

THE IMPACT OF PEKANBARU COFFEE SHOP STRATEGY ON PURCHASE DECISIONS

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ABSTRACT

Purchase Decision is the final decision of the consumer to buy or not a good or service by comparing many considerations. When making a purchase decision, there are often several choices between two or more alternatives. The purpose of this study is to analyze the impact of Electronic Word Of Mouth, Sevicescape, Price Percepcion on Purchase Decision on Coffee Shop in Pekanbaru. The population in this study is 100 people using purposive sampling method. Based on the results of this study, it shows that Electronic Word Of Mouth, Sevicescape, Price Percepcion have an influence on Purchase Decision both partially and simultaneously. The results of the Determination Coefficient (R2) showed that the magnitude of the influence of both free variables together on the bound variable was 54.7%, while the remaining 45.3% were other variables not studied in this study.

Keywords: Purchase decision, Electronic Word Of Mouth, Sevicescape, Price Percepcion Coffee Shop

1. INTRODUCTION

Indonesia is a country that is entirely stuck on the bean belt or the area of the cataclysmic line. This is what makes coffee crops suitable to grow in Indonesia. The coffee seeds that are grown in Indonesia consist of three kinds: Arabica coffee seed, Robusta coffee bean, and Liberica coffee beans, Hal in proved by one of the research instinct el al.(2014). According to an article quoted by validnews.co (2017), there are five major coffee-producing countries in the world: Brazil, Vietnam, Colombia, Indonesia, and Ethiopia.

Indonesia is in the 5th category of countries as coffee consumption with the European Union 27.4%, for the United States with 16.3%, Brazil with 13.2%, Japan 5%, and Indonesia 2.9%. However, the amount of coffee consuming in imdonesia every year continues to increase, it can be seen from the results of research data and information center and information system Agriculture Directorate of Agricultural Republic of Indonesia (2017) noted that it is estimated that the total population of coffee drinkers in Indonesia continue to increase smoothly.

In the results of research TOFFIN as a company providing the needs of products and services for business such as goods or services for the coffee industry and HORACE (hotels, restaurants and cafes), stated that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 stores, tripling from the 2016 number of 1,000 stores.Vice President of Sales and Marketing Toffin Indonesia, Nicky Kusuma showed that his reason for the establishment of coffee business in Indonesia itself was due to the domination of a generation of young people who innovate the way to consume coffee with a new lifestyle. (insight.toffin.id).

Coffe shop can be defined as a place to drink coffee that has variations as well as snacks that are usually accompanied by music that contains comfort perceived by consumers \ coffe initially had a social function that is available where people dating to gather, meet, chat, do various activities such as writing, reading, watching, enjoying the facilities provided by the coffe or just spending time in groups or individuals.

The phenomenon nowadays in the city of Pekanbaru coffe shop is one of the very fast growing business can be seen spread over many coffe shop in the town of pekanbaru. The culture of coffee is now a part of the lifestyle of new people, and this is evident from the growth of coffe shop since the last few years (Laman riau.com),

The community of Pekanbaru has made café shop in addition to a place to enjoy coffee also as a place for doing business transactions with clients, gathering with family or friends, a place of relaxing tired moments after doing daily activities and place to organize various events, this is in line with the research Antony and Jolanda,2013 which stated an individual makes the coffee shop as the place to gather, socialize, date, exchange thoughts, and expand the network and business.

The other marketing startegi that Coffee Shopis doing is by bringing up other advantages ranging from the menu products, the gourmet coffe tampillan, as well as the services provided, this marketing stature is no other use to maintain this Coffee shop and make the café shop top brand no 1 in Indonesia as his vision. Servicecape can be used as an innovation of a marketing strategy different from other coffe shops, Servicecape refers to a physical environment created to support the service provided to the consumer Coffee Shop have affordable prices compared to the many coffe shop in new stores for this purpose to maintain its consumers.

Coffee Shop in Pekanbaru presents a clear menu that points to the price of each product. This can be seen on the highlight Instagram Coffee Shopthere are barcodes that contain a list of prices menu, location, coffe as well as there are google forms that can contain both motivation and impressions when visiting the café shop.

In order to maintain a coffe shop with what a business does if it wants to survive, it must find an effective way of surviving in order to compete , Purchase Decision is a process of integration that is combined to evaluate several alternative attitudes and choose one among others

2. LITERATURE REVIEW

Purchase decisions are purchasing decisions about which brand they buy, purchasing decisions is a purchasing decision-making process that includes determining what to buy or not to buy, Kotler & Armstrong (2018). A purchasing decision is a stage in a buyer's decision-making process where consumers are sure to buy, Kotler & Keller (2014).

