



Bluder Cokro's Customer Experience Strategy to Maintain Its Position as the Market Leader in Bluder Bread

Defi Adi Permata Sari^{1*}, Fajar Junaedi²

^{1,2} Departement of Communication Studies, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

¹ defyadi@gmail.com ; ² fajarjun@umy.ac.id

*Correspondent email author: defyadi@gmail.com

ABSTRACT

Keywords:

Bluder Cokro
Customer Experience
Strategy
Market Leader

In the past few decades, the Indonesian bread industry has experienced significant growth. Bread has become an important part of Indonesian culinary culture, ranging from the Dutch colonial heritage to innovative local innovations. This growth, amidst the competition in the bread industry, has positioned Bluder Cokro as the market leader in the bluder bread category. For the past three years, Bluder Cokro bread has become one of the typical souvenirs of Madiun. Founded in 1978, Bluder Cokro initially started as a small family-run business. The company derives the name "Cokro" from a Javanese word that means "full of flavour," reflecting its commitment to producing high-quality bread with a variety of flavors. To maintain its position as a market leader, Bluder Cokro needs to continue innovating and providing an excellent customer experience. This research uses a qualitative descriptive method with a case study approach. We obtained the research data through semi-structured interviews with key informants, the manager of Bluder Cokro, and customers. Additionally, observation and documentation were used. Research findings indicate that Bluder Cokro has successfully maintained its position as a market leader through a comprehensive customer experience strategy. Consistent product quality, innovation in flavours, and friendly service both in-store and online are the keys to success. Attractive loyalty programs and the use of digital technology increase customer satisfaction. Customers feel valued and remain loyal due to the combination of quality, service, and a pleasant shopping experience.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

The Indonesian culinary industry, particularly the bread industry, is undergoing significant transformation in the increasingly competitive era of free markets. With the emergence of various new products and variations, competition in this industry has increased, and businesses must continuously adapt and improve their marketing strategies (Junaedi, Fadillah, & Nisa, 2023). Every company must utilize all its capabilities and strategies to compete with other companies. This is because customers have the power to select the company's products, which in turn leads to their purchases. Once customers make a purchase, the company naturally seeks customer loyalty to ensure that they continue to choose and purchase its products (Wiwarottami & Widyatama, 2023).

The company must understand consumer preferences, which are their desires and needs. By observing consumer behavior in the market, the company will be able to meet consumer desires. If there are competitors, the company can advantage over them. When competitors are present, companies can engage in competition to develop products that customers prefer and require ongoing maintenance. Consumers today are more selective in choosing the products they want to consume. At

this time, the community is very eager for business opportunities in the culinary field, especially in bread. The bread business is experiencing rapid growth and offers a wide range of variations. The emergence of various types of bakeries, including large-scale and small to medium-scale industries, demonstrates this. The proliferation of bakeries in today's market leads to intense competition. In this case, Bluder Cokro is one of the standout companies because it has successfully maintained its position as a market leader in the Bluder bread market. However, amid fierce competition with rivals such as Bluder Moju and Bluder Kresna, there is a significant challenge for the company to maintain and even enhance customer loyalty. Madiun City, known as one of the cities of trade and industry. Has a variety of traditional foods that attract tourists' attention. One of the most famous is brem, a type of snack made from glutinous rice that has a sweet taste and chewy texture. Brem has become an iconic souvenir from Madiun and is often taken home by visitors as a memento. However, as the culinary industry has evolved, Bluder Cokro has emerged as a new alternative that has shifted the popularity of brem. Bluder Cokro, with its signature soft bread and various flavor variations, has secured a special place in the hearts of the community and tourists. This product not only offers delicious flavors but also embodies quality and innovation in its presentation. With strong branding and a focus on customer experience, Bluder Cokro has successfully become a favorite souvenir, complementing the increasingly diverse culinary wealth of Madiun. As a result, Madiun is not only known for brem but also as a city rich in unique culinary options.



