

Analysis of Factors Affecting the Behavior of Coffee Shop Consumers in Jambi City

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ABSTRACT

This study aims to analyze the factors that affect the behavior of coffee shop consumers in Jambi City. This research was conducted at a coffee shop in Jambi City. The selection of the location of this study was carried out by purposive sampling method. The data analysis used is primary data with the Structural Equation Partial Least Square Model (SEM-PLS) approach. The results showed the behavior of coffee shop consumers most who visited the coffee shop expressed agreement with the choice and decision in behaving. As many as 57.5% of consumers revealed that they chose the coffee shop because the price offered is affordable, coffee served quality, and it has a good taste, and 55% stated that they buy coffee in the coffee shop because according to their consumption needs, the coffee sold has a strong freshness, and has many flavor variants. Internal factors negatively affect the behavior of coffee shop consumers but not significantly. External factors have a positive effect on consumer behavior. Internal factors and external factors with variable moderation of coffee shop variables have a significant effect on consumer behavior.

KEYWORDS

consumer behavior; coffee shop; purchasing decisions

INTRODUCTION

The development of the coffee industry today has become the lifestyle of Indonesian people. Nowadays, the tradition of coffee is not only limited to guest banquets or wedding invitations, but in activities such as meetings, reunions, dates or business meetings, can not be separated from a cup of coffee. Coffee is used as a tool to communicate, scatter the atmosphere, or establish familiarity. The increase in national coffee consumption is quite significant from 2010 - 2018, which is 41%. This increase makes Indonesia ranked 6th in the list of the largest coffee consumption countries in the world. In addition to export to other countries coffee is also consumed by the people of Indonesia. The increase in coffee consumption occurs along with the increasing standard of living and shifting lifestyle of urban communities in Indonesia.

Coffee drinks have been a lifestyle trend for a long time, this global phenomenon can be seen abroad, including in Indonesia. Coffee habits that make coffee industry activists try to innovate coffee into processed that can be enjoyed by everyone. In the United States Starbucks became a hangout trend or hangout while having coffee (Gagas 2011). The coffee shop business is becoming a promising business today. Over time, the existence of coffee shops in Jambi City is increasingly and popular, its form is diverse and also many that provide various types of drinks whose main ingredients are from coffee.

Coffee shop is a business oriented towards food service services that provide a menu of coffee processed beverages. With the coffee shop, coffee lovers can drink coffee by making and serving differently with a good taste (Febrianti 2011). Along with the

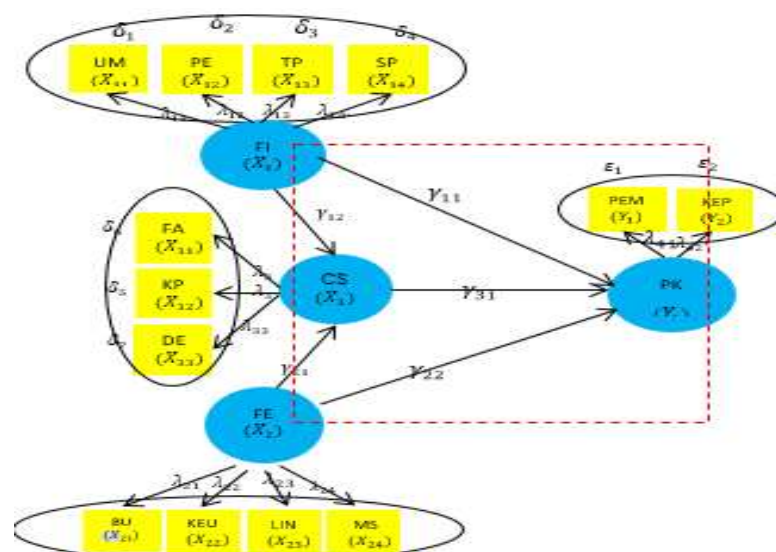
increasing growth of coffee shops, especially in Jambi City, the competition between coffee shops becomes increasingly tight. Seeing so many coffee shops that are growing, this requires that business people are not only able to sell their products, but also have to innovate, be creative and know the needs of consumers to compete with other business people so that their business can survive.