A purchasing decision is a decision that includes a choice between two or more alternative actions or behavior according to Petter Jery C. Olson (2014). According to Belch and Belch (2019), purchasing decisions are based on two motives, namely rational and emotional. The meaning of rational motives refers more to the benefits one wants to get from a product, while the meaning of emotional motives follows a person's subjectivity, such as prestige, social class, aesthetics and other personal factors.

Electronic Word of Mouth (E-WOM)

According to Prasetyo, et al (2018), eWOM is a statement made by customers, whether potential customers, actual customers, or previous customers, about a product or company, whether positive or negative, whose information is available to many people or institutions via

internet media. E-WOM or what can also be called viral marketing is a marketing process using online media or the internet which is intended to influence word of mouth information Kotler et.al, (2014)

E-WOM media is considered a form of promotional media that potential consumers can trust compared to official promotions, this is the way in which consumers can have various experiences with a product or service that has been used (Charvia & Erdiansyah, 2020). E-WOM is a tool that is useful for providing information to followers (Jalil et al, 2021).

Servicescape

According to Awa and Kojo (2017) servicescape is defined as everything that is physically present around the consumer during a transaction meeting. Servicescape is a style and physical appearance of other experience elements that customers encounter at the service delivery place Lovelock, Wirtz (2014). defines Servicescape as the local environment where service activities take place. servicescape is the physical environment where services are created and where service providers and consumers interact, plus any tangible elements used to support the role of the service. The servicescape itself is illustrated by combining words that are very easy to explain with examples of words such as floor plan, environmental conditions, air temperature, air quality, decoration style and much more.

Price Perception

Price perception is a representation of consumer perceptions of objective prices. Price perception is a way for price information to be understood by consumers and have a meaningful impression for consumers (Olson & Jery, 2014).

stated that price perception is an important factor that needs to be paid attention to because it concerns an individual's view of the balance between prices in a product.

There are so many cafe shops in a certain area that in order to maintain these cafes in order to get what they want, cafe shops have a perception of price, perceiving the price as an affordable and expensive price which will be valued by individuals through seeing, analyzing, interpreting, evaluating which results in This individual has its own meaning

3. RESEARCH METHODS

This research was carried out at the cafe shop in the area of the city of Pekanbaru, Population is the region of generalization that is attached to objects/subjects that have certain qualities and characteristics that are set by the researchers to be studied and then drawn the conclusion that the population to be investigated is the people who have ever been to the Coffee Shop in a new city of up to 100 people. The data-collection techniques that are embedded in this study are interviews, observations, and questionnaires.

Data processing in this research uses the Statistical Package For Social Sciences (SPSS) program so using this method will make it easier to manage statistical data accurately. Microsoft Excel is used to manage before completing data management in SPSS.

4. RESULTS AND DISCUSSION

The study aims to find out the influence of Electronic Word Of Mouth, Servicescape, and Price Perception on Purchase Decision on Coffee Shop in Pekanbaru. The author collected the data by giving a questionnaire to 100 respondents. As for the characteristics of respondents in this study, the sex, age, job of the respondents. To see more clearly about the characteristics of respondents can be displayed as follows.

No	Gender	Frekuensi	Presentase (%)
1	Man	52	52%

2	Women	48	48%
Result		100	100%
No	Age	Frekuensi	Presentase (%)
1	17-25 tahun	78	78%
2	26-30 tahun	15	15%
3	31-40 Tahun	5	5%
4	≥ 40 Tahun	2	2%
Result		100	100%
No	Responden Working	Frekuensi	Presentase (%)
1	Student	71	71%
2	Government Employee	9	9%
3	Business	11	11%
4	General Employee	9	9%
Result		100	100%

Source: Processed Data for 2024

Data Quality Test

Validity Test

Validity test is a test aimed at finding out that a reliable data is true according to reality. valid instrument is an instrument used to collect or measure accurate data. When a valid instrument, it can be used to measure what needs to be measured.

