

## ABSTRACT

*Coffee is a type of drink that is quite well known and liked by most people around the world. It is believed that coffee can help people to cope with their drowsiness. Indonesia is one of the largest coffee producing and exporting countries in the world. The trend of domestic coffee consumption in Indonesia has continued to increase over the last 10 (ten) years according to data from the International Coffee Organization (ICO). In Indonesia, there are several categories of coffee shops with different products and different target markets. There are four waves of the coffee shop industry, and two of them are categorized as startup coffee and top-tier coffee. This study aims to analyze how the influence of startup coffee brands on the sales results of top-tier coffee brands and also to analyze the strategies used by top-tier coffee shops to maintain their sales results and reputation in the eyes of consumers. The method used in this research is qualitative, and analyzed using descriptive analysis method. The conclusions from the results of this study are that first, coffee startup brands can affect the sales of top-tier coffee brands from two aspects, namely affordable product prices and good coffee taste quality; and secondly, several ways that top-tier brand coffee shops can maintain their sales results and reputation in the eyes of consumers by maintaining their shop's position so that they are easily accessible to consumers, maintaining the quality of coffee taste, and creating new variants to compete with coffee products from other brands. startup coffee brands*

**Keywords :** *Coffee, Brand Image, Brand Loyalty, Strategy*