Basically consumers choose coffee beverage variants have their own reasons. Every consumer in determining the decision to buy a coffee drink product certainly has factors that affect it. In consumer behavior, there are several influencing factors that are influenced by internal factors and also external factors consisting of age, occupation, education level, marital status, culture, family, environment, social media. In terms of marketing it is still difficult in determining what factors can affect consumers in terms of purchasing decisions (Sumarwan 2011). Purchasing decisions are the stage in the decision-making process where consumers actually buy a product (Suryani T 2008). Based on the above explanation, the author is interested in conducting a study entitled "Analysis of Factors That Affect Consumer Behavior of Coffee Shop in Jambi City" which aims to 1) Knowing the behavior of coffee shop consumers in Jambi City.

RESEARCH METHODS

This research was conducted at a coffee shop in Jambi City. The selection of locations is done deliberately taking into account that the location is an area with tight coffee shop competition. The object of this study is a coffee shop in Jambi City. The scope of this research is focused on reviewing coffee shop business development strategies in Jambi City. This research activity was conducted from July 2021 to August 2021. The selection of research objects was done deliberately, considering that the coffee shop chosen has criteria to represent several coffee shops in Jambi City, namely selling local coffee, not franchise, has used coffee brewing tools in the presentation process, and the distance between coffee shops is not in the same area.

The types of data used in this study are primary data and skunder data. The analysis method using SEM-PLS and model conformity tests (outer model and inner model) refers to Jaya and Sumerta jaya (2008), Gunardo (2018) and Hengky, L (2008). The structural model is as follows.

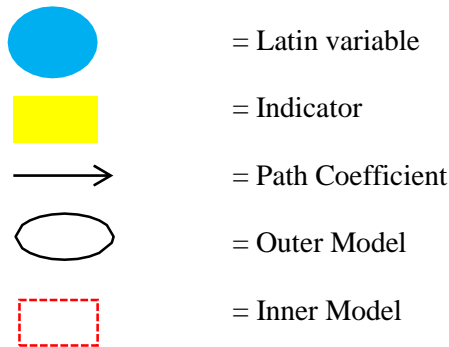


Description :

FI = Internal Factor X1

LIN = Environment X2.3

UM = Age X1.1
 PE = Work X1.2
 TP = Education Level X1.3
 ST = Status of Engineering X1.4
 FE = External Factors X2
 BU = Culture X2.1
 KEU = Family X2.2
 MS = Social Media X2.4
 CS = Coffee shop X3
 FA = Facilities X3.1
 KP = Quality of Service X3.2
 DE = Design X3.3
 PEM = Election X1
 KEP = Decision Y2



RESULTS AND DISCUSSION

Description of Internal, External and coffee shop factors Consumer internal factors

Age, The average age of consumers is 15-24 years (82.5%) consumers are in the productive age. **Education** most of the formal education of consumers is at the level of S1 education with a percentage of 72.5%. The level of formal education of consumers is classified as high where the majority of highly educated consumers are S1 and even S2. This shows that the mindset of consumers in making purchases is able to absorb information. The level of education is also supported by experience so that they can make decisions in purchase. **The jobs** of most consumers (81.6%) who visit coffee shops are consumers who are still students or students. This shows that most of the decision makers who consume coffee are those who are still sitting in education. **Marriage Status** is the majority of consumers (86.7%) Those who visit coffee shops are unmarried consumers. This shows that most of the decision makers who consume coffee are those who do not have a wife or husband (unmarried).