Validity Test Results Table

Variabel	Statement	Corrected Item-Total Correlation	Tanda	Standar	Information
<i>Electronic Word Of Mouth (X1)</i>	X1.1	0,580	>	0,3	Valid
	X1.2	0,737	>	0,3	Valid
	X1.3	0,685	>	0,3	Valid
	X1.4	0,604	>	0,3	Valid
	X1.5	0,703	>	0,3	Valid
<i>Servicescape (X2)</i>	X2.1	0,793	>	0,3	Valid
	X2.2	0,766	>	0,3	Valid
	X2.3	0,758	>	0,3	Valid
	X2.4	0,755	>	0,3	Valid
	X2.5	0,758	>	0,3	Valid
<i>Price Perception (X3)</i>	X3.1	0,666	>	0,3	Valid
	X3.2	0,696	>	0,3	Valid
	X3.3	0,780	>	0,3	Valid
	X3.4	0,672	>	0,3	Valid
	X3.5	0,647	>	0,3	Valid
	X4.1	0,554	>	0,3	Valid

<i>Purchase Decision (Y)</i>	X4.2	0,496	>	0,3	Valid
	X4.3	0,697	>	0,3	Valid
	X4.4	0,717	>	0,3	Valid
	X4.5	0,699	>	0,3	Valid

Source: Processed Data for 2024

From the above table it is known that any statement in the pervariable that the value of the Corrected Item Total Correlation for each variable is $>0,3$. This indicates that the data is valid because it meets the assumptions of the validity test.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A Cronbach Alpha coefficient that is > 0.60 indicates the reliability of the instrument (if repeated research with different times and dimensions will produce the same conclusion) and if the Cronbach Alpha coefficient is < 0.60 indicates less reliability of the instrument (if the variables If the research is carried out again with different times and dimensions, it will produce different conclusions)

Reliability Test Results Table

Variabel	Cronback Alpha	Tanda	Kriteria	Keterangan
<i>Electronic Word Of Mouth (X1)</i>	0,848	>	0,6	Reliabel
<i>Servicescape (X2)</i>	0,906	>	0,6	Reliabel
<i>Price Perception (X3)</i>	0,868	>	0,6	Reliabel
<i>Purchase Decision (Y)</i>	0,831	>	0,6	Reliabel

Source: Processed Data for 2024

From the table above, it can be seen that the reliability value for Electronic Word of Mouth is 0.848, Servicescape 0.906, Price Perception 0.868 and Purchase Decision 0.831 where the Cronback Alpha value for all variables is > 0.6 , meaning that the measuring instrument used in this research is reliable or trustworthy.

Hypothesis Testing

Partial Test (T Test)

Table of Partial Hypothesis Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standard ized Coeffici ents	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,290	1,988		,146	,884

Electronic Word Of Mouth	,521	,082	,518	6,385	,000
Servicescape	,128	,062	,144	2,078	,040
Price Perception	,295	,084	,284	3,505	,001

a. Dependent Variable: *Purchase Decision*

Source: *Processed Data for 2024*

Electronic Word Of Mouth, it is known that t count (6.385) > t table (1.984) and Sig (0.000) < (0.05), then H₀ is rejected and H_a is accepted, meaning that the variable has a positive and significant influence from Electronic Word of Mouth regarding Purchase Decision at Coffee Shop in Pekanbaru.

Servicescape, it is known that t count (2.078) > t table (1.984) and Sig (0.040) < (0.05) then H₀ is rejected and H_a is accepted, meaning that the variable has a positive and significant influence from Servicescape on Purchase Decision At Coffee Shop in Pekanbaru.

Price Perception, it is known that t count (3.505) > t table (1.984) and Sig (0.001) < (0.05) then H₀ is rejected and H_a is accepted, meaning that the variable has a positive and significant influence from Price Perception on Purchase Decision at Coffee Shop in Pekanbaru

Simultan Test (F Test)

Table of Simultan Hypothesis Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	619,190	3	206,397	38,582	,000 ^b
	Residual	513,560	96	5,350		
	Total	1132,750	99			

Source: *Processed Data for 2024*

From the table above it is known that the calculated F is 38.582 with a significance of 0.000 so that the calculated F (38.582) > F table (3.09) and sig (0.000) < (0.05). So H₀ is rejected and H_a is accepted, meaning that there is a simultaneous influence of Electronic Word of Mouth, Servicescape, and Price Perception on Purchase Decision at Coffee Shop Pekanbaru.

Coefficient of Determination (R²)

Table of Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,739 ^a	,547	,532	2,313

Source: *Processed Data for 2024*

Based on the table above, it can be seen that the R square value is 0.547, that the Purchase Decision variable can be explained by the Electronic Word of Mouth, Servicescape and Price Perception variables of 54.7%, while the remaining 45.3% is another variable that was not studied. into this research.

