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IMPLEMENTATION OF UTILITARIAN BEHAVIOR BASED ARTIFICIAL INTELLIGENCE IN THE CASHLESS CAN BE FUN MARKETING PROGRAM

Berlian Annisa Hermawan, Endy Gunanto Marsasi
Universitas Islam Indonesia

A R T I C L E   I N F O

Corresponding author:

Endy Gunanto Marsasi
183111301@uii.ac.id

Abstract. The researcher examined one of the companies engaged in the Food and beverage retail industry in the Coffee shop field. Product distribution is carried out through offline stores and e-commerce. This research is conducted to find weaknesses and contribute by proposing a program. The method for analyzing this research is qualitative by direct observation, in-depth interviews, documentation collection, and the company's secondary data. The study was conducted through the marketing division. Based on the research conducted, it was found that the problems obtained were in the aspect of product presentation, which was considered ineffective and efficient.   Based on the existing weaknesses, the contributed by proposing a program with the title Cashless Can be Fun. This program implements Artificial Intelligence with partners who work with Artificial Intelligence-based applications. This application encourages consumers to place orders and payments at the desk cashlessly.

Abstrak. Peneliti mengkaji salah satu perusahaan yang bergerak di industri retail Food and beverage dalam bidang Coffee shop. Pendistribusian produk dilakukan melalui toko offline dan e-commerce. Penelitian ini dilakukan untuk menemukan kelemahan dan dilakukan kontribusi dengan cara mengusulkan sebuah program. Metode untuk menganalisis penelitian ini adalah kualitatif dengan cara observasi langsung, wawancara mendalam, pengumpulan dokumentasi, dan data sekunder perusahaan. Penelitian dilakukan melalui divisi pemasaran. Berdasarkan penelitian yang dilakukan, ditemukan kelemahan atau permasalahan yang didapatkan yaitu dalam aspek penyajian produk, yang dinilai tidak efektif dan efisien. Berdasarkan kelemahan yang ada, dilakukannya kontribusi dengan mengusulkan sebuah program dengan judul Cashless Can be Fun. Program ini menerapkan Artificial Intelligence dengan mitra yang bekerja dengan aplikasi berbasis Artificial Intelligence. Applikasi ini mendorong konsumen untuk melakukan pemesanan dan pembayaran di meja secara nontunai.

INTRODUCTION

Every company needs strategies in a running company to survive and develop steadily. Management is needed to manage the company to run in the long term. One of the most important is marketing management because marketing can be an input for making business strategies and must be tested based on the reactions of consumers, competitors, and others because a good business strategy must have a marketing perspective in it (Wind, Y. and Roberson, T. S., 1983). Marketing activities are needed by a company so that products or services can be known to potential consumers. Marketing can know consumer needs and create a competitive advantage by knowing the company's potential.

PT. Kala Bumi is a business engaged in the Food and beverage industry, especially coffee, and is commonly called a Coffee shop. Nowadays, very many competitors are emerging with various offers. Kala Bumi's position in similar industries is as a leader on a regional scale. In response to the intense competition in similar industries, Kala Bumi holds a positional defence strategy in its marketing. The number of Coffee shops in Pekanbaru creates challenges that must be faced, especially for coffee shops that have been established before. The tight competition is challenging for Kala Bumi management, especially the marketing division. However, most coffee shops in the same area as Kala Bumi only focus on selling products. Kala Bumi routinely innovates-invocations, starting from the provision of products and updates – mixing whose purpose is to attract consumers.

Kala Bumi holds a differentiation strategy in its sales "Kala Bumi does not like things that smell mainstream; mainstream is boring. We are in the red ocean of business fierce and competitive competition, so the strategy must be that particular. Consumer behaviour must be learned until we innovate and actively carry out promotions that are not boring" (Teguh Prasetyo, Marketing Kala Bumi. 2022). Although the implementation of the strategy has been carried out and received a lot of consumer attention, sales still often experience uncertain increases and decreases.

Sales can increase and decrease at certain times. The drastic increase is seen when Kala Bumi does something different and exciting, such as events, promos, programs, and photobooth services. Customers have more enthusiasm for something new and different, which has never been felt. The decline in sales is seen when new competitors emerge. In response to this, Kala Bumi must be able to create valuable experiences and consumer satisfaction. Creating a valuable experience and consumer satisfaction aims to have consumer loyalty to Kala Bumi amid the onslaught of many new competitors.