Consumer External Factors

The culture of the majority of consumers (78.4%) who visited coffee shops stated that they quite agreed that their reason for making decisions was culture. A total of (78.4%) consumers in this study revealed that they drink enough often in coffee shops because of the culture of consuming coffee instead of other beverages. **The family** of most consumers (92.5%) who visit coffee shops says they quite agree with their reasons for making decisions. As many as (92.5%) of these consumers revealed that they often invite or invite their families to drink at the coffee shop. **Environment** Most consumers (87.5%) who visit coffee shops agree that their reason for making decisions is the environment. A total of (87.5%) of these consumers revealed that they feel happy to be in a coffee shop with friends and enjoy a coffee drink. **Social media** most consumers (80.5%) who visit coffee shops say they agree that their reason for making a decision is the influence of social media. As many as (80.5%) of these consumers revealed that they often drink in coffee shops because the coffee shops they often

go to have interesting advertisements and promotions on social media. **The facilities** of most consumers (77.5%) who visit coffee shops stated that they quite agreed with their reasons for making the decision is the facilities provided by the coffee shop. As many as (77.5%) of these consumers revealed that they enjoy visiting coffee shops because of the outlet facilities that can help to charge mobile phones and laptops, the existence of various toys that make the atmosphere not boring, available wifi, toilets, and safe parking spaces. **Quality of Service** A total of (82.5%) of these consumers revealed that they like to visit coffee shops because employees are always friendly, serve politely and according to their needs, employees always put customer needs first, provide good service, and provide the required information clearly. **Design** A total of (72.5%) of these consumers revealed that the coffee shop design is easy to socialize, easy to reach and see. **Selection** A total of (87.5%) of these consumers revealed that they chose the coffee shop because the prices offered were affordable, the coffee served was of high quality, and had a good taste. **Decision** A total of (85%) of these consumers revealed that they buy coffee at a coffee shop because according to their consumption needs, the coffee sold has a strong freshness, and has many flavor variants.

Structural Model of the Influence of Consumer Behavior Factors on Purchase Decisions

Test the suitability of the measurement model (Outer Model). The measurement model needs to be tested to ensure that the measurement model avoids measurement errors so it is necessary to **test the validity and reliability of the (latent) construct**. **Evaluation can be done in 3 ways, namely** Convergent Validity, Discriminal Validity and Composite Validity, while the estimation results and the reliability of the measurement model can be seen in Table 1.

Measurement Model Fit Test (Outer Model)

There are 3 ways of evaluation on outer models, namely Convergent Validity, Discriminant Validity, and Composite Validity. The results of the test validity and reliability of the results of the study are seen in Table 1 below.

Table 1. Results of Testing the Validity and Reliability of Internal and External Factors on Coffee Shop Consumer Behavior in Jambi City, 2021

Instrumen	Validity		Reliability	
	Loading factor	AVE	Cronbach's Alpha	Composite Realibility
Internal factors (X1)				
Age (X11)	0,757			
Profession (X12)	0,885			
Level of education (X13)	0,868	0,665	0,841	0,887
Mariage status (X14)	0,738			
External factors (X2)				
Culture (X21)	0,731			
Family (X22)	0,712			
Environment (X23)	0,717	0,504	0,676	0,803
Social media (X24)	0,718			
Coffee shop (X3)				
Facility (X31)	0,756			
Service quality (X32)	0,789	0,622	0,696	0,832
Design (X33)	0,818			
Consumen behavior (Y)				

Choice(Y1)	0,884			
Decision (Y2)	0,872	0,770	0,702	0,870

Table 1 shows that internal factors, external factors, coffee shop factors and consumer behavior factors produce a loading factor parameter with a rule of thumb greater than 0.7 with an AVE greater than 0.5. Hengky, L (2013), Gunarto (2018), Sarwono, et al (2015), that the requirements for fulfilling the validity test are loading factors greater than 0.7 and $AVE > 0.5$. This explains that each latent variable (construct) in this selection has had concurrent discriminative validity where the latent variable has a high correlation measurement with each manifest construct. Type of work is the strongest manifest in reflecting internal factors, culture is the strongest manifest in reflecting external factors, coffee shop design is the strongest manifest in reflecting CS variables, satisfaction is the most powerful manifest variable in reflecting consumer behavior

The "reability" measurement model produces a manifest that results in a high accuracy whether the value of composite reability and cronbaehs alpha is greater than 0.7 (Hengky, L 2013) Gunarto (2018). Latent variables of internal factors, external factors, coffer shop factors and consumer behavior result in composite reability parameters greater than 0.7. This explains that each latent variable (construct) in the study has had good rehabilitation and its latent variable has resulted in high rehabilitation with each construct manifest.