Figure 1. Bluder Cokro Bread
(Source: Internet, 2024).

Founded in 1978, Bluder Cokro has established itself as an iconic brand for bluder bread in Indonesia, holding a dominant market share (Cokro, 1889). To maintain its position as a market leader, Bluder Cokro needs to continue innovating and providing an excellent customer experience (Gentile et al., 2007). A positive customer experience can create loyalty and encourage repeat purchases, thereby helping the company maintain its market dominance. (Verhoef et al., 2009) The company's implementation of the customer experience strategy is inseparable from this success. As for the factors of customer experience, according to Samuel Hatane (2013): (1) Product and Service Quality: How well the offered products or services meet customer needs and expectations. (2) Customer Satisfaction: How satisfied customers are with their overall experience, including service and product aspects. (3) Ease of Access: How easy it is for customers to access products or services, both physically and digitally. (4) Interaction and Communication: The quality and effectiveness of interactions between customers and the company, including response speed and communication methods. (5) Emotions and Feelings: How the experience of interacting with the company affects customers' feelings and emotions. (6) Consistency: The degree to which the experiences provided are consistent across various channels and touchpoints. (7) Personalization: The extent to which the company can tailor experiences and services to individual customer preferences and needs. (Saputra, R., & Hatane, S. 2013). (8) The factors above help determine how well a company creates a positive and satisfying experience for its customers.



Figure 2. Cokro Bluder Factory and Shop
(Source: Internet, 2024)

Nevertheless, competition in the bread industry continues to intensify with the influx of new players offering similar products at more competitive prices and equally good quality. In this context, maintaining a position as a market leader not only depends on product quality and competitive pricing but also on how the company can provide a positive and memorable experience for customers. Customer experience has become one of the key factors determining customer loyalty and can be a major differentiator amidst intense competition.

As a strategy to enhance customer satisfaction and loyalty, this research offers ideas on the integration of various aspects of customer experience, such as customer service, digital experience, and interactions in physical stores. The aim of this approach is to determine how Bluder Cokro can design and implement a comprehensive and sustainable customer experience strategy that has a significantly positive impact on every customer interaction with the store.

This research aims to study and understand Bluder Cokro's customer experience strategies to maintain its position as a market leader in the bluder bread industry. By using a qualitative approach that includes in-depth interviews, observations, and document analysis, this research is expected to provide insights and recommendations for Bluder Cokro.

Previous studies have explored the impact of packaging design, product variation, and product quality on consumers' interest in purchasing Bluder Cokro products (Allya & Mugiono 2022), consumer perception of the Bluder Cokro bread brand (Hestia Rahajeng, 2016), and the impact of customer experience on customer loyalty, with customer satisfaction acting as an intervening variable at Butik Plus Gallery Medan (Rindy Praditha, 2022). However, no specific research has been conducted on Bluder Cokro's customer experience strategy or its position as the market leader. Therefore, a better understanding of how to manage customer experiences with Bluder Cokro is still incomplete.

2. Method

This research uses descriptive qualitative methods that emphasize understanding the social and cultural context of the phenomena observed or experienced by the research subjects. This approach does not carry out in-depth interpretations, unlike other qualitative research methods like phenomenology or ethnography. Usually, this method aims to provide a comprehensive explanation by answering questions about what, who, and how a phenomenon occurs. Furthermore, this method enables a thorough investigation of the customer experience strategies that Bluder Cokro has implemented. This approach is relevant for exploring how customer experience affects company loyalty and market leadership. Descriptive qualitative research focuses on the collection of rich and detailed data regarding a phenomenon while maintaining the complexity and unique nature of the situation. This type of research is very beneficial for understanding social issues in the real world. (Kim et al. 2017).

The post-positivist paradigm is used because social reality, particularly customer experience, is viewed as subjective and varies based on individual perception, thus requiring flexible analysis to understand the nuances that influence conclusions. In the context of customer experience strategy,

customer experiences are subjective and diverse, so it is important to acknowledge the various perspectives that can influence conclusions. This approach allows researchers to combine empirical data with interpretative understanding, enabling them to analyze how the overall customer experience contributes to Bluder Cokro's efforts in maintaining its position as a market leader. We chose the case study approach to comprehensively analyze Bluder Cokro, providing an in-depth understanding of the practices and impacts of customer experience strategies in maintaining its market leadership. (Yin, 2018).

Data triangulation in the post-positivist approach refers to the use of various methods, data sources, or perspectives to verify findings and reduce bias. The post-positivist approach views reality as approachable but impossible to fully understand objectively. Therefore, we use triangulation to enhance the validity and credibility of research results by combining various sources of information. The subjects of this research are the customers of Bluder Cokro, the management of Bluder Cokro, and the staff employees of Bluder Cokro. The goal of this research is to understand the customer experience at Bluder Cokro, with the aim of maintaining its position as a market leader in the Bluder bread industry. We conducted this research at the Bluder Cokro bakery on Hayam Wuruk Street No. 51-53, Madiun city.

In data collection, the researcher uses several techniques, the main one being through data sources. Primary data provides specific, relevant, and up-to-date information according to the needs of qualitative research. (Johnston, 2017). The first group of informants in this study is the management team at Bluder Cokro, who are responsible for designing and implementing the customer experience strategy. Second, the employees of Bluder Cokro directly interact with customers, such as cashiers or staff members, during personal customer service. Third, the customers of Bluder Cokro who experience and feel the customer experience strategy. Researchers also utilize secondary data to refer to data that has been collected by other parties for purposes different from the research being conducted. Researchers obtained this data from various sources, including journal publications, websites, published surveys, and data generated by commercial institutions. Additionally, the researchers conducted observations as part of their data collection process. The purpose of this observation was to see how the staff at the Bluder Cokro store serves customers when they make direct purchases.

Study uses the Miles and Huberman model to analyze data, which consists of three main stages: data reduction, data presentation, and conclusion verification (Brimblecombe et al., 2023). Bluder Cokro reduces data by simplifying, classifying, and selecting relevant data to its customer experience strategy. We present the reduced data in the form of narratives, tables, or graphs to facilitate interpretation. During the analysis process, we continuously carry out conclusions and verifications to ensure consistency between the collected data and the generated findings. Researchers can gain a deeper understanding of how Bluder Cokro maintains its position as a market leader in the Bluder bread industry through this process. Researchers can make deeper interpretations based on the data through qualitative data analysis, which involves continuous data collection. (Miles dan Huberman, 1994).

3. Result and Discussion

The results of this study show that Bluder Cokro has successfully maintained its position as a market leader in the bluder bread industry through a comprehensive customer experience strategy. The main factors behind the success of Bluder Cokro are the consistent quality of the products, innovation in flavors, and friendly service both in physical stores and online. In addition, the use of social media and digital applications such as Cokro Channel has increased interaction with customers, facilitated transactions, and strengthened customer loyalty. Effective loyalty programs and attractive promotions also contribute to encouraging repeat purchases, making customers feel valued and remain loyal. Amidst fierce competition, innovation and a focus on customer experience have become the keys to Bluder Cokro's success in continuing to dominate the market.

3.1. Presenting the Results

One of the pioneers of Bluder bread in Indonesia is Bluder Cokro, a typical souvenir from Madiun. Through a focus on various important elements, Bluder Cokro developed an excellent customer

experience strategy. Product quality is the top priority, which makes Bluder Cokro very well-known among customers. Bluder Cokro's management explained in an interview that they maintain product quality by using high-quality ingredients and traditional production methods, which have proven to preserve the distinctive taste and texture of bluder bread. Bluder Cokro built a factory and store that became one place to enhance the customer experience. One of the main factors that determines a positive customer experience is consistent product quality. This is in line with Bluder Cokro's commitment to providing fast service. (Verhoef et al., 2009).

In the era of modern technology, social media is essential for maintaining Bluder Cokro's relationship with its customers. Bluder Cokro utilizes platforms like Instagram and Facebook to promote products and listen to customer feedback, complaints, and recommendations. Customers feel heard and valued because this interaction allows the company to resolve issues quickly. Customers said in several interviews that Bluder Cokro's responses on social media made them feel comfortable, especially when they needed information about product stock or ongoing promotions. Digital interaction with customers through social media can strengthen trust in the brand and increase the intention to repurchase. This is also evident from the results of interviews with Bluder Cokro customers who are satisfied with the quick response and services provided through social media. (Chandra et al., 2023).

Bluder Cokro strives to retain customers by using promotional tactics such as discounts, bundling packages, and loyalty programs. According to Shaw & Ivens (2005), methods that encourage repeat purchases can increase customer loyalty and enhance (nilai seumur hidup pelanggan). This is supported by interviews conducted with loyal customers of Bluder Cokro, who acknowledged that one of the reasons they return to purchase items at the store is the promotions and special prices. According to management and customers, Bluder Cokro excels compared to its competitors, such as Bluder Moju and Bluder Krisna, due to its reputation, long history, and consistent product quality. Customers say that the soft texture of the bread, the enticing aroma, and the premium packaging are the hallmarks of Bluder Cokro.

Bluder Cokro has an advantage in terms of product innovation and superior customer service compared to competitors like Bluder Moju and Bluder Kresna. With a long history, Bluder Cokro has built a reputation as a leading bluder bread producer in Madiun. Many customers state that Bluder Cokro has better bread quality and more professional service compared to its competitors. On the other hand, "competitors" like Bluder Moju focus on lower prices and new flavors that appeal to children, while Bluder Kresna emphasizes authenticity and has a store that is still located in a house. Loyal customers of Bluder Cokro, however, believe that the innovation and quality of Bluder Cokro are far more consistent.

Overall, interviews with management and customers indicate that Bluder Cokro has implemented a customer experience strategy to maintain its position as a market leader in the bluder bread industry. This strategy prioritizes not only high-quality products and services, but also aims to ensure customers have a pleasant and satisfying experience every time they interact with them. Amid the increasingly fierce market competition, Bluder Cokro has successfully built strong customer loyalty by prioritizing innovation, personalization, and digital transformation.

3.2. Create a Discussion

Bluder Cokro, one of the pioneers of bluder bread in Indonesia, has built a strong reputation by implementing superior customer experience strategies to attract and retain customers. This strategy focuses on product quality and how customers feel engaged with them at every stage of their journey, from the moment of purchase to post-purchase. Bluder Cokro's focus is on delivering the best quality products. They maintain high standards in the production process by using quality ingredients and traditional techniques that preserve the distinctive taste and texture of bluder bread. This creates strong customer trust in the consistent quality of the products and is an important part of a memorable customer experience.

Bluder Cokro not only focuses on products but also on enhancing customer interaction and engagement by leveraging digital technology. Businesses today are utilizing social media platforms like Instagram and Facebook to communicate directly with consumers. Through this platform, Bluder Cokro actively responds to customer complaints, grievances, and criticisms. Customers feel heard and

valued because of Bluder Cokro's quick and adaptable responses. Social media helps Bluder Cokro promote its products and build more intimate and interactive relationships with its customers, which is very important for building long-term loyalty.

In addition, Bluder Cokro has launched a digital application, Cokro Channel, which further facilitates customers in connecting with their products and services. Through this application, customers can conduct online transactions, receive the latest information on promotions, check stock availability, and track order deliveries. This innovation demonstrates how Bluder Cokro adapts to changes in consumer behavior in the digital era, where ease of access and convenience are determining factors in a positive customer experience. With this application, customers feel more connected and can shop without having to go directly to the store, an approach that is very relevant to modern needs.