During the research, there were several aspects of the Kala Bumi, including strengths, weaknesses, threats, and opportunities. Weaknesses are in the spotlight because weaknesses can be a company's strengths if addressed. There are weaknesses in the product presentation process that use a self-service system, which is considered less effective and efficient for customers. The self-service system here is considered less effective and efficient because customers must queue and take orders themselves. In addition to being considered less effective and efficient, during rush

hour or crowded hours for consumers, crowded queues can interfere with comfort in the room. The purpose of this study is to propose a program for overcoming the weaknesses that exist in the company. The proposal of this program is expected to overcome existing weaknesses to become a force and create customer satisfaction so that customer loyalty is maintained.

LITERATURE REVIEW

Segmenting, Targeting, and Positioning

According to Kotler and Armstrong (2020) Segmenting, Targeting, and Positioning, commonly abbreviated as STP, aims to make sellers more able to develop their products appropriately by adjusting, in terms of the targeted market, price, distribution channels, and advertising.

1. Segmenting

According to Kotler and Keller (2016), Market segmentation is a step made by marketers by grouping customers with the exact needs and desires. After clearing the well-defined market, it is further decided that it will aim accordingly and naturally.

a) Demographic Segmentation: segmentation by demographics is the most popular basis because it is easier to measure compared to other variables. This segmentation divides the market by age, gender, income, and occupation.

b) Psychographic Segmentation: A segmentation that divides groups by psychological/personality traits, lifestyles, or values. Despite being from the same demographic, each person's psychographics can vary.

c) Behavioral Segmentation: Segmentation where marketers divide groups based on customer responses to a product. It can be seen from his knowledge, attitudes, and use of the person's reactions.

2. Targeting

After grouping buyers, then determining the target market, according to Kotler and Armstrong (2020) companies can evaluate and select target segments utilizing evaluating Market Segments by paying attention to three aspects:

a) Segment Size and Growth: data is collected and analyzed (current data up to its growth and expected profit from various aspects). The high or low growth is not always the one that attracts the company the most, but the one that has the potential and can provide a more significant profit that can attract the company.

b) Structural Segment Attractiveness: companies should be able to research what makes a segment attractive and avoid markets already held by strong competitors because doing so will make a segment less attractive. This attractiveness can be obtained from the price emphasis that gives rise to solid bargaining in an element.

c) Company Goals and Resources: an attractive segment must be accompanied by long-term goals and resources of the company so that it does not change quickly. A good segment must identify

the right target to avoid injustice in targeting impressionable segments such as children, the elderly, low-income minorities, etc.

3. **Positioning**

According to Kotler and Armstrong (2020), establishing a position for competitive advantage is how a company's products have their place as an essential attribute. For example, Starbucks is known as a luxury coffee shop. When deciding to buy a product, every consumer already has a perception, impression, and feeling that sticks in their memory.

a) Selecting and Implementing a Position-Setting Strategy. Each company offers different things, offers other avenues but creates a competitive advantage that can attract a broad segment, albeit with the same quality.

b) Identifying Possible Competitive Advantages. The key to the success of a product is to understand what the customer needs thoroughly and the buying process and provide more excellent value than competitors. It can be done at a lower price or more significant benefit., but still by holding responsibility for the promise.

c) Have the Right Competitive Advantage. Marketers must aggressively market, and each brand must label the product so buyers can remember it. A product will be valuable if it meets criteria such as providing essential benefits to target buyers, having distinctive differences, and not be easily imitated by competitors.

d) Communicating and Giving Up the Chosen Position After getting what steps the company will take, it is essential to share it with the customer.

Competitive Strategy

Competitive strategy is a position where a company has a superior value not owned by other companies in the same industry, according to Kotler and Armstrong (2020). The competitive strategy is divided into three variations, namely cost leadership, differentiation, and focus.

Differentiation

According to Kotler and Keller (2016) competition strategies in companies that are market leaders, one of which is differentiation. Differentiation is a marketing strategy to increase sales by improving quality in terms of convenience or things that are difficult for other companies in the same industry to imitate. The differentiation strategy is a strategy that companies use without thinking about the price that will be issued because, usually the company will create a new product line with a marketing program that is different from other competitors whose goal is to be seen as a market leader rather than a competitor in the same industry. According to Porter (1998) differentiation strategy is a strategy by creating product or service offerings that are considered unique throughout the industry. The uniqueness can be seen in the design, brand image, technology, and service. Differentiation here can be interpreted as an industry that is not only famous for one thing, focuses on one thing but is famous for other things that are also very important in the industry.