Structural Model Fit Test (Inner Model)

The evaluation of the inner model is carried out by testing the R-squared (R2) test to measure the level of goodness of fit of a structural model and the path coefficient estimation test to determine the effect of the independent variable (exogenous) on the dependent variable (endogenous). The value of R2 in this study is seen in Table 2.

Table 2. R2 Value of Internal and External Factor Variables on Coffee Shop Consumer Behavior in Jambi City, 2021

	R Squared Adjusted
<i>Coffee shop</i> (X3)	0,652
Consumer behavior (Y)	0,483

Table 2 shows that the Coffee shop variable (X3) has an R2 value of 0.652, meaning that the coffee shop variable can be explained by the facility variable (X31), service quality (X32), and design (X33) of 65.2%. The model is categorized in the strong category.

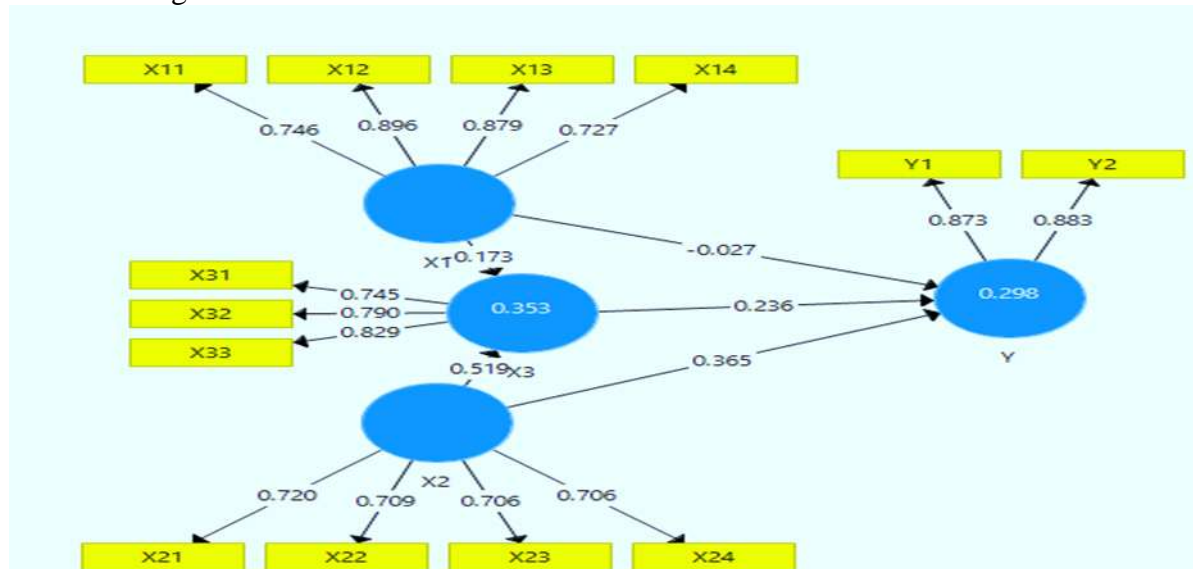
The consumer behavior variable has an R2 value of 0.483, meaning that the consumer behavior variable can be explained by the selection (Y1), and the decision (Y2) of 48.3%, which means the model is categorized as strong enough. This is in line with Sukadmadiredja, N (2016) that internal factors and external factors have a significant effect on the growth of coffee shops.

The results of the goodness of fit evaluation can be seen from the Q2 value where: Q2 value = 0.804

The results of the evaluation of goodness of fit can be seen from the value of Q2 where: The value of Q2 = 0.804 Structural model in this research model that can be explained by the inner model is 80.4 percent so that it can be stated that the structural model has a goodness of fit.

