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Digital Marketplace Marketing Strategy for Underperforming Herbal Tea Products

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Abstract: This research examines marketplace visibility optimization strategies for JSR Rimpang Tea, an underperforming herbal wellness beverage sold on the Shopee platform in Indonesia. Despite strong perceived product quality, JSR Rimpang Tea experienced weak sales performance due primarily to limited algorithmic visibility, low organic discoverability, and insufficient social proof rather than product inadequacy. Using a mixed-methods case study approach, the research integrates quantitative marketplace performance data from Shopee Analytics, a consumer survey of 200 respondents, competitive benchmarking using the 4P marketing mix framework, and qualitative insights from structured interviews with the business owner. The findings reveal that Shopee's algorithmic mechanisms—particularly search ranking, engagement signals, and recommendation systems—play a decisive role in driving semi-impulsive purchase behavior in resource-constrained SME contexts. The study develops a prioritized, SME-oriented marketplace visibility optimization framework emphasizing high-impact, low-cost strategies such as keyword optimization, systematic review accumulation, value-tier pricing alignment, flash sale participation, and selective influencer collaborations. This framework provides practical guidance for SMEs with limited budgets and organizational capacity to improve visibility and sales performance. The study contributes context-specific insights into Indonesian e-commerce dynamics and offers actionable recommendations for enhancing digital marketplace performance in the functional herbal beverage category.
Keywords: marketplace visibility, e-commerce marketing, Shopee, herbal tea.

INTRODUCTION

Consumer purchasing behavior has significantly evolved over the past two decades, profoundly impacting the dynamics of goods and services transactions (Sanjani, 2020; Tao et al., 2022; Wujarso & Sumardi, 2023; Zhang & Chang, 2021). Historically, individuals predominantly purchased items at physical retail locations. The swift expansion of internet access and enhancements in e-commerce infrastructure have resulted in a significant transition from conventional brick-and-mortar establishments to online marketplaces. This revolution signifies not merely a transformation in sales channels, but also a substantial alteration in customer expectations, the ease of navigation, and purchasing behaviors globally, particularly in Indonesia (Pahrudin, 2023).

Digital marketplaces such as Shopee, TikTok Shop, and Tokopedia have gained prominence as e-commerce platforms in Indonesia (Bharata et al., 2026; Jusuf & Sarwono, 2025; Koswara, 2025; Syam & Santoso, 2025; Waoma et al., 2024). They have fundamentally transformed consumer shopping behaviors and altered the operational dynamics of the retail sector (Chanddru, 2025; Helm et al., 2020; Purcărea et al., 2022; Sagar, 2024). The expansion of these platforms has facilitated access to a diverse array of resources. Users may now effortlessly browse, compare, and purchase anything from their residences or mobile devices at any time. The transition to marketplace-based purchasing has provided Small and Medium Enterprises (SMEs) with a significant opportunity to access a broader client base without the substantial expenses associated with establishing physical storefronts. Marketplace platforms are crucial for SMEs to engage in the digital economy. They assist enterprises in entering new markets and expanding within an increasingly competitive business environment (Kilay, 2022).

As consumers transition to purchasing from a marketplace, they have also exhibited an increased propensity for impulse buying, particularly for inexpensive items with readily accessible prices. Impulse buying occurs when individuals make spontaneous purchases to achieve immediate gratification, without prior contemplation. This typically arises from emotional influences and contextual signals, rather than a premeditated intention to purchase. Studies demonstrate that price reductions and increased product visibility markedly affect impulse purchasing behavior. Consumers exhibit increased vulnerability to impulsive purchases when confronted with time-limited promotions and appealing product presentations in digital settings. Individuals of a younger demographic are more prone to engage in impulsive buying behaviors compared to their older counterparts. This is particularly applicable to individuals who engage with digital marketplaces such as Shopee and TikTok Shop, where impulsive purchases driven by emotions are increasingly prevalent (Ngo, 2024).

Inexpensive products, particularly those priced below IDR 40,000, have experienced a significant surge in demand. This is mostly due to their accessibility and affordability, as well as the psychological influences stemming from the marketplace structure and marketing strategies employed. Digital platforms enhance the visibility of these products in marketing, while expedited transaction processes and innovative promotional placements facilitate their purchase. Marketplace platforms that integrate competitive pricing, streamlined transaction processes, and contextual cues foster an atmosphere conducive to impulsive purchasing. This expands the market for affordable consumables and beneficial beverages (Fauzi, 2023).

The health and wellness product sector has rapidly expanded, particularly regarding beverages that assist individuals in weight loss and maintaining health. The trajectory of development became increasingly evident following the onset of the COVID-19 pandemic, which significantly altered public expectations for health and body care. During the lockdowns and social restrictions imposed by the outbreak, individuals experienced unprecedented limitations on their capacity to exercise and engage in outdoor activities. This event demonstrates that individuals exhibit greater motivation and commitment to maintaining their health when alone, as they possess more time to adhere to their dietary regimens. The pandemic heightened awareness of body image, the health implications of obesity, and the application of preventive body practices. This resulted in a consistent demand for weight-loss products and health-oriented beverages.

Indonesia represents a significant market for weight-loss and health-oriented tea products due to its substantial young population, increasing health consciousness among consumers, and rapid growth of e-commerce. Between 2023 and 2024, the Indonesian fruit and herbal tea market experienced a significant surge in imports, increasing by 18.31 percent. Between 2020 and 2024, the market saw a compound annual growth rate of 21.57 percent, indicating sustained consumer demand for herbal beverages. The green tea market has experienced a compound annual growth rate of 4.5 percent. This is due to an increasing awareness of the health benefits of green tea and the greater availability of products in contemporary retail outlets, traditional grocery shops, and particularly online enterprises (Das, 2022).

Despite the economy's robust performance and an increase in the consumption of health-oriented beverages, many products and brands do not consistently align with the overarching growth trend. This underperformance frequently indicates poor product positioning, unclear marketing messaging, lack of brand differentiation, or a misalignment between product characteristics and customer expectations. The Indonesian regulatory framework is intricate, particularly with the standardization of herbal products, necessitating BPOM (Badan Pengawas Obat dan Makanan) certification, and evolving restrictions on marketplace platforms. This has exacerbated the challenges for small and medium-sized enterprises in maintaining product compliance and competitiveness (Gunandi, 2025).

Small and medium-sized enterprises producing herbal beverages encounter challenges in diversifying their product offerings while adhering to regulations and maintaining market competitiveness. The strategic decision of SMEs to expand their product offerings—from primary weight-loss teas to immune-boosting and general herbal tea alternatives—constitutes a judicious risk mitigation approach in light of regulatory concerns. Nevertheless, these new product lines frequently underperform compared to their predecessors due to insufficient innovation, inadequate marketing, or poor market positioning (Edeh, 2020).

Several previous studies have examined the factors influencing marketplace visibility and consumer purchase behavior in e-commerce platforms. Pahrudin (2023) explored the features and products in e-commerce that influence consumer behavior using cognitive affective approaches, highlighting the importance of platform-specific factors in driving purchase decisions. Kilay (2022) investigated the influence of e-payment and e-commerce services on supply chain performance, emphasizing the critical role of digital platforms in enabling SME growth in Indonesia. Ngo (2024) conducted a comprehensive study on factors influencing online impulse buying behavior on the Shopee video platform, finding that price reductions and product visibility significantly affect impulse purchases, particularly among younger demographics. Fauzi (2023) examined digital-social construction of willingness to pay in online marketplaces, revealing how marketplace structures and marketing strategies create psychological influences that drive purchasing behavior. Das (2022) analyzed the impact of COVID-19 on changing consumer behavior, demonstrating how the pandemic heightened health consciousness and increased demand for wellness products. Gunandi (2025) studied market segmentation and marketing tactics for Indonesian SMEs, highlighting the regulatory challenges and compliance requirements that affect product competitiveness. Edeh (2020) examined product diversification and performance of SMEs in the herbal products industry, finding that new product lines often underperform due to insufficient innovation and poor market positioning. However, despite this growing body of literature, limited research has specifically addressed marketplace visibility optimization strategies for underperforming herbal tea products in the Indonesian e-commerce context, particularly for resource-constrained SMEs facing algorithmic invisibility challenges on platforms like Shopee. This gap provides the rationale for the present study.

This study investigates effective marketplace visibility optimization strategies to enhance product views, impressions, and consumer discoverability of JSR Rimpang Tea on the Shopee platform under the financial and operational constraints typical of resource-limited small and medium enterprises (SMEs). The research aims to diagnose current visibility deficiencies by analyzing key marketplace performance indicators—such as impressions, page visits, search ranking, review accumulation, and competitive benchmarking—then evaluate the effectiveness of various organic optimization mechanisms, including keyword optimization, product listing and visual enhancement, pricing competitiveness, promotional feature utilization, and review-generation strategies. Based on these analyses, the study develops a prioritized, resourcesensitive visibility optimization framework tailored to SME herbal beverage products and provides implementable recommendations aligned with Beaudesoul's organizational realities, competitive environment, and long-term strategic positioning within the functional wellness beverage category.

The research scope is limited to organic visibility optimization within the Shopee ecosystem in Indonesia during the 2024–2025 period, focusing specifically on founder-operated, resource-constrained SMEs in the herbal beverage segment, and excluding large enterprises, non-digital channels, and other e-commerce platforms. Key limitations include platform specificity, product category constraints, limited algorithm transparency, restricted consumer data access, correlational (rather than causal) findings, and dynamic competitive conditions that may affect strategy effectiveness over time. Structurally, the thesis progresses from contextual background and problem formulation, through literature synthesis and methodology, to empirical results, strategic solutions, and concluding recommendations. The study's novelty lies in its development of an SME-oriented, impact-prioritized visibility optimization framework, its context-specific insights into Indonesia's Shopee marketplace and herbal wellness category, and its integration of theoretical visibility concepts with real-world competitive dynamics and empirical business data.

MATERIALS AND METHODS

This study adopted an integrated mixed-methods case study design focusing on JSR Rimpang Tea's marketplace visibility optimization on the Shopee platform during the post-launch period (August–December 2025). The research combined quantitative marketplace performance data with qualitative organizational insights to capture both measurable visibility outcomes and contextual constraints faced by resource-limited SMEs. The analytical framework was guided by design thinking principles—Empathize, Define, Ideate, Prototype, and Test—to enable iterative diagnosis, strategy development, and evaluation of visibility optimization efforts within a dynamic marketplace environment.

The population of this study included stakeholders and data sources relevant to JSR Rimpang Tea's presence in the Shopee marketplace. The sample consisted of: (a) JSR Rimpang Tea's marketplace performance data extracted from Shopee Analytics; (b) consumers within Beaudesoul's target market segment, particularly Shopee users aged 18–40 who engaged with herbal and functional beverage products; (c) competing herbal tea products observed on Shopee for benchmarking purposes; and (d) the founder/owner of Beaudesoul as a key informant representing organizational strategy, capabilities, and constraints. The sampling approach was purposive, emphasizing relevance to marketplace visibility analysis under SME conditions.

Data collection employed both quantitative and qualitative techniques. Quantitative data were obtained from Shopee Analytics (impressions, views, search clicks, engagement metrics, conversion rates, and sales), consumer surveys on product discovery and visibility factors, and structured competitive observation using the 4Ps marketing mix framework. Qualitative data were collected through semi-structured interviews with the Beaudesoul owner and organizational diagnostics using tools such as SWOT analysis and the Business Model Canvas. This multi-source approach ensured comprehensive coverage of marketplace performance, consumer behavior, competitive dynamics, and organizational realities.

Data analysis integrated quantitative and qualitative methods to enable triangulation.

Quantitative analysis included time-series analysis of visibility metrics, correlation analysis between optimization actions and performance outcomes, and comparative analysis with competitor products. Qualitative analysis applied thematic coding to interview and survey data, SWOT-based strategic assessment, and narrative review analysis where applicable. An integrative analysis then cross-validated quantitative trends with qualitative insights to identify underlying visibility drivers and formulate evidence-based, feasible marketplace visibility optimization recommendations for SMEs.

RESULTS AND DISCUSSION

Market Push to Potential Customer

To comprehensively understand marketplace visibility challenges and consumer purchase behavior patterns for JSR Rimpang Tea, Beaudesoul conducted a structured quantitative survey of 200 potential customers representing the target demographic for herbal wellness products on Shopee. The survey instrument systematically examined product discovery mechanisms, purchase decision factors, satisfaction dimensions, and improvement recommendations to generate empirical evidence informing visibility optimization strategies.

1. Respondent Demographics

The survey sample demonstrates strong alignment with Gen Z and Millennial consumer segments identified as primary targets for herbal wellness products in the Indonesian e-commerce market. Gender distribution reveals a predominantly female respondent base with 84.0% (168 respondents) women and 16.0% (32 respondents) men, reflecting the natural market composition for menstrual health and immunity-focused herbal beverages.

Age distribution shows concentration in younger demographics: 38.5% (77 respondents) aged 21-25 years, 21.0% (42 respondents) aged 16-20 years, 16.0% (32 respondents) aged 26-30 years, 13.5% (27 respondents) aged 31-40 years, and 11.0% (22 respondents) over 40 years. This youth-dominant distribution aligns with research indicating that Gen Z consumers demonstrate heightened health consciousness and strong preference for natural wellness products.

Educational attainment reveals a highly educated sample with 70.5% (141 respondents) holding bachelor's degrees (S1), 11.0% (22 respondents) holding high school diplomas, 11.0% (22 respondents) with diploma qualifications, and 7.5% (15 respondents) with graduate degrees (S2/S3). This educational profile corresponds with digitally literate consumers capable of navigating e-commerce platforms and evaluating product information critically.

Monthly income distribution indicates middle-income purchasing power, with 45.5% (91 respondents) earning Rp 2,000,000-5,000,000, 41.5% (83 respondents) earning Rp 5,000,000-10,000,000, and 12.5% (25 respondents) earning Rp 10,000,000-20,000,000. This income profile suggests moderate price sensitivity requiring competitive pricing strategies while maintaining sufficient disposable income for wellness product purchases.

2. E-Commerce Behavior and Product Category Familiarity

Shopee shopping frequency reveals active e-commerce engagement, with 59.0% (118 respondents) shopping 2-3 times monthly and 31.5% (63 respondents) shopping 1-2 times weekly. This frequent platform usage indicates familiarity with Shopee's interface and algorithmic recommendation systems, making respondents representative of the typical consumer encountering JSR Rimpang Tea through various discovery channels.

Critically, herbal tea product awareness analysis reveals that 48.0% (96 respondents) had never seen immunity-focused herbal tea products before encountering JSR Rimpang Tea, while 30.5% (61 respondents) rarely noticed such products. Only 12.5% (25 respondents) frequently saw herbal tea offerings. This limited category awareness indicates JSR Rimpang Tea operates within an emerging product category where consumer education and visibility enhancement can generate substantial market expansion opportunities.

Prior purchase experience data further confirms category novelty, with 75.0% (150 respondents) having never purchased herbal tea products previously, while only 17.5% (35 respondents) made occasional purchases. This finding reveals JSR Rimpang Tea must attract category newcomers rather than established herbal tea consumers, requiring particularly compelling marketplace visibility to overcome consumer inertia and generate initial trial purchases.

3. Discovery Channel Distribution

Paid advertising currently serves as the dominant discovery mechanism, with 43.0% (86 respondents) reporting they first encountered JSR Rimpang Tea through Shopee's paid advertisement placements. This heavy reliance on paid visibility channels indicates fundamental deficiencies in organic search discoverability and algorithmic recommendation prominence. Friend and family recommendations accounted for 25.5% (51 respondents) of discovery instances, demonstrating the importance of word-of-mouth marketing within the wellness product category.

Only 13.5% (27 respondents) discovered the product through keyword-based search on Shopee, while 9.5% (19 respondents) found it through Shopee's homepage or category recommendations. The minimal organic search discovery rate substantiates the algorithmic invisibility diagnosis, wherein JSR Rimpang Tea fails to achieve prominent search result positioning for relevant consumer queries. Additional discovery channels included social media platforms (3.5%, 7 respondents) and influencer recommendations (2.0%, 4 respondents), indicating underutilization of social media marketing strategies.

4. Product Discoverability Difficulty

Consumer-reported ease of finding JSR Rimpang Tea on Shopee reveals considerable discovery friction. Using a 5-point scale where 1 represents "Very Difficult" and 5 represents "Very Easy," responses distributed as follows: 24.5% rated difficulty as "4" (relatively easy), 21.0% as "3" (moderate), 21.0% as "1" (very difficult), 20.5% as "2" (difficult), and only 13.0% as "5" (very easy).

The substantial proportion reporting difficulty levels of 1-2 (41.5% combined) provides quantitative validation that marketplace visibility deficiencies directly impede consumer product discovery. This polarized distribution suggests inconsistent visibility experiences, wherein some consumers encounter the product through targeted advertising while others experience significant discovery friction when attempting organic search or category browsing.

5. Search Keyword Analysis

Among respondents who utilized keyword search functionality, search term usage revealed fragmentation that complicates search engine optimization efforts. The most frequently employed search terms included "Teh Rimpang" (35 mentions), "Beaudesoul JSR" (33 mentions), and "teh JSR" (32 mentions). However, 23 respondents indicated they did not use search keywords at all, suggesting reliance on alternative discovery mechanisms such as browsing recommendation feeds or accessing the product through external referrals.

This keyword fragmentation indicates that JSR Rimpang Tea must optimize product listings for multiple search term variations to maximize organic discoverability across diverse consumer search behaviors. The prominence of brand-specific terms ("Beaudesoul JSR," "teh JSR") suggests that consumers already familiar with the brand can locate products, but generic category terms remain underoptimized.

6. Click-Through Behavior and Presentation Factors

Understanding which product listing elements motivate consumers to click through from search results to product pages reveals critical optimization priorities.