Survival Strategy

According to Kotler and Keller (2016), this strategy aims to reduce the attacks that are likely to appear. Usually, the company will divert and reduce its intensity to less threatened areas. Companies can use six strategies for defense:

1. **Position Defense**

   Position defense means maintaining a position in the market that consumers want. The positional defense strategy makes a product with a brand complex for competitors to penetrate because it follows what consumers want.

2. **Wing defense**

   Wing defense is carried out in the event of a possible counterattack to support a relatively weak forward product.

3. *Preemptive* **defense**

   Preemptive defense is done by attacking first by creating a new product and then immediately marketing it. The goal is to signal competitors not to attack or struggle to find market share.

4. **Counterattack defense**

   Defense is carried out frontally by hitting the competitor's wing or a move that can make the competitor retreat.

5. **Mobile defense**

   Defense is carried out by expanding the market and diversifying the market.

6. **Contraction defense**

   Defense is done by handing over a relatively low or weak market and switching resources to a higher or stronger market.

Utilitarian Theory of Consumption

According to (Botti, 2011), utilitarian tendencies in consumers are consumption xperiences that are functional, reasonable and useful so that related to virtues and needs will be easy to justify   with this tendency.   Utilitarian tendencies can be attached to experience when gaining extrinsic motivation as instrumental and consumption experience   with outside service. Consumers with utilitarianism are more cognitively driven, namely prioritizing functional and instrumental goals, functional benefits and how the product can achieve goals. (Botti and McGill 2011; Crowley, Spangenberg, and Hughes 1991; Hol- brook 1994)" (Longoni, C and Cian, L, 2020)[s]. Consumers with a tendency to Utilitarianism, like things that are efficient and effective in getting what they want. Something that is considered good is if it can be useful and useful for utilitarianism.

Artificial Intelligence Concept

According to Minsky (1985) in Taichon (2022), *Artificial Intelligence* or artificial intelligence is knowledge related to the ability of humans effectively to understand and process data, as well as be driven   for by purpose. "To achieve goals through computationally based capabilities, intelligence is needed". Artificial Intelligence in marketing, according to Chaffey and Ellis (2019), there are many opportunities for Artificial Intelligence in its application in

marketing. Artificial Intelligence has several aspects such as: Artificial Intelligence that can produce content, intelligent content in the form of curation by showing relevant content, Artificial Intelligence as a personal assistant, programmatic media offerings generated by algorithms, modeling equipped with a certain amount of historical data, predictive analysis using analytical data to make predictions of how consumers behave, Artificial Intelligence mimicking humans by interpreting questions consumers and completing orders, namely chatbots, and others. The use of Artificial Intelligence (AI)-based technology is very often encountered daily, including:

1. Face ID (Face Unlock) on a Smartphone that can unlock a password is a use of Artificial Intelligence designed to be able to recognize the smartphone selector.
2. The automatic steering system in cars, like Tesla cars that have an auotopilot system.
3. Gojek's app, Grab, which uses Artificial Intelligence in its entire application. Starting from driver searches, food recommendations according to consumer interests, geographical groupings, and other applications.
4. The use of barcode scans, for example, UII students who want to do absences is facilitated by scanning barcodes that will be directly connected to the Gateaway.

RESEARCH METHOD

This research uses descriptive qualitative methods. According to Creswell (2018), qualitative research is a method whose process is similar to quantitative but by relying on data in the form of text and images with unique processes for analyzing data and with various designs. Qualitative research should be able to discuss the characteristics of this research by convincing faculty and audiences of their legality (Eldh et al., 2020).

This research was conducted by directly analyzing the field, namely PT. Kala Bumi Tetap Membumi. After analyzing the field, it is then associated with theories related to problems to be implemented. The weaknesses obtained can make the company's innovation and support activities, especially in company marketing. There are two types of data to be studied, namely primary and secondary data.

The research was conducted by conducting in-depth interviews with internal sources, namely the marketing, manager, and finance divisions. According to Creswell (2018), research by way of an interview is a method carried out face-to-face with participants, by phone or with groups. Interviews have a very high role to play in qualitative research because they involve unstructured and generally open-ended questions intended to derive views and opinions from the participants.

In addition to interviews, this study conducted direct observation activities in the field for four months in Pekanbaru City, Riau. Observations are made to obtain the data and information needed. According to Creswell (2018), The observation research method is carried out by making notes on-site regarding the behaviour and activities of individuals and groups.

