

## ABSTRACT

**Thesis Title:** *Quantitative Strategic Planning Matrix (QSPM) Method to Increase the Sales of Sukasari Coffee Powder in Kabawetan Sub-District, Kepahiang Regency*

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*In conducting its business, as Sukasari Coffee's business grows, it has faced challenges in marketing its coffee due to increasing competition among similar businesses, making the competition tougher. Therefore, a strategy is needed to boost sales. This research aims to (1) identify the strengths, weaknesses, opportunities, and threats in the SWOT analysis that influence the Increase in Sales of Sukasari Coffee Powder. (2) To determine how to formulate marketing strategies using the Quantitative Strategic Planning Matrix (QSPM) method to increase the Sales of Sukasari Coffee Powder. This research method is conducted quantitatively using questionnaires. The research is purposively conducted at Sukasari Coffee located in Sukasari Village, Kabawetan Sub-District. The analysis used includes IFE, EFE, QSPM. The results of this research show that the main internal strength of the coffee powder business is the quality of the coffee powder. The main weakness is production capacity. The biggest external opportunity is sales outside the area. The threat is government policy changes. The selected strategy for Sukasari Coffee to increase sales of coffee powder is to offer coffee powder products at various prices through online sales with a TAS value of 6.127.*

**Keywords:** *Coffee powder, SWOT analysis, QSPM*