Visual presentation quality emerged as the dominant click-through factor, with "attractive product photos/visuals" cited by 59 respondents (29.5%) as the primary element influencing their click decision. This finding validates the importance of high-quality product photography, professional listing aesthetics, and compelling thumbnail images in converting marketplace impressions into product page visits.

Brand recognition factors collectively represented significant click drivers, with "Merk" (brand) cited 38 times and "brand" mentioned 20 times, totaling 29.0% of click decisions. Peer recommendations influenced 25 respondents, while customer ratings and reviews motivated 13 respondents to click. Additional factors included clear product descriptions (12 mentions), promotional campaigns and discounts (9 mentions), and competitive pricing (5 mentions).

Critically, the relative weakness of review-based click factors (only 13 mentions) reflects JSR Rimpang Tea's fundamental review accumulation deficiency. This creates a self-reinforcing visibility barrier: insufficient review volume diminishes click-through rates from search results, which constrains customer acquisition necessary to accumulate additional reviews.

7. Purchase Motivation and Health Benefit Expectations

Understanding why consumers seek herbal wellness products reveals the health benefit messaging that JSR Rimpang Tea's positioning must emphasize.

"Increasing immunity" dominated as the primary purchase motivation with 58 mentions (29.0% of responses), confirming that immune system support represents the core value proposition for herbal tea products. "Regulating menstruation" received 33 mentions (16.5%), indicating significant secondary positioning opportunity particularly relevant to the predominantly female demographic. "Maintaining general health" garnered 23 mentions (11.5%), while 20 respondents (10.0%) cited peer recommendations as their primary motivation.

Additional motivations included "relieving gastric discomfort" (16 mentions), "trying new products" (20 mentions), and "preventing disease" (3 mentions). This motivation distribution indicates that immunity-enhancement messaging should constitute core positioning emphasis, while menstrual health benefits represent compelling secondary positioning particularly effective for female consumer segments.

8. Purchase Decision Factor Importance

Quantitative importance ratings for various purchase decision factors reveal the relative weight consumers assign to different product attributes when evaluating herbal wellness purchases.

Price sensitivity emerged as the most critical decision criterion, with "Affordable Price" receiving an average importance rating of 4.75 out of 5.0. This exceptional price sensitivity suggests that promotional pricing strategies, flash sales, and competitive price positioning will substantially influence conversion rates. The high price importance contrasts with the moderate-income demographic profile, indicating that while respondents possess purchasing power, they actively seek value optimization through discounts and promotions.

Brand and seller reputation received an average rating of 4.38/5, indicating that established marketplace seller credentials and brand recognition significantly influence purchase consideration. BPOM certification importance averaged 4.26/5, demonstrating that regulatory compliance and safety certifications provide critical trust signals. Natural and organic ingredient transparency averaged 4.24/5, confirming Gen Z consumers' preference for clean-label products without synthetic additives.

Interestingly, customer reviews and ratings received a comparatively lower average rating of 4.02/5 despite their importance in marketplace algorithms. This suggests that while reviews influence decisions, factors like price, brand reputation, and ingredient transparency carry greater weight in herbal wellness product evaluation.

9. Competitive Comparison Behavior

Analysis of whether consumers compare JSR Rimpang Tea with alternative products before purchasing reveals impulse-driven buying patterns. Notably, 57.5% (115 respondents) purchased without comparing alternatives, suggesting relatively low pre-purchase deliberation intensity. Only 34.0% (68 respondents) conducted detailed comparisons, while 8.5% (17 respondents) performed cursory competitive evaluations.

Among the 42.5% who did conduct competitive comparisons, the most frequently compared brands included Rimpang Official (25 mentions), Syifacare (25 mentions), Bio-Gold (24 mentions), and Naima (24 mentions). This competitive set confirms the primary competitors analyzed in the 4P Marketing Mix framework and validates that JSR Rimpang Tea competes within a clearly defined herbal wellness category characterized by established brands with superior marketplace visibility.

The finding that the majority purchased without detailed comparisons initially appears positive; however, this behavior reflects impulse purchase patterns driven by algorithmic recommendations rather than deliberate product evaluation. As subsequently confirmed, 74.0% (148 respondents) classified purchases as "semi-impulsive (inspired while browsing)," with Shopee's personalized recommendation algorithm identified as the primary impulse trigger by 138 respondents. This algorithmic dependence reinforces the critical importance of achieving favorable algorithmic positioning, as sales generation fundamentally depends on platform recommendation mechanisms.

10. Overall Satisfaction Metrics

Satisfaction ratings reveal moderate consumer approval with significant improvement opportunities. The average satisfaction rating of 3.68 out of 5.0 indicates acceptable but not exceptional product performance. Response distribution shows 52.5% (105 respondents) rating satisfaction as 3/5, 24.5% (49 respondents) as 5/5, 21.0% (42 respondents) as 4/5, and only 2.0% (4 respondents) expressing dissatisfaction at 2/5.

This satisfaction distribution suggests that while JSR Rimpang Tea delivers adequate functional performance for most consumers, substantial opportunity exists for quality enhancement to achieve "excellent" rather than merely "satisfactory" customer experiences.

11. Comparative Quality Perception

Comparative quality analysis reveals encouraging competitive positioning despite moderate absolute satisfaction scores. Remarkably, 74.0% (148 respondents) assessed JSR Rimpang Tea as "better" than comparable herbal products, 7.0% (14 respondents) rated it "much better," 16.0% (32 respondents) considered it "equivalent," and only 3.0% (6 respondents) rated it "lower quality".

This predominantly positive relative quality perception (81.0% rating the product as better or much better than competitors) indicates that JSR Rimpang Tea possesses genuine product quality differentiation that should be more aggressively communicated through marketplace visibility optimization. The challenge is not product inadequacy but rather insufficient marketplace prominence preventing target consumers from discovering this quality advantage.

12. Most Valued Product Aspects

Open-ended responses regarding most-liked product aspects reveal "taste" (40 mentions), "brand" (40 mentions), and "seller rating" (38 mentions) as the dominant positive attributes. Additional appreciated elements included product photography, packaging design, natural ingredients, and ease of preparation. These valued aspects provide positioning anchors for promotional messaging and listing optimization.

13. Improvement Feedback from Customers

"Konsistensi rasa" (taste consistency) emerged as the most frequently cited improvement need with 59 mentions (29.5% of all respondents). This indicates that flavor profile varies unacceptably across different product batches or individual tea sachets, representing a critical quality control failure that undermines brand trust and repeat purchase likelihood.

When consumers cannot reliably predict whether subsequent purchases will replicate their initial positive experience, they demonstrate reduced likelihood of establishing regular consumption patterns. This consistency deficiency directly contributes to the weak repurchase intention metrics discussed subsequently.

"Variant" expansion received equal prominence with 59 mentions (29.5%), signaling strong consumer demand for additional flavor options beyond the current lemon variant. Multiple open-ended responses specifically requested different herbal combinations, reduced lemon intensity, and alternative flavor profiles. The variant limitation constrains market appeal particularly among consumers who find the lemon flavor unappealing or overly pronounced, effectively excluding potential customer segments.

Discount availability received 13 mentions, with several respondents specifically requesting more frequent flash sales and promotional pricing events. Combined with the 4.75/5 price importance rating, this reinforces that aggressive promotional pricing strategies could substantially accelerate customer acquisition and sales velocity.

14. Repurchase Intention and Customer Loyalty

Repurchase intention analysis reveals moderate customer retention potential with significant uncertainty. While 26.5% (53 respondents) indicated they would "definitely repurchase and recommend" JSR Rimpang Tea, and 54.5% (109 respondents) responded "might repurchase and recommend," a concerning 19.0% (38 respondents) expressed uncertainty about future purchases.

The substantial "maybe" and "uncertain" categories (73.5% combined) indicate weak brand loyalty formation and suggest that initial trial purchases have not generated sufficiently compelling experiences to ensure repeat buying behavior. This tepid repurchase commitment correlates directly with the taste consistency concerns and limited variant availability identified in improvement recommendations.

Notably, 61.5% (123 respondents) indicated this was their first herbal or wellness product purchase on Shopee, suggesting JSR Rimpang Tea attracts category newcomers rather than established herbal tea consumers. While this represents a market expansion opportunity, it also indicates that the product must compete for attention among consumers with limited category experience, requiring particularly compelling visibility and presentation to overcome consumer inertia.

15. Information Sources and Promotional Channel Optimization

Health information source analysis reveals that social media platforms (Instagram, TikTok, YouTube) serve as the primary wellness information channel for 48.0% (96 respondents), followed by friend/family recommendations (26.0%, 52 respondents) and influencer/KOL content (22.0%, 44 respondents). This distribution indicates that effective promotional strategies must prioritize social media content marketing and influencer partnerships rather than traditional advertising channels.

The prominence of peer recommendations suggests that stimulating positive word-of-mouth through exceptional product experiences and systematic review solicitation could generate organic promotional amplification. The dominance of social media as a health information source also explains why paid advertising on Shopee emerged as the primary product discovery mechanism: consumers encountering health content on social platforms subsequently visit e-commerce platforms with heightened purchase intent.

Competitors Observation

Competitive landscape analysis employing the 4P Marketing Mix framework (Product, Price, Place, Promotion) reveals systematic positioning differences between JSR Rimpang Tea and successfully-performing herbal beverage competitors on the Shopee platform. The investigation focuses specifically on competitors holding Shopee Mall badges, ensuring comparability across products facing similar platform fee structures, algorithmic treatment, and promotional feature access.

1. **Syifacare**

a. Product : Packaging used Standing Pouch, have 2 Variant (Rimpang Tea and Detoplus), Sold more than 10K packs, has 41K reviews with 4,9-star rating. BPOM certieified
b. Price : Normal Price before Platform and Store voucher in range 50 – 60 K rupiah
c. Place : Visible on 1st keyword search, both product and commerce shop in Shopee Platform
d. Promotion : Flash Sale, Sale on Twin Date, Vouchers, Bundling Package

2. **Indo Rimpang**

a. Product : Can Packaging, Rimpang and Hyper tens Variant, with more than 4K sold, with 2,2 K reviews and 4,9-star rating. BPOM Certified
b. Price : Normal price before Platform and Store voucher in range 50 – 60 K rupiah
c. Place : In top 5 keyword search for the product
d. Promotion : Flash Sale, Bundling Package, Twin Date Sale, use macro Influencers as Brand Ambassador (Rimpang used Fuji Indonesian selebgram, Hyper tens used Abdel Indonesian Comedian)

3. Naima

a. Product : Can packaging, only sell one tea product variant with total of more than 10K sold product, 4,9 K reviews with 4,9-star rating. BPOM Certified
b. Price : Normal price before Platform and Store voucher in range 50 – 60 K rupiah
c. Place : in the top 4 product keyword search
d. Promotion : Flash Sale, Sale on Twin Date, Vouchers, Bundling Package with their fruit vinegar products

4. Naturlife

a. Product : Standing Pouch Packaging, 4 variant (Diet, Glowing, Kesemutan, Promil, Ultimate). Sold for 747 packs, with 274 reviews and 4,9-star rating. P-IRT certified
b. Price : Normal Price before Platform and Store voucher in range 30 – 40 K rupiah
c. Place : in the top 10 product keyword search
d. Promotion : Flash Sale (the most often), Bundling with other variant, Twin Date Sale, Vouchers.

Interview with Beaudesoul's Owner

The structured interview with Beaudesoul's owner provides essential organizational context regarding resource constraints, digital marketing capabilities, strategic priorities, and implementation feasibility considerations that shape visibility optimization recommendations. These qualitative insights complement quantitative performance metrics by identifying which optimization tactics align with organizational capacity and which approaches exceed current capability thresholds.

1. Strategic Rationale for JSR Rimpang Tea Launch:

The owner articulated that JSR Rimpang Tea represents a strategic diversification initiative driven by regulatory vulnerability concerns affecting Beaudesoul's core slimming tea products. Despite compliance with marketplace policies, slimming products face ongoing risk of sudden platform bans that eliminate accumulated sales history and review volume, forcing restart from zero visibility. JSR Rimpang Tea was conceived to serve existing slimming tea customers during menstruation periods when slimming product consumption is contraindicated, targeting women aged 13-40 as a complementary wellness supplement.

