

CONSUMER BEHAVIOR IN MAKING DECISIONS TO BUY COFFEE AT COFFEE SHOP IN BOGOR CITY

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INFO ARTIKEL

Kata kunci:

Brand image,
Atmosphere coffee shop,
Service quality,
Purchase intention

Dikirim: 14 Juli 2023
Diterima: 14 Juli 2023
Dipublikasikan: 1
September 2023

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ABSTRAK

Brand Image, coffee shop atmosphere and service quality are factors that influence consumer behaviour in purchasing decisions. This research is located Bogor City focusing on coffee shop using a sample of 112 millennial and Z generations. The data collected by distributing questionnaires. Furthermore, the data that has been collected was analyzed using descriptive analysis and Partial Least Square analysis. The results of this study indicate that brand image does not affect consumers purchase intention of coffee products in Bogor city coffee shops, brand image and service quality have a significant positive effect on consumer purchasing decisions of coffee products in Bogor city coffee shops, Atmosphere coffee shop and service quality have a significant positive effect on purchase intention of consumers of coffee products in coffee shops in Bogor and purchase intentions do not significantly mediate the effect of brand image, Atmosphere coffee shop, and service quality on consumer purchasing decisions for coffee products in coffee shops in Bogor.

1. INTRODUCTION

Indonesia is the world's fourth largest coffee producer, after Brazil, Vietnam and Colombia, besides that, as a consumer, Indonesia is in seventh place (ICO, 2017). Coffee production from 2018 to 2020 has fluctuated. In 2018 coffee production was 756.05 thousand tons, down to 752.51 thousand tons in 2019 or a decrease of 0.47 percent. In 2020 coffee production rose to 762.38 thousand tons or an increase of 1.31 percent (BPS, 2020). Along with the increase in coffee production, this also affects the amount of coffee consumption in Indonesia. Data from the International Coffee Organization (ICO) shows that coffee consumption in Indonesia always increases every year. In 2014/2015 it was in position 4,417, entering 2015/2016 there was an increase of 4,550 and the latest data was in 2017/2018 with a position of 4,700. Meanwhile, domestic coffee consumption in Indonesia shows a projection that will continue to increase in 2020 reaching 294,000 tons, an increase of around 13.9% compared to consumption in 2018/2019 which reached 258,000 tons (Toffin Indonesia, 2020).

Research by Toffin and MIX MarComm Magazine noted that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets. That number has almost tripled, or an increase of around 1,950 outlets from only around 1,000 in 2016. The real number of coffee shops could be higher because the coffee shop census only includes chain outlets in big cities, not including modern and traditional independent coffee shops in various regions (Toffin Indonesia, 2020).

Bogor City is one of the areas that has very high potential in the culinary field. One type of culinary business that is expected to experience an increase is a coffee shop. With this opportunity, on the other hand there are coffee shops that have gone out of business, including ASEEL coffee shop located in Baranangsiang, Bogor City. The results of the interviews show that ASEEL coffee shop began operating in 2020 with a large number of visitors, but over time the number of visitors continued to decrease until the outlet was finally closed in 2021. According to Marshall & Johnston (2015), purchasing decisions made by individuals are preceded by needs that can drive consumer purchasing decisions. Purchasing decisions mean integrating existing choices then directing consumers to decide whether to buy or not (Sumarwan & Tjiptono, 2018).

The factors that influence purchasing decisions are the factors that differentiate between the strategies offered by ASEEL and those offered by competitors. The difference is adjusted according to the target market, price factors, promotions and brand image are factors that are of concern and drive consumer decisions about coffee (Wulandari & Calista, 2022). In addition, based on previous research, there are several factors that can influence the intention to buy coffee, including brand image (Wargianto & Andi, 2022), Atmosphere coffee shop (Widodasih, Kurbandi & Yusmidarina, 2021) and service quality (Najib, Hardiana, Syaefudin, Stevia & Farah, 2020).