Not only digital interactions, Bluder Cokro also implements attractive promotional tactics to retain its customers. Special discounts, bundling packages, and loyalty programs are some of the methods used to encourage repeat purchases. Loyal customers of Bluder Cokro often mention that this promotion is one of the main reasons they keep coming back to buy products at the store. This is in line with the concept of customer lifetime value, where providing incentives for customers to continue purchasing can increase the overall customer value. Through effective promotional strategies, Bluder Cokro not only retains old customers but also attracts new customers who are interested in the offers provided.

Not only digital interactions, Bluder Cokro also implements attractive promotional tactics to retain its customers. Special discounts, bundling packages, and loyalty programs are some of the methods used to encourage repeat purchases. Loyal customers of Bluder Cokro often mention that this promotion is one of the main reasons they keep coming back to buy products at the store. This is in line with the concept of customer lifetime value, where providing incentives for customers to continue purchasing can increase the overall customer value. Through effective promotional strategies, Bluder Cokro not only retains old customers but also attracts new customers who are interested in the offers provided.

The advantage of Bluder Cokro compared to its competitors, such as Bluder Moju and Bluder Krisna, lies in the consistency of quality and professional service. In interviews with loyal customers, many stated that Bluder Cokro provides a more satisfying experience compared to other competitors. For example, the price might be cheaper at Bluder Moju, but the quality and service at Bluder Cokro are considered better. Bluder Krisna highlights the authenticity of a home-based shop but cannot compete with Bluder Cokro in innovation and customer service. With its long history, Bluder Cokro has become renowned as a leading blue bread brand that not only focuses on its products but also on customer satisfaction in every interaction with the brand.

Bluder Cokro also understands the importance of providing a pleasant shopping experience in their physical store. One of the unique features of Bluder Cokro is the combination of a factory and store in one location, which allows customers to see the bread-making process firsthand. This creates a deeper sense of involvement, where customers not only purchase the products but also understand the process behind them. This experience strengthens the connection between customers and the product, making them appreciate the quality and dedication that Bluder Cokro has in producing delicious bluder bread.

Amid the increasingly fierce market competition, Bluder Cokro has successfully built customer loyalty by prioritizing innovation, personalization, and digital transformation. A comprehensive approach to customer experience—from high-quality products, responsive digital interactions, engaging promotions, to unique physical store experiences—keeps Bluder Cokro the top choice among customers. The key to Bluder Cokro's success lies in its ability to adapt to modern customer needs without sacrificing the quality and traditional values that have shaped the brand's identity for years.

Bluder Cokro maintains its position as the market leader in bluder bread by prioritizing product quality, innovation, and excellent customer service. Consistent product quality is the main key, where Bluder Cokro continues to use premium ingredients and traditional production methods to preserve the distinctive taste of bluder bread. In addition, Bluder Cokro utilizes digital technology, such as the Cokro Channel app and social media, to interact directly with customers, provide convenience in

transactions, and respond to complaints and questions quickly. Effective promotional tactics, such as discounts, bundling, and loyalty programs, also help retain existing customers and attract new ones. Compared to competitors like Bluder Moju and Bluder Krisna, Bluder Cokro stands out in terms of product and service innovation, as well as a comprehensive customer experience that includes the integration of physical and digital experiences. With a focus on innovation, adaptation to digital trends, and dedication to customer satisfaction, Bluder Cokro continues to lead the market amidst increasingly fierce competition.

4. Conclusion

Bluder Cokro has consistently focused on customer experience strategies to maintain its position as a market leader in the bluder bread industry. This focus is rooted in the understanding that a positive customer experience not only builds loyalty but also provides a competitive advantage amid increasingly fierce competition with rivals like Bluder Moju and Bluder Kresna. Bluder Cokro continues to innovate in products and services, from introducing new flavor variants, utilizing digital technology through the Cokro Channel app, to directly communicating with customers via social media. This has created a better customer experience, both online and offline.