After conducting interviews and observations, data and information will be obtained through secondary data such as financial statements, company profiles and other internal data. The data and information will be analyzed, and the strengths, weaknesses, threats, and opportunities will be

found in a SWOT table. After a weakness is found, it is then associated with marketing theory to be proposed to the company as a program and can be used as an alternative problem-solving in PT. Kala Bumi Tetap Membumi.

RESULTS

1. Segmenting

Segmentation is an effort made to meet the needs of market demand according to its needs (Davari et al., 2018). The main objective is to identify groups of consumers whose needs can be met with the products offered to make the marketing more effective (Olson et al., 2021). Market segmentation can be classified according to the class of buyers, user needs, and purchasing habits. Kala Bumi serves all customers without discriminating against any group. The three primary variables in determining market segmentation include:

Demographic Segmentation

Applying market segments based on demographic variables includes age, gender, and economic conditions (Jaiswal et al., 2020). Based on gender, consumers in the coffee industry are not dominant among one gender. Both males and females, both are the same. Based on economic conditions enthusiasts from the coffee industry come from the economic conditions of the lower middle class, upper middle class, and upper class. Based on age, enthusiasts for the coffee industry are currently at the age of 15-25 years, 25-45 years, and even >45 years.

Psychographic Segmentation

Psychographic segmentation determines consumers based on lifestyle, social class, and personality (Liu et al., 2019). In general, Kala Bumi does not discriminate against the lifestyle, colonial style, and character of the consumers who come. Whoever the consumer is, it will be the same way of service. Consumers who like this industry are Gen X, Millennials, and Gen Z. The most significant market share today is teenagers who want to travel from the middle and upper economic class, meaning those who like to have a fashionable lifestyle following the times.

Behavioral Segmentation

Segmentation by behavior is a visitor who has behavior in considering their purchase decision. Coffee enthusiast consumers are not only young people who like a fashionable lifestyle and adults who want to relax. Consumers can also come from people who have knowledge about coffee, people who consider halal preferences or the illegitimate production of a product, consumption habits, and active or not use of technology.

2. Targeting

The target is a segment that has been determined at the beginning. The segmentation of millennial and Gen Z children certainly does not all have the same interests. This target market is a determinant of innovation and focuses on what Kala Bumi will continue to do and what must be done to bring in consumers from a large number of markets.

Table 1. Target Market Kala Bumi

Variable	Target Division	
Demographics	Age	: 15 – 35 years old
	Gender	: Male and female
	Economy: Middle to upper	
Psychography	Lifestyle: Millennials and Gen Z are fond of traveling and are stylish with the times.	
Behavior	Consumers with knowledge or knowledge in the field of coffee who want to taste brewing on Kala Bumi and consumers who use smartphones or social media.	

Source: Based on Interviews and Observations

Table 1 above shows the target market that Kala Bumi is aiming for and focusing on. After determining the target market, it is hoped that this can be a strong basis for development and innovation that will continue to be carried out. The development of technology and the ease of accessing social media can make it easier for marketing to reach the target goal (Wong *et al.*, 2020). In fact, millennial and Gen Z children mostly use social media in their daily lives.

3. Positioning

Positioning is how Kala Bumi has a special place in the minds of consumers or has a particular judgment when hearing the name Kala Bumi. Positioning can be successful if a company can build a brand image different from its competitors (Swaminathan *et al.*, 2020). Each coffee shop has its charm and strategy, and for that, Kala Bumi also often does things that can be remembered in the minds of consumers. The positioning strategy carried out by Kala Bumi is to do something different from competitors, then actively innovate to meet the needs and desires of consumers. Kala Bumi often conducts promos, *bundling* programs, and *events* that invite many consumers to visit.

Kala Bumi was among the many competitors in the Food and beverage industry or coffee shops Kala Bumi was established at the end of 2019 and continues implementing various innovations monthly. Until now, Kala Bumi has remained consistent with a stable monthly turnover. "Kala Bumi occupied a leadership position in the same industry. The position of leader is judged by consumer loyalty, Kala Bumi's ever-increasing social media followers, the customers who come are always crowded as well, and finally judged by Kala Bumi's consistent revenue." (Teguh Prasetyo, Marketing Kala Bumi 2022).