The Influence of Electronic Word of Mouth on Purchase Decision

Based on the partial Electronic Word Of Mouth test which has a calculated t value (6.385) > t table (1.984) and Sig (0.000) < (0.05), then H_0 is rejected and H_a is accepted, meaning that the variable has a positive influence and significant effect of Electronic Word of Mouth on Purchase Decision at Coffee Shopin Pekanbaru.

The results of this research are in line with research conducted by Indah Sari, et al (2022) "The Influence of Electronic Word Of Mouth (E-Wom) and Online Consumer Review (OCR) on Purchasing Decisions via Shopee". The t-test (partial) shows that the significance value of the influence of Electronic Word of Mouth on Purchasing Decisions is $0.00 < 0.05$ and the calculated t value is $4.708 > t$ table value 0.173. So it can be concluded that (H_1) is accepted, meaning that there is a significant influence of Electronic Word of Mouth on Purchasing Decisions.

The Influence of Servicescape on Purchase Decisions

Based on the partial test, Servicescape has a calculated t value (2.078) > t table (1.984) and Sig (0.040) < (0.05), so H_0 is rejected and H_a is accepted, meaning that the variable has no positive and significant influence from Servicescape for Purchase Decisions at Coffee Shopin Pekanbaru.

The results of this research are in line with research conducted by Maria Roels (2023) with the title "Analysis of the Influence of Servicescape on Purchasing Decisions at the Kitchen Yard Resto Hotel Mercure Tangerang BSD City". From the partial test results, it can be seen that the Servicescape variable has a calculated T value (15.297) > T table (1.984) and a significance level of $0.00 < 0.05$. Thus, it shows that H_0 is rejected and H_a is accepted.

The Influence of Price Perception on Purchase Decision

Based on the partial Price Perception test which has a calculated t value (3.505) > t table (1.984) and Sig (0.001) < (0.05), then H_0 is rejected and H_a is accepted, meaning that the variable has a positive and significant influence from Price Perception of Purchase Decision at Coffee Shopin Pekanbaru.

The results of this research are in line with research conducted by Hariati Saphira (2021) "The Influence of Brand Image and Price Perception on Purchase Decisions at Sejiwa Coffee Bandung." The relationship between the independent variable Price Perception and the dependent variable Purchase Decisions has a calculated t value of $12.520 > t$ table amounting to 1,966. The Price Perception variable has a significant and positive influence on Purchase Decisions at Sejiwa Coffee Bandung.

The Influence of Electronic Word of Mouth, Servicescape, and Price Perception on Purchase Decision

Based on the simultaneous test, it is known that the calculated F is 38.582 with a significance of 0.000 so that the calculated F (38.582) > F table (3.09) and sig (0.000) < (0.05). So H_0 is rejected and H_a is accepted, meaning that there is a simultaneous influence

of Electronic Word Of Mouth, Servicescape, and Price Perception on the Purchase Decision of Coffee Shopin Pekanbaru.

It is known that the R square value is 0.547, that the Purchase Decision variable can be explained by the Electronic Word Of Mouth, Servicescape and Price Perception variables of 54.7%, while the remaining 45.3% is another variable that was not examined in this research.

The results of this research are in line with research conducted by Araafiona Chandra (2022) with the title "The Influence of Price Perception, Brand Image, and Electronic Word of Mouth (E-WOM) on Purchasing Decisions (Study of Emina Cosmetics Consumers in Semarang City)" which states The calculated F value is 38.843, with the table F value obtained from the degree of freedom (df) calculation, namely $F(3; 100 - 2) = F(3; 98)$ which is 2.967 with a sig level of 5%. Thus it can be concluded that the calculated F value (38.843) > F table (2.967), then H_0 is rejected and H_a is accepted.

5. CONCLUSION

Based on the results of data analysis and discussion, Electronic Word of Mouth, Servicescape and Price Perception are important factors that contribute to consumer behavior, especially regarding Purchase Decision. Partially, Electronic Word of Mouth has a positive and significant effect on Purchase Decision. Thus, Servicescape has a positive and significant effect on Purchase Decision. The partial results show that Price Perception has a positive and significant effect on the Purchase Decision of Coffee Shopin Pekanbaru. It is hoped that the information obtained in this research will help consumers find out about Coffee Shopin Pekanbaru.

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