However, although these findings align with many existing theories on the importance of product and service innovation in maintaining customer loyalty, this research also shows that the role of digital interaction and responsiveness to customers is an aspect that has often been overlooked in previous studies. The use of social media as an effective means of interaction between customers and Bluder Cokro not only strengthens the relationship between the brand and consumers but also encourages repeat purchases and overall loyalty. This adds a new dimension to the understanding of how customer experience strategies can be integrated with digital innovation to maintain market dominance, particularly in the context of the traditional bread industry in Indonesia. Overall, this research contributes to a broader understanding of the importance of customer experience in maintaining a position as a market leader, especially in the context of an increasingly competitive market. This research also emphasizes that the integration between physical and digital experiences is crucial in creating memorable and sustainable customer experiences. Suggestions for future research include developing this model on a larger scale and exploring how similar strategies can be applied in a global context or in other industries facing similar challenges.

5. Acknowledgement

Thank you to the study program at Universitas Muhammadiyah Yogyakarta for facilitating this research and to the supervising lecturer Dr. Fajar Junaedi, S.Sos, M.Si.

6. References

- Andalas, P. R., & Kartika, L. N. (2021). Experiential marketing as a means to build customer loyalty in traditional concept restaurants in Sleman Regency, Indonesia. *International Journal of Multicultural and Multireligious Understanding*, 8(6), 400–412. <http://ijmmu.com/index.php/ijmmu/article/view/2722>
- Anugrah, A. P. (2017). Pengaruh atribut produk terhadap niat beli kembali dimediasi oleh persepsi nilai (Studi pada Bluder Cokro Madiun). *Fakultas Ekonomi dan Bisnis, Universitas Brawijaya*.
- Brimblecombe, J., Miles, B., Chappell, E., De Silva, K., Ferguson, M., Mah, C., ... McMahon, E. (2023). Implementation of a food retail intervention to reduce purchase of unhealthy food and beverages in remote Australia: mixed-method evaluation using the consolidated framework for implementation research. *International Journal of Behavioral Nutrition and Physical Activity*, 20(1). <https://doi.org/10.1186/s12966-022-01377-y>
- Chandra, J. R., Adiwijaya, M., & Jaolis, F. (2023). Pengaruh Customer Experiences Dan Brand Trust Terhadap Repurchase Intention Dengan Moderasi Sales Promotion Pada Spbu Shell Surabaya. *Jurnal Manajemen Pemasaran*, 17(1), 41–52. <https://doi.org/10.9744/jmp.17.1.41-52>

- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience:: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/https://doi.org/10.1016/j.emj.2007.08.005>
- Junaedi, F., Fadillah, D., & Nisa, A. K. (2023). Improving Journal Article Writing Competence for Communication Students and Lecturers. *Proceeding International Conference of Community Service*, 1(1). <https://doi.org/10.18196/iccs.v1i1.71>
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Sage Publications.
- Johnston, M. P. (2017). Secondary Data Analysis: A Method of which the Time Has Come. *Qualitative and Quantitative Methods in Libraries (QQML)*, 3, 619-626.
- Kim, H., Sefcik, J. S., & Bradway, C. (2017). Characteristics of qualitative descriptive studies: A systematic review. *Research in Nursing & Health*, 40(1), 23-42. <https://doi.org/10.1002/nur.21768>
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/https://doi.org/10.1016/j.jretai.2008.11.001>
- Wiwarottami, A. S., & Widyatama, R. (2023). role of Tiktok as content marketing to maintain brand engagement. *COMMICAST*, 4(3), 76–89. <https://doi.org/10.12928/commicast.v4i3.9661>
- Yin, R. K. (2018). *Getting Started: How to Know Whether and When to Use the Case Study as a Research Method*. *Case Study Research and Design*, 1–23.