Initial sales targets projected 1,000 packs sold through December 2025, representing ambitious growth expectations that significantly exceeded actual performance (63 packs sold). The owner acknowledged that divided attention between slimming products and the new herbal tea launch, combined with substantial advertising costs, resulted in strategic focus reversion to the established slimming product line at JSR Rimpang Tea's expense.

2. Product Differentiation and Unique Value Proposition:

When questioned regarding competitive differentiation, the owner identified the lemon flavor variant as JSR Rimpang Tea's unique value proposition, asserting that competitors have not yet introduced rimpang tea with flavor variants. However, this differentiation claim requires validation through comprehensive competitive analysis, as flavor innovation alone may provide insufficient competitive moat without complementary brand building and marketplace visibility optimization.

3. Resource Constraints and Marketing Budget Allocation:

The owner reported allocating a maximum marketing budget of IDR 1,000,000 per month for JSR Rimpang Tea, considered adequate from a budget availability perspective. However, a critical challenge emerged: advertising budget absorption remains insufficient because few consumers visit the product even when advertisements are actively running. This pattern suggests fundamental visibility deficiencies that prevent paid advertising from generating cost-effective customer acquisition, indicating that advertising expenditure alone cannot compensate for poor organic search positioning and algorithmic invisibility.

The organizational structure for Shopee marketplace management consists of the owner handling operations personally with freelance support for advertising campaign management. This minimal staffing allocation limits the time and expertise available for sophisticated visibility optimization implementation, particularly for activities requiring sustained attention such as review accumulation strategies, content optimization, and performance monitoring.

4. Digital Marketing Capability and Expertise Assessment:

The owner demonstrated awareness of visibility optimization concepts including keyword optimization, product listing quality, customer review management, and platform promotional features. However, implementation execution appears inconsistent and unsystematic. For JSR Rimpang Tea specifically, the owner reported conducting keyword optimization experiments but acknowledged that many optimization activities have not been implemented for this product.

Performance tracking relies exclusively on monthly feedback from the Shopee Relationship Manager rather than proactive, continuous monitoring using seller analytics tools. This reactive rather than proactive approach to performance management prevents timely identification of visibility deficiencies and limits the ability to rapidly adjust tactics in response to changing marketplace dynamics.

5. Promotional Feature Utilization Gaps:

When questioned about promotional tactics employed for JSR Rimpang Tea, the owner acknowledged that the product has never received dedicated campaign activities such as flash sales, though twin-date discounts have been attempted several times. Product bundling has not been explored because JSR Rimpang Tea differs categorically from Beaudesoul's slimming products, and Shopee Live streaming occurs only responsively when questions arise rather than as a proactive sales channel.

This minimal promotional feature utilization stands in stark contrast to the aggressive, high-frequency promotional calendars observed among successful competitors like Naturlife and Syifacare. The absence of systematic promotional activation represents a concrete, immediately actionable improvement opportunity that requires minimal technical expertise but could generate substantial visibility improvements.

6. Review Accumulation and Customer Engagement Deficiencies:

The interview revealed significant gaps in customer review accumulation and post-purchase engagement strategies. While customers who provide reviews receive bonus coins as incentives, no systematic follow-up occurs with JSR Rimpang Tea purchasers to request feedback or ratings. The owner acknowledged that JSR has not received maximum attention for review response management and customer engagement cultivation.

This passive approach to review accumulation directly contributes to JSR Rimpang Tea's low review volume, which in turn diminishes algorithmic favorability, reduces consumer trust signals, and constrains conversion rates. Given the critical importance of customer reviews identified in both competitive analysis and consumer survey findings, systematic review solicitation represents a high-priority optimization opportunity.

7. Strategic Prioritization and Implementation Willingness:

When asked to prioritize competing business concerns, the owner ranked regulatory compliance first, followed by marketplace visibility optimization, production coordination, and inventory management. The owner specifically selected visibility optimization as the second priority because Shopee's algorithmic prominence—particularly appearing within the top 4 search results for relevant keywords—represents the key to sales success, alongside transaction volume and product ratings.

This strategic prioritization indicates strong organizational commitment to implementing evidence-based visibility optimization recommendations, provided that proposed tactics align with resource constraints and operational feasibility. The owner expressed explicit willingness to implement visibility strategies if supported by structured implementation guidance with clear KPIs for both short-term and long-term timeframes.

SWOT Analysis: Strategic Assessment for JSR Rimpang Tea

SWOT analysis synthesizes diagnostic findings from Shopee performance metrics, consumer survey research, competitive landscape observation, and organizational capability assessment into a structured strategic evaluation framework. This analytical tool systematically categorizes internal organizational factors (Strengths and Weaknesses) and external environmental conditions (Opportunities and Threats) to inform visibility optimization strategy prioritization and implementation sequencing. The SWOT framework enables identification of which organizational capabilities can be leveraged for competitive advantage, which internal deficiencies require remediation, which market conditions present favorable exploitation opportunities, and which external forces threaten strategic success.

Table 1. SWOT Analysis for JSR Rimpang Tea

Strength	Weakness
• Established Shopee Seller • Existing customer base and recognition • BPOM Certification • Owner's Experience and Knowledge • Lemon Flavour as Differentiation • Manufacturing and Distribution Capability	• Limited Budget Absorption and Advertising ROI • Limited Expertise • Divided strategic and Time Allocation • Absence on Feedback Review strategy • Minimal promotional feature utilization • Reactive rather than Proactive monitoring • Insufficient Lemon flavour Intensity
Opportunity	**Threat**
• Growing Market Category • Suspected High Impulse Buying • Platform Features Availability to Enhance Performance • Flavour or Variant Innovation	• Intense competitive pressure • Shopee Algorithm may change ranking mechanism • Increasing platform fee • Competitor Promotional Intensity and Price Competition • Brand Image Missalignment

Source: Synthesis of Survey, Interview, and Competitive Analysis, 2025

Business Solution

Before jumping into business solution, to make fair comparison with competitor, here are the Beaudesoul JSR Rimpang Tea 4p Marketing Mix Observation

Product: One lemon-flavored variant, 103 units sold, 38 reviews with 4.9-star rating, P-IRT certification (not BPOM), standing pouch packaging. The product faces critical quality control issues with taste consistency identified by 29.5% of survey respondents, despite 74% of consumers rating it better than competitors.