According to Kotler & Keller (2013) Brand image is the consumer's perception of a brand that is shown and associated in consumer memory (Soewartini, Effendi & Kaltum, 2017). Atmosphere coffee shop is an environment that is arranged attractively with the support of light, colour, music, fragrance, and so on to evoke a certain emotional response as an incentive to make a purchase (Purnomo, 2017). According to Fandy & Gregorius (2016) defining service quality is a measure of how well the level of service provided is able to match customer expectations.

This coffee shop trend has become a form of self-actualization, especially for the millennial generation and generation Z (Arisanti, 2021). They need a place to express themselves through the construction and concept of the coffee shop as an object that is interesting and desirable so that it becomes a lifestyle. It can be seen that competition in the coffee shop industry is certainly very fierce. Each brand will make every effort to create various creative innovations and be different from other coffee shops to attract people's interest. With the existence of previous research related to consumer behaviour in purchasing decisions on this coffee product, there are several variables that can be developed including brand image variables, Atmosphere coffee shop and service quality with the target object being consumer behaviour in buying coffee in coffee shops in Bogor City. In addition, this study brings out the latest findings by using buying interest as an intervening variable.

2. LITERATURE REVIEW

The first research was conducted by Wulandari & Calista (2022) regarding the analysis of the effect of exogenous variables on endogenous variables. Where exogenous variables include price, promotion, brand image and online purchases, and endogenous variables are purchasing decisions. The price variable dimensions include price affordability, price competitiveness, and price suitability. Promotion variable dimensions include buy one get one, discounted prices, word of mouth (WOM) and promotional content. The variable dimensions of brand image are brand strength, superiority, and brand uniqueness. The variable dimensions of online purchasing are perceived usefulness, perceived convenience, and incentives to use. The results of the study show that the factors that influence purchasing decisions are the factors that differentiate between the strategies offered by Kopi Kenangan and those offered by competitors. The difference is adjusted according to the target market, in this case the millennials. Price, promotion, and brand image factors are factors that are of concern and drive consumer decisions about Kopi Kenangan, in this case the

millennial generation, because 91% of respondents are millennials. On the other hand, online purchases that have been prepared by all coffee serving companies are not an influential factor in increasing purchasing decisions.

The second research was conducted by Wargianto & Andi (2022) regarding the influence between the independent variables and the dependent variable, where the independent variables include product quality, service quality, location and the dependent variable used is a purchase decision. The object of this research is Lain Hati Coffee shop in Pangkalpinang, while the research subjects are visitors or consumers of Lain Hati Coffee shop in Pangkalpinang City.

Based on the research results, it was concluded that:

1. Brand image, service quality and location simultaneously have a positive and significant effect on purchasing decisions at Lain Hati coffee shop in Pangkalpinang City.
2. Brand image has a partially positive and significant effect on purchasing decisions at Lain Hati coffee shops in Pangkalpinang City.
3. Quality of service has a positive and significant partial effect on purchasing decisions at Lain Hati coffee shops in Pangkalpinang City.
4. Location has a partially positive and significant effect on purchasing decisions at Lain Hati coffee shops in Pangkalpinang City

Based on the explanation above, the hypothesis that will be proposed in this study is as follows:

1. H1: Brand image has a positive and significant effect on consumer buying interest in coffee products in coffee shops in Bogor City.
2. H2: Brand image has a positive and significant effect on consumer purchasing decisions for coffee products in coffee shops in Bogor City.
3. H3: The atmosphere of a coffee shop has a positive and significant effect on consumers' interest in buying coffee products in coffee shops in Bogor City.
4. H4: The atmosphere of the coffee shop has a positive and significant effect on the purchasing decisions of consumers of coffee products in coffee shops in Bogor City.
5. H5: Service quality has a positive and significant effect on consumer buying interest in coffee products in coffee shops in Bogor City.
6. H6: Service quality has a positive and significant effect on consumer purchasing decisions for coffee products in coffee shops in Bogor City.
7. H7: Purchase intention has a positