

Analysis of Factors Influencing Consumer Purchase Decisions for Coffee Shops in Tomohon City

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Abstract

The coffee shop has now become a phenomenon in the community, drinking coffee is now no longer just to eliminate sleepiness, but as part of a lifestyle where the coffee shop is a very popular gathering place. The city of Tomohon is also inseparable from the phenomenon of coffee shops where coffee shops have begun to appear in various locations around the Tomohon city. This study aims to determine the factors that influence consumer purchasing decisions on coffee shops in Tomohon City by conducting a case study at Elmonts Coffee & Roastery Tomohon. The method used in this research is a qualitative case study method. Data collection techniques are carried out by in-depth interviews, observation, and documentation. The data validity technique used is source triangulation and triangulation techniques with data analysis techniques namely Miles and Huberman model analysis techniques. The results showed that there were 6 factors that influenced purchasing decisions at a coffee shop in Tomohon City, namely product, atmosphere, social, promotion, location, and brand.

Keywords

Coffee shop; purchasing decision

INTRODUCTION

Coffee is often the topic of discussion and research in scientific studies (Carvalho, Paiva, dan Vieira, 2016; Lee, Moon, dan Song, 2018; Berampu et al, 2019) because currently, coffee is one of the most popular types of drinks worldwide. The high level of coffee consumption in the world makes coffee have economic value for countries that produce and export coffee beans, so that coffee beans become one of the most widely traded commodities and the high level of consumption also occurs within the country.

Based on the results of the 1989 LPEM UI survey, the level of domestic coffee consumption was 500 grams/capita/year, and in 2016 according to the Association of Indonesian Coffee Exporters and Industries (AEKI), it was estimated that the level of coffee consumption had reached 1150 grams/capita/year. This fact is supported by a previous statement from the Indonesian Ministry of Industry (KEMENPERIN) in 2016 that the growth in consumption of processed coffee products in the country increased by an average of 7% per year.

The increase in the level of consumptiveness is inseparable from changes in lifestyle that make consumptive behavior patterns change, consumption in society is no longer limited to fulfilling functional values but to fulfilling symbolic values. As stated by Kasali (2010) in his book which says that drinking coffee is no longer just to get rid of sleepiness, but a part of a lifestyle, where coffee shops are a very popular gathering place. This is supported by research from Solikatun, Kartono, and Demartoto (2015) which found the fact that consuming coffee is part of the lifestyle of some people, and coffee consumption behavior has become a habit or culture of society.

This phenomenon is starting to be noticed by business actors as a business opportunity as well as indicating a conducive situation in investing in the coffee industry, including the city of Tomohon which is feeling the impact of the existence of coffee shops. Many coffee shops carry out various strategies to retain consumers and attract new customers as stated by Euromonitor (2010) in the Market Analysis Report: The Foodservice Indonesia Industry that many of the coffee shops provide facilities such as a comfortable place, free wifi, various new drinks and foods, supported by human resources, namely workers who are nimble, creative in serving consumers to attract consumers.

Based on the researchers' observations and preliminary observations, the number of coffee shops that have sprung up has not been followed by the market share of coffee connoisseurs in Tomohon which is not yet as big as in other cities, causing several coffee shops to experience ups and downs and does not even rule out the possibility of ending with the closing of the coffee shop business. but there are also coffee shops that still have their existence, one of which is Elmonts Coffee & Roastery which has been able to survive even though many new coffee shops have sprung up in Tomohon. This makes researchers interested in finding out what are the actual factors that influence consumer purchasing decisions for coffee shops in the city of Tomohon.

Based on this background and by paying attention to the existing phenomena, the researcher was encouraged to carry out this research by raising the title "ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASE DECISIONS ON COFFEE SHOPS IN TOMOHON CITY" by conducting a case study at Elmonts Coffee & Roastery Tomohon.

METHODS

This study uses a qualitative method to understand the phenomena that occur in consumer consumptive behavior toward coffee-drinking culture by analyzing the factors that drive purchasing decisions toward coffee shops in more depth. This research was conducted at Elmonts Coffee and Roastery Tomohon with the time of research being carried out in January and lasted for two months. This study uses interview guides, observation, and documentation as instruments in collecting data using technical triangulation combined with source triangulation to test the validity of the data. The data analysis technique used is the data analysis technique in the field model of Miles and Huberman (Miles, Huberman, and Saldana, 2014).

RESULT AND DISCUSSION

This research was conducted on ten informants consisting of eight Elmonts Coffee & Roastery Tomohon consumer informants and the next two informants who are business actors (owners) and employees of Elmonts Coffee & Roastery Tomohon. Through interviews with informants as well as observations and documentation conducted on Elmonts Coffee & Roastery Tomohon, several factors were found that influence consumer purchasing decisions for Elmonts Coffee & Roastery Tomohon.

1. Product

Product is the most dominant factor influencing consumers to make purchases at Elmonts Coffee & Roastery Tomohon. All consumers simultaneously explain the product as their reason for visiting Elmonts Coffee & Roastery Tomohon. Good product quality, delicious taste of the coffee served and more diverse product variants are some of the product attributes that Elmonts Coffee & Roastery Tomohon consumers value as explained by consumers through interviews. Products from Elmonts Coffee & Roastery Tomohon which are processed according to standards with quality control supervised by experts can of course produce quality products with delicious tastes. A more varied menu variant can give consumers more choices.

2. Atmosphere

The atmosphere of Elmonts Coffee & Roastery Tomohon is one of the factors that influence consumers in purchasing decisions, as stated by most of the informants. The peaceful and quite atmosphere of Elmonts Coffee & Roastery Tomohon can provide comfort in drinking coffee or just relaxing. Several informants explained the reason for choosing Elmonts Coffee & Roastery Tomohon because it was not too noisy or crowded with visitors. The atmosphere inside Elmonts Coffee and Roastery Tomohon is generally not too crowded with visitors and is adjusted to the

music playing slowly and the lighting which adds a warm impression so that it looks calm making visitors feel comfortable with Elmonts Coffee and Roastery Tomohon.

3. Social

Social factors such as friendship or work environment are one of the reasons consumers visit Elmonts Coffee & Roastery Tomohon. Several informants explained that the reason for visiting Elmonts Coffee & Roastery Tomohon was because friends invited them to gather. Some other informants also explained that they visited Elmonts Coffee & Roastery Tomohon with co-workers or just to cool off after work. The majority of consumers who visit Elmonts Coffee and Roastery Tomohon come in groups.

4. Promotion

Promotion is one of the factors that is quite dominant in influencing consumer purchasing decisions of Elmonts Coffee & Roastery Tomohon. Some consumers visit Elmonts Coffee & Roastery Tomohon because of the promotion carried out through Internet media. In addition to promotion through internet media, promotion using the word-of-mouth method also has a role in influencing consumers to visit Elmonts Coffee & Roastery Tomohon. As stated by several informants they visited Elmonts Coffee & Roastery Tomohon because it was recommended by someone else. Elmonts Coffee & Roastery Tomohon seems active in promoting Elmonts Coffee & Roastery Tomohon through Instagram and Facebook social media.

5. Location

Location is one of the factors that influence consumers purchasing decisions for Elmonts Coffee & Roastery Tomohon. The close location factor or a location that has easy access is the reason some consumers visit Elmonts Coffee & Roastery Tomohon. One of the informants explained that the location of Elmonts Coffee & Roastery Tomohon, which was close to the office, made Elmonts Coffee & Roastery Tomohon an option to visit. Meanwhile, according to another informant, the easy-to-reach location of Elmonts Coffee & Roastery Tomohon is the reason to visit Elmonts Coffee & Roastery Tomohon. The location of Elmonts Coffee and Roastery Tomohon which is located in the Central Tomohon area and close to several government offices makes Elmonts Coffee and Roastery Tomohon a choice to visit.

6. Brand

The brand is also one of the factors that influence consumer purchasing decisions for Elmonts Coffee and Roastery Tomohon. The Elmonts Coffee and Roastery Tomohon brand, which has existed for a long time and is well known, especially among coffee connoisseurs, is one of the reasons that encourage consumers to visit Elmonts Coffee and Roastery Tomohon. One of the informants said that Elmonts Coffee and Roastery Tomohon already had a name and was well known, which made him visit Elmonts Coffee and Roastery Tomohon. Even one of the informants who came from outside the city of Tomohon visited Elmonts Coffee and Roastery Tomohon because Elmonts Coffee and Roastery Tomohon have its own brand and characteristics. Elmonts Coffee and Roastery Tomohon is not only known among consumers but also among

entrepreneurs, especially in the coffee shop sector. There are many other coffee shops not only in the city of Tomohon that use processed coffee beans under the Elmonts Coffee and Roastery Tomohon brand.

CONCLUSION

Based on the results of the research and discussion that have been described previously, it can be concluded that the factors that influence purchasing decisions for coffee shops in Tomohon City by conducting a case study at Elmonts Coffee and Roastery Tomohon are as follows:

1. Product factors consisting of product quality, taste, and product variants are the most dominant factors influencing Elmonts Coffee and Roastery Tomohon consumers.
2. The factor of a peaceful and un-frenzied atmosphere that it can provide comfort for consumers is the choice for consumers in choosing Elmonts Coffee and Roastery Tomohon.
3. Social Factors is a social interaction that affects one's self in socializing at Elmonts Coffee and Roastery Tomohon. Social factors in this case include the friendship environment such as inviting friends to hang out or the work environment such as meeting co-workers.
4. The Promotion Factor is part of Elmonts Coffee and Roastery Tomohon's marketing to attract consumers to make purchases. In this case, promotions are carried out using internet media, following events, or through the word-of-mouth method.
5. Strategic or easy-to-reach location factors are an alternative for consumers to visit Elmonts Coffee and Roastery Tomohon. The location of Elmonts Coffee and Roastery Tomohon which is located in an office area is the choice for employees and good location access makes Elmonts Coffee and Roastery Tomohon easy to reach.
6. The brand factor is one of the factors that influence consumers in choosing Elmonts Coffee and Roastery Tomohon. The Elmonts Coffee and Roastery Tomohon brand is quite well-known among coffee connoisseurs, especially in Tomohon City and its surroundings.

RECOMMENDATION

1. Elmonts Coffee and Roastery Tomohon can maintain its existence by maintaining the quality of existing products, the taste of the products served by setting prices that are still affordable for consumers in Tomohon. Elmonts Coffee and Roastery Tomohon is more active in developing local coffee products such as Minahasa Koya and Tomohon so that they can be better known by promoting their products widely. It is hoped that Elmonts Coffee and Roastery Tomohon will make more intense and innovative use of social media so that it can attract more new consumers.
2. For the University of Sariputra Indonesia Tomohon as well as future researchers in research on purchasing decisions can use the results of this study as a guideline and can

further develop the research process more broadly to obtain other factors that may not be obtained by researchers due to research limitations.

3. For researchers and readers, it is hoped that the results of this research can add insight into consumer behavior and perceptions as provisions that can be used to enter the business world.

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