Path Coefficient Analysis of Internal and External Factors on Consumer Behavior

The results of the Structural Model Design The factors that influence consumer behavior can be seen in Figure 2.



While the significance of the coefficient of internal and external factor paths to consumer behavior can be seen in Table 3.

Table 3. Path Coefficient Analysis of Internal and External Factors on Coffee Shop Consumer Behavior in the Research Area, 2021

Corelation variable	of Path coefficient	Sample mean	Standart Deviasi	t- Statistik	P- Value	Description
Internal factors (X1) - > Coffee shop (X3)	-0,173	-0,144	0,199	0,868	0,386	Negative and insignificant
External factors (X1) -> consumer behavior(Y)	-0,027	-0,044	0,175	0,156	0,876	Negative and insignificant
External factors (X2) -> Coffee shop (X3)	0,519	0,519	0,129	4,021	0,000	Positive and indsignificant
External factors (X2) -> consumer behavior (Y)	0,365	0,388	0,176	2,075	0,039	Positive and indsignificant
Coffee shop (X3) - >consumer behavior (Y)	0,436	0,256	0,193	1,221	0,021	Positive and indsignificant
Internal factors (X1) - > Coffee shop (X3) - > consumer behavior (Y)	-0,441	-0,032	0,085	1,477	0,033	Negative and insignificant
External factoe (X2) - > Coffee shop (X3) - > consumer behavior (Y)	0,422	0,125	0,104	1,173	0,041	positive and insignificant

Table 3 shows that internal factors (X1) directly negative and insignificant (p-value = 0.386 > α = 0.050) on coffee shops (X3) and negative and insignificant influences (p-value= 0.876 > α = 0.050) on consumer behavior (Y). It can be interpreted that directly each strengthening of the internal factor variable by 10% will weaken the coffee shop

variable by 1.73%, and the consumer behavior variable by 0.27%. Munandar (2017) that determinants that affect consumer behavior are social factors and psychological factors, while Larasati, V (2013) that consumer behavior is largely determined by the service and satisfaction provided by coffee shops.

External factors (X2) directly positively and significantly affect coffee shops and consumer behavior. It can be interpreted that every strengthening of external factors by 10% will strengthen the coffee shop by 5.19%, and strengthen consumer behavior by 3.65%. Coffee shop (X3) directly positively and significantly affects consumer behavior. It can be interpreted that every strengthening of coffee shops by 10% there will be a strengthening of consumer behavior by 4.36%. The results of the analysis of external factors are in line with Bagas research (2019) cultural variables have a significant effect on purchasing decisions. The coefficient value of internal factor variables through variable moderation of consumer behavior has a negative and significant effect ($p\text{-value} = 0.033 < \alpha = 0.050$). It can be interpreted that indirectly every strengthening of internal factors by 10% through coffee shop variables will not weaken the consumer behavior variable by 0.41%. The coefficient value of external factor variables through coffee shop moderation variables on consumer behavior is a positive but significant effect ($p\text{-value} = 0.041 < \alpha = 0.050$) can be interpreted that indirectly every strengthening of external factors by 10% through coffee shop moderation variables will not strengthen consumer behavior variables by 1.22%. This is in line with Munandar (2017) that cultural factors, social factors do not have an impact in influencing the purchasing decisions of coffee beverage consumers.

CONCLUSION

The behavior of coffee shop consumers is the majority of respondents who visit coffee shops expressing agreement with the choice and decision in behaving. A total of 57.5% of consumers in this study revealed that they chose the coffee shop because the price offered is affordable, coffee is served with quality, and has a good taste, and 55% stated that they buy coffee at the coffee shop because according to their consumption needs, the coffee sold has a strong freshness, and has many flavor variants. Factors that influence consumer behavior are internal factors (age, occupation, education level, marital status) and external factors (culture, family, environment, social media). External factors directly affect the coffee shop with a coefficient of 0.519 with a p value ($0.000 < \alpha (0.05)$). The total influence of external factors in total has a positive and significant effect on consumer behavior with a coefficient of 0.487 with a p value ($0.000 < \alpha (0.05)$).

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