Kotler and Keller (2016) suggest six types of defensive strategies: position defense, wing defense, preemptive defense, counterattack defense, cellular defense, and contraction defense. In response to the intense competition in similar industries, Kala Bumi holds a positional defense strategy in its marketing. The position defense strategy is creating brand products that are difficult for competitors to penetrate due to compatibility with consumer interests (Maciel and Fischer, 2020). Suitability to consumer interests, for example, such as the products offered by the company,

has been embedded in the minds of consumers so that there is customer loyalty to Kala Bumi as far as it stands.

Table 2. Comparison of Kala Bumi's Gross Profit with Competitors

No.	Coffee	Gross Profit
1.	Kala Bumi	>IDR 150,000,000
2.	Lakosa Coffee	IDR 150,000,000
3.	Arhara Coffee	<IDR 100,000,000

Source: Based on Interview Results.

Kala Bumi's consistent monthly income of >100,000,000 annually comes from innovation. Every month, events, promos, and programs can attract customers' attention (Teguh Prasetyo, Marketing Kala Bumi. 2022). It can be interpreted as the existence of something/innovation that can attract customer interest to obtain a stable monthly income. Innovation is one of the critical factors in competition and can be done by weighing market demand and paying attention to aspects of weakness in the company. (Creswell & Creswell, 2018). Kala Bumi routinely innovates – invocations, starting from providing products and updates whose purpose is to attract consumers. Kala Bumi offers drinks with unique flavors that make it difficult for competitors to imitate, but consumer interest in them is high.

The number of Coffee shops in Pekanbaru makes it a challenge that must be faced, especially for coffee shops that have been established for a long time. From 2020 until now, this industry has had no new entrants. Therefore, a competition strategy is needed in a business. Each coffee shop in Pekanbaru mainly focuses on selling products, offering the same products as its competitors, which distinguishes only the price, packaging, place, and taste dosage. Kala Bumi holds a differentiation strategy in its sales by selling products and providing services. The differentiation strategy applied to Kala Bumi is an advantage for Kala Bumi because it is rarely found in other coffee shops. The menu offers an unusual taste, and the service provides additional value, namely photobooth services, which often hold events and other price promos.

Table 3. SWOT

Strength	Weakness	Oppoturnity	Threat
Offering good and quality products.	Implementing a self-service system, which is considered less effective and efficient.	It is rare to find competitors who implement differentiation strategies.	The competitors that emerge are numerous every time

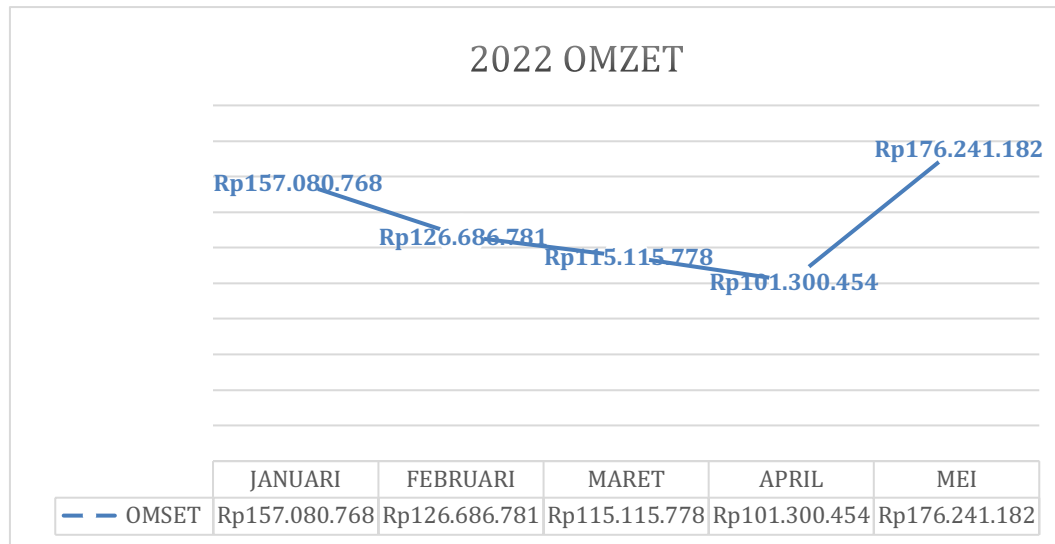|			
Promotion is carried out digitally and directly through events, programs, and promos.	Product sourcing is frequently exhausted, and miscommunication with customers occurs	Many competitors set premium prices with quality similar to Kala Bumi	Many competitors are also implementing sales through e-commerce
Has its characteristics in building a brand image.	The crowded queues during rush hour make the situation and the room uncomfortable.		Many competitors provide waitress human resources and do not implement self-service.

