***ABSTRACT***

***Marones Coffee Bandung is one of the developing coffee shops located on Jl. Pasirhonje VI No. 171 Padasuka, Cimenyan Bandung. Based on the results of the study, it was found that there were problems regarding the marketing strategy towards the sales objectives carried out by Marones Coffee Bandung such as product, process and promotion which had not been implemented optimally.***

***The research method used is descriptive analysis method, data collection techniques with non-participant observation, structured interviews and questionnaires to 10 respondents. The data analysis used is the Spearman rank correlation coefficient.***

***The results of the analysis based on the correlation coefficient test show there is an effect of the Marketing Strategy on Sales Goals of 81.9% and it is said that there is a close and unidirectional relationship, so it can be said if the Marketing Strategy is done well then the sales goals will increase. With the results of the relationship of 81.9% this shows significant results, in other words the problem of the type of product that lacks innovation, the process of serving food that is not fast and promotions that are less vigorous, companies must do new planning to change marketing strategies so that sales goals are achieved.***

***Suggestions that can be put forward by researchers include Marones Coffee Bandung should implement a marketing strategy that has not been fully carried out by Marones Coffee Bandung, namely product, process and promotion. Marones Coffee Bandung should pay attention to things about sales goals that have not been fully achieved by Marones Coffee Bandung regarding sales targets so that they are expected to carry out a marketing strategy in order to increase sales goals at Marones Coffee Bandung.***

***Keywords: Marketing Strategy and The Purpose of Selling***