Price: IDR 50,000-60,000 (pre-discount), reduced to IDR 49,000 with seller discount. This positions JSR at the premium tier alongside BPOM-certified competitors like Syifacare, Indo Rimpang, and Naima. However, price emerged as the most critical purchase decision factor with a 4.75/5.0 importance rating.

Place: Currently ranked in top 50 for keyword searches—a significant improvement from the initial algorithmic invisibility problem where search clicks collapsed by 76.9% between August-October 2025. However, 48% of potential customers had never seen immunity-focused herbal tea products before, indicating substantial category awareness gaps.

Promotion: Minimal promotional feature utilization with rare participation in flash sales, twin-date sales, or platform campaigns. This contrasts sharply with competitors like Naturlife, which leverages flash sales most frequently. Discovery remains heavily dependent on paid advertising (43% of consumers) rather than organic search (13.5%).

Based on the integrated analysis of marketplace performance data, consumer survey insights, and competitive landscape assessment, JSR Rimpang Tea's underperformance stems from algorithmic invisibility rather than product inadequacy. Despite 74% of consumers rating JSR better than competitors, the product suffers from insufficient marketplace impressions, minimal organic search discoverability (only 13.5% discovery via search versus 43% via paid ads) [1], and declining visitor traffic that dropped 63.3% within five months. The solution framework addresses three critical barriers: first, the strategic positioning misalignment competing against BPOM-certified brands with 10,000+ sales while holding only P-IRT certification and 103 units sold ; second, the minimal promotional feature utilization compared to competitors' aggressive flash sale calendars, and third, the systematic neglect of organic visibility mechanisms including keyword optimization, review accumulation, and visual presentation quality that drive algorithmic favorability. The recommended solutions prioritize immediate inventory clearance through promotional campaigns, strategic repositioning to the value tier where competitive intensity is lower, systematic optimization of search visibility and social proof mechanisms, and long-term brand building through influencer partnerships and customer retention strategies—all calibrated to Beaudesoul's resource constraints of IDR 1,000,000 monthly budget and limited personnel. Here are the details of Short Term until Long Term Planning for Beaudesoul JSR Rimpang Tea:

1. Aggressive Promotional Campaign to Clear First Batch

Given the minimum order quantity constraint of 1,000 packs and current inventory challenges, implementing systematic discount campaigns addresses multiple strategic objectives simultaneously. Research demonstrates that flash sales and time-limited promotions leverage psychological principles of scarcity and urgency, significantly increasing purchase propensity on platforms like Shopee.

a. Tactical Implementation:

Flash Sale Participation: Enroll JSR in Shopee's flash sale mechanism at minimum twice weekly. Flash sales create perceived scarcity through countdown timers and restricted inventory displays, activating cognitive biases associated with loss aversion. Competitors like Naturlife achieve visibility dominance through aggressive flash sale frequency.

Twin-Date & Payday Sales: Systematic participation in platform-wide promotional events (twin-date sales on 1.1, 2.2, 3.3, etc., and payday sales mid-month). Payment convenience combined with promotional mechanisms demonstrates the strongest predictive power for voucher utilization and purchase behavior.

Bundling Strategy: Despite the owner's hesitation regarding bundling JSR with slimming products due to categorical differences, create intra-category bundles (e.g., "3-pack immunity bundle" at discounted rates) to increase average order value while maintaining relevance. Competitors successfully employ bundling packages.

Expected Outcomes: Increased sales velocity improves algorithmic favorability, as search visibility and user engagement are the most influential factors driving sales volume in marketplace environments. Higher transaction volume generates the sales history signals necessary for improved search ranking positions.

2. Strategic Positioning Decision: Premium vs. Value Tier

The competitive analysis reveals two distinct strategic pathways, each with different resource requirements and competitive dynamics:

Option A: Premium Tier (IDR 50,000-60,000) with BPOM Upgrade Competing against Syifacare (10K+ sold, 41K reviews), Indo Rimpang (4K sold, macro influencer partnerships), and Naima (10K+ sold) requires BPOM certification, which consumers rate at 4.26/5.0 importance for purchase decisions. Without BPOM certification and with only 103 units sold versus competitors' 4,000-10,000+ units, JSR faces insurmountable algorithmic and trust disadvantages in this tier. The owner's acknowledgment of divided strategic attention and insufficient advertising budget absorption further undermines competitiveness at this level.

Option B: Value Tier (IDR 30,000-40,000) with Quality Differentiation. Repositioning against Naturlife (747 sold, P-IRT certified, 30-40K range, 4 variants) presents a more realistic competitive opportunity. This strategy aligns with critical consumer insights:

a. Price Sensitivity Alignment: The 4.75/5.0 price importance rating indicates that affordable pricing significantly influences conversion rates
b. Quality Control as Differentiator: Address the taste consistency complaints (29.5% of feedback) through improved manufacturing partner selection
c. Enhanced Lemon Intensity: Respond to consumer feedback requesting stronger lemon flavor
d. Packaging Upgrade to Cans: Can packaging would differentiate JSR from Naturlife's standing pouch while projecting premium quality perception despite lower price point

Implementation: Negotiate with alternative third-party manufacturers capable of producing at lower cost with superior quality control. The investment in taste consistency and packaging upgrades creates sustainable competitive advantages that justify repeat purchases, addressing the concerning 0% repurchase rate in initial months.