Source: Based on Observation Data.

Before linking into theory, this study conducts observations to find what strengths and weaknesses exist in the company. Table 1 above shows several aspects of the company's strengths and weaknesses. Strength in the company is a selling point and consumer attraction. The weakness obtained is a barrier to consumer satisfaction. In the table above, the weakness of Kala Bumi is that it uses a self-service system that is considered less effective and efficient. The self-service system can also cause fatigue when crowded with visitors, thus making the situation and room conditions uncomfortable.

Furthermore, the weakness in often unavailable products causes miscommunication with customers. The two weaknesses are closely related and can be fatal. If there is a miscommunication with the customer through self-service, the customer will be distraught about it.

The proposed Cashless can be fun program can be an innovation because no other coffee shops use this technology. Cashless can be fun is program that is run using the system from the Desty Menu application. Through observation and interviews found weaknesses in several aspects. This weakness is obtained from the aspect of providing products and processes in the self-service system. Some beverage products that often experience limitations in their provision can cause miscommunication and inconvenience customers. Implementing a self-service system is a weakness because, currently, many competitors facilitate waitpersons so that customers are not bothered by the self-service system. Both of these weaknesses can be addressed with a proposed program Cashless can be fun, where the working system is that the ordering is done simply through a smartphone.

The company's strategy for maintaining its brand position is constantly innovating and creating something new. "Businesses can be obsolete if they are not able to innovate in the face of competitors Peter Drucker (2001)" (Keiningham, T. et al., 2019). Consumers always like and are curious about something new and different. "Businesses should think about how they enter the market and then create and maintain positions, according to Porter (1980)" (Gareche et al., 2017). Creating something different is a good step while still paying attention to market opportunities, demand and interests. It is the same as Kala Bumi did by applying a differentiation strategy to its

marketing. The differences made by Kala Bumi have received much attention from consumers from the beginning to the present. Customer loyalty as far as being obtained by Kala Bumi's consistency in implementing its marketing strategy that is different from other coffee shops. "Differentiation strategies are carried out by companies that seek to design a series of new products and services to differentiate from other competitors offering in the same market (Samuel et al., 2017)." (Maleewat N, 2022).

Figure 1. Kala Bumi Sales Chart
Source: Based on Kala Bumi Financial Report, semester 1, 2022.

The picture above shows a graph of Kala Bumi's sales from January to May 2022. As said earlier, customers have an enthusiasm for something new and different. From January to April, sales declined due to the emergence of new competitors and fierce rivals with various offers. From April to May, updates were made regarding the provision of photobooth services and the inauguration of shoe laundry services so that there was enthusiasm and satisfaction with something that provided a valuable experience for customers. Creating something new and different is a powerful business strategy and marketing strategy. "According to Porter (1990), innovation is the only way for companies to gain a sustainable competitive advantage and improve performance." (Semuel et al., 2017).

DISCUSSION

Theory and Applied

Given the high competition in this business, it is required to have a competitive advantage in the business (Marsasi, E.G. and Anhar, Z.S., 2022). The weakness that exists in Kala Bumi is the self-service system where customers have to go to the cashier when ordering products and take orders independently when the order is completed and called. Kala Bumi did not have waitresses or waitresses. Therefore a self-service system was implemented. Both gen Z teenagers accept the self-service system, and millennials, but not a few, also respond well to the system, especially

customers who are adults, namely around the age of 30 years and above. The author observes that the customer sees the barista or cashier serving to serve him at the table and delivering the order to the table. We recommend that Kala Bumi innovate by relying on technology because it is easy and the cost is not too high.

Our daily activities cannot be separated from technology in this sophisticated era. Every aspect of the existence of a human being has been revolutionized by technology. Artificial Intelligence is any machine that can produce continuous learning and problem-solving like a human. Artificial Intelligence is gaining momentum today and in the future due to its practical significance in marketing. Artificial Intelligence or Artificial Intelligence is believed to be the future of our society. Artificial Intelligence is often implemented in providing benefits in various industries, not only in marketing but also in medical, e-commerce business, education, law, to manufacturing.   Artificial Intelligence can carry out tasks from the simple to complex because Artificial Intelligence is human intelligence that is transferred into machines to carry out activities that humans usually do. Artificial Intelligence interprets the environment and acts according to the environment by mimicking the workings of the human brain.

The proposal of this program is in the form of applying technology to the ordering system in the Coffee shop, which is one of the uses of Artificial Intelligence. (Berezina et al., 2019) Explained that Artificial Intelligence is predicted through a report by Oracle (2019) will significantly impact the Food and Beverages business in the future. Using applications based on the Artificial Intelligence algorithm is one form to facilitate and summarize the work of existing human resources. Artificial Intelligence that mimics human activities can be taken advantage of to provide convenience to consumers and efficiency to employees. The field of Artificial Intelligence continues to develop and improve intelligent systems so that they can operate independently and work in imitation of humans. The application of Artificial Intelligence in the Food and beverage business is usually found in chatbots, where chatbots can help customers place or track orders, provide menu item information, and process payments.

"According to Syam and Sharma (2018) regarding Artificial Intelligence technology that will revolutionize the way companies sell, demand estimation, targeting, lead generation and closure." (Praveen, K. et al. 2022). The result of this research is a proposal in the form of a marketing program. This marketing program is in the form of proposing partners with the Desty Menu application. The Desty menu application is an Artificial Intelligence-based application with the program name "Cashless can be fun". A program that offers innovation in the convenience of consumers to order products, namely, no need to queue at the cashier. Utilitarians have a view and concern for being efficient and timely in achieving goals in purchasing products with minimal interference, according to (Childers et al., 2001). The purpose of this program is to provide efficiency and effectiveness of service to consumers so that consumers do not have to queue. Reservations can be made through the customer's seating table by scanning the barcode that has been posted on the table, and orders can be made via smartphone without having to wait in line. This program can encourage decision-making in consumers who adhere to Utilitarianism.

Consumers with Utilitarianism are more cognitively driven, prioritizing functional and instrumental goals, functional benefits and how the product can achieve goals. (Botti and McGill

2011; Crowley, Spangenberg, and Hughes 1991; Hol- brook 1994)." (Longoni, C and Cian, L, 2020). The program in partnership with Desty Menu, is expected to be an innovation for Kala Bumi always to be consistent in sales and the higher the customer loyalty rate. "The great advantage of differentiation strategies is the opportunity to produce better quality products and the emphasis on innovation to reach their customers (Semuel et al., 2017)." (Maleewat N, 2022). Customers love something that provides convenience, practice, and online ordering. Ordering through the Desty Menu makes product purchases more efficient because orders can be made quickly through a smartphone. It is not the exact ordering through online drivers ordered from home, while Desty Menu is on-site ordering, but the purchase and transaction process is through a personal smartphone.

Artificial Intelligence, which creates innovation, efficiency, and effectiveness, can also create consumer satisfaction (Brill, T. M. et al., 2019). Artificial Intelligence is considered not only as a technology but as a force that can rebuild to benefit society because it reduces costs and risks (Hermann, 2020). Why is it called reducing costs and risks? Because the orders made are machine-based, there is no human error found. The human error usually occurs in workers who lack focus, experience, and others. Mistakes created by employees can result in losses to the company, such as errors in hearing orders that impact the serving process. Human error can bring losses because the raw materials released are wasted. Raw materials usually also often occur scarcity which, if wasted, will cause losses to the company. Artificial intelligence's application to ordering products on Kala Bumi is expected to create efficiency and effectiveness to reduce risks and costs.

Artificial Intelligence or Artificial Intelligence is one of the technological advances that affect a company's marketing (Grewal et al., 2019). Doing the work humans should do repeatedly can be alleviated by applying Artificial Intelligence, and human resources can do other important things. The same is true with scanning barcodes on Restaurant or Coffee shop orders. When employees' work is lightened with the help of Artificial Intelligence, other jobs can be done by employees optimally. The selling value will increase due to the creation of efficiency and effectiveness. Artificial Intelligence is not only about robots or electric cars. Artificial Intelligence is everywhere, such as elevators, fingerprints and face ids on smartphones, washing machines, and even rice cookers. The purpose of using Artificial intelligence in marketing is to create a valuable experience for consumers (Puntoni et al., 2021). Customer satisfaction can increase loyalty and provide a competitive advantage in the same market. Future marketing strategies seem to be influenced by Artificial Intelligence. Additionally, sales processes, customer service options and customer behaviour will also be influenced by Artificial Intelligence (Davenport et al., 2019).

Consumers with a tendency to Utilitarianism often make purchasing decisions if there is effectiveness and efficiency in achieving a goal. The application of Artificial Intelligence can be a differentiator from competitors because it is rare to find such an application. A differentiator or something different can also create enthusiasm from consumers to increase sales (Luffarelli et al., 2018). It is considered good if it can be helpful and valuable for Utilitarianism. Marketers can take advantage of this because currently, it can be seen that consumers who come to Kala Bumi tend towards Utilitarian behaviour. Consumers very well receive the products and services provided.

Every time there is something new, consumers will be crowded. This proposed program is a program that creates an experience for consumers and distinguishes the ordering system from other coffee shops. Expected to increase sales and create effectiveness and efficiency that can satisfy consumers with a tendency to Utilitarianism. Encouraging a shopping process against specific consumption needs is a Utilitarian shopping value (Babin, B.J. et al. 1994).

According to (Novak et al., 2003) in (Li et al., 2020), Consumers with Utilitarian tendencies make the best purchasing decisions. They will be rational and purpose-driven. Utilitarian trend, where consumers will feel happy if they create an effective and efficient process for achieving their goals. Buyers with this utilitarian tendency are likely to choose something convenient and efficient, ranging from the product attributes to the price that will allow them to optimize purchasing decisions (Akram U et al., 2021). Kala Bumi sells products and services by adjusting the dominant target market, Gen Z and millennials, with middle to upper economic conditions. Thus, the products and services offered can be included in any class, not a particular group with a high price offer. Kala Bumi has consumers with utilitarian tendencies, where Kala Bumi can be a place to visit at any time. Increasing market interest, Kala Bumi should be able to maximize benefits and processes that can create buyer convenience. The emphasis on the title Cashless can be fun provides a purpose that benefits various parties. The system of service, ordering and payment will be significantly facilitated.

CONCLUSION

This proposed program contributes to PT Kala Bumi under the name of the Cashless can be Fun program. The approach to support this concept is the theory of Utilitarianism with the application of Artificial Intelligence. The proposed program is based on the aspect of weakness in the enterprise. In addition, the program's goals are to create innovations previously rarely found in competitors in the same industry. The creation of this innovation is expected to increase consumer attraction to Kala Bumi. The program, which is named "Cashless can be fun," is a program with the application of Artificial Intelligence that will be run with Desty Menu partners.   Why is it called Cashless can be Fun? Because if it is related to the theory used, namely the utilitarian behavioral approach to consumers, several matches are obtained. The match is a utilitarian behavior that likes something that facilitates the process of achieving something   will be considered something useful to them.   Briefing a cashless system that creates an ease of transaction, namely, simply using a smartphone, it is considered very practical and easy. In addition, the use of the Desty Menu application, where this application has been connected and cooperates with several payment virtual accounts which greatly creates practical value for customers. Payment is not only made easily with cashless payments are made via a smartphone that can be accessed directly from the desk, without having to go to the cashier .

This research will have an impact on several aspects, namely 1) It is beneficial for companies to create consumer satisfaction through the purchase experience and convenience of facilities. Experience and comfort make practical and efficient value, which is also expected to develop customer loyalty. 2) The proposed theory is in the form of a tendency to Utilitarianism behavior

in consumers with the application of Artificial Intelligence will help the company overcome weaknesses. Because the observations show several weaknesses, solutions are needed to overcome weaknesses and can be used as strengths. Currently, many new competitors have emerged, so Kala Bumi must be able to move to create innovations. 3.) The proposed program implements a differentiation strategy using the Desty Menu. The occasional use of Desty Menu in most Coffee shops creates something different from competitors, which can also attract consumers' attention. 4) Contributions from the proposed Cashless program can be Fun can provide additional marketing knowledge so that the division of marketing can get an idea of the update through this proposed program. Suppose the program is run well and properly educated. In that case, it will benefit various parties, ranging from companies that can overcome weaknesses to create innovations. These employees will be facilitated with their work so that they can focus their performance on Another thing: customers who are given convenience in ordering products. The contribution in the form of a program proposal is also expected to increase sales to the company while still paying attention to the strategies that have been implemented by the company before. If the program is implemented, it can be done in several ways, first through social media content to introduce consumers to implementing a new service system on Earth Day. Second, it can be done directly to direct customers to make purchases and payments through the Desty Menu, which can be accessed at the table.   While directing and marketing this new system, Kala Bumi can also emphasize the cashless payment system, which will be more enjoyable and easier for customers.

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