3. Systematic Keyword Optimization & SEO Enhancement

The collapse in search clicks from 365 to 85 clicks (76.9% reduction) between August-October 2025 reveals fundamental search engine optimization deficiencies. Keyword optimization represents a critical, low-cost visibility enhancement mechanism appropriate for resource-constrained SMEs.

a. Tactical Implementation:

Keyword Research & Implementation: Survey data revealed fragmented search behavior with "Teh Rimpang" (35 mentions), "Beaudesoul JSR" (33 mentions), and "teh

JSR" (32 mentions) as primary terms. Research demonstrates that keyword characteristics—including readability and customer characteristic keywords—significantly influence seller performance, with effects varying by product type.

Product Title Optimization: Integrate high-search-volume keywords relevant to target consumer information needs. Effective keyword implementation quality leads to improved seller visibility and performance. Consider titles like "Teh Rimpang JSR Beaudesoul - Teh Herbal Imunitas Lemon - Halal P-IRT" to capture multiple search variations.

Product Description Enhancement: Leverage semantic search technologies that employ deep learning models to capture semantic essence of user queries and product descriptions. Comprehensive product descriptions combined with high-resolution images positively influence buyer confidence and perceived trustworthiness.

Category Positioning Refinement: Ensure JSR appears in relevant product category hierarchies on Shopee. Proper categorization affects algorithmic matching to consumer search queries and recommendation feed appearance.

Expected Outcomes: Improved organic search positioning reduces dependency on paid advertising (currently 43% of discovery vs. 13.5% organic search), enabling more efficient budget allocation and sustainable visibility.

4. Systematic Review Accumulation Strategy

Customer reviews serve as critical social proof influencing trust and purchase decisions on e-commerce platforms. JSR's current 38 reviews pale compared to competitors' 274-41,000 reviews. The owner acknowledged that no systematic follow-up occurs with purchasers to request feedback.

a. Tactical Implementation:

Automated Review Request System: Implement systematic post-purchase contact at 7 days (product arrival confirmation) and 14 days (usage experience) requesting ratings and reviews

Enhanced Incentive Structure: While current bonus coins exist, amplify incentives with bundled rewards (e.g., "Leave a review with photo → get 15% discount on next purchase + bonus coins")

Review Response Management: Active engagement with all reviews demonstrates customer care and builds trust. Research indicates review interaction contributes to product visibility through network effects.

User-Generated Content Integration: Encourage photo/video reviews showcasing preparation and consumption, which provide richer social proof than text-only reviews

Expected Outcomes: Positive reviews elevate consumer trust while reducing perceived risks. Accumulated reviews provide algorithmic visibility signals essential for recommendation system prominence, addressing the low engagement metrics (28-44 likes monthly) that communicate negative quality indicators to ranking algorithms.

5. Influencer Marketing & Social Commerce Integration

Social media platforms (Instagram, TikTok, YouTube) serve as the primary wellness information channel for 48% of consumers. Meanwhile, 72% of Indonesian Gen Z consumers actively engage with influencer-generated content before making purchases. Current discovery mechanisms rely excessively on paid Shopee advertising (43%) versus influencer recommendations (2%).

a. Tactical Implementation:

Micro-Influencer Partnerships: Micro-influencers with authentic connections to segmented audiences significantly impact purchase decisions by increasing product exposure and building trust. Target health/wellness micro-influencers (10K-100K followers) in lifestyle, fitness, and women's health niches

Content Marketing Strategy: Create engaging health content leveraging influencer authenticity rather than traditional advertising approaches. Gen Z consumers respond more favorably to brands demonstrating genuine values alignment.

TikTok Shop Expansion: Given TikTok's prominence in Gen Z media consumption, establish presence on TikTok Shop to diversify beyond Shopee-exclusive positioning

Live Streaming E-Commerce: Shopee Live significantly increases consumer trust, which mediates purchase decisions. The owner currently uses live streaming only responsively rather than proactively.

Expected Outcomes: Influencer partnerships generate organic word-of-mouth marketing, reducing dependency on paid advertising while building brand awareness within the emerging immunity beverage category where 48% have never seen such products.

6. Variant Expansion Planning

To address the variant expansion opportunity identified by 29.5% of survey respondents, Beaudesoul should initiate market research through focused consumer surveys to identify which variant profiles—such as ginger-dominant formulations for digestive wellness, chamomile-blend options for relaxation benefits, or mint-infused alternatives for refreshment—resonate most strongly with the target demographic of health-conscious Gen Z and Millennial consumers. Given the manufacturing constraint of 1,000-pack minimum order quantities, the company must strategically prioritize launching a single additional variant based on the highest demand signals from this research, rather than attempting simultaneous multi-variant expansion that would strain limited financial resources. The positioning strategy should differentiate the original lemon variant as the primary "immunity boost" offering while positioning the new variant to target complementary health benefits—for example, marketing a chamomile-blend variant specifically for "relaxation and sleep support" to capture the mental wellness segment that values herbal teas for stress reduction and mood enhancement. This variant diversification directly addresses the consumer preference heterogeneity revealed in improvement feedback, capturing market segments currently excluded by the single-flavor limitation while simultaneously increasing total product impressions across Shopee's platform, as multiple SKUs generate visibility across different search queries, category filters, and algorithmic recommendation feeds that currently favor competitors like Naturlife with their four-variant portfolio.

CONCLUSIONS

Through a mixed-methods approach integrating marketplace analytics, surveys of 200 consumers, competitive benchmarking, and organizational assessment, the research demonstrates that limited organic discoverability, weak social proof, and minimal utilization of promotional features significantly suppressed consumer exposure, despite strong perceived product quality. The study confirms that Shopee's algorithmic mechanisms—particularly search visibility, engagement signals, and recommendation systems—are the dominant determinants of sales performance, especially in a semi-impulsive purchasing environment characteristic of Indonesian e-commerce. Based on these findings, the research proposes a practical, SME-oriented visibility optimization framework emphasizing high-impact, low-cost strategies such as keyword optimization, systematic review accumulation, value-tier pricing alignment, flash sale participation, and selective influencer collaborations. For future research, it is recommended that scholars pursue cross-platform comparative analyses, examine the role of AI-driven personalization in wellness product discovery, and develop quantitative models to optimize digital marketing resource allocation for resource-constrained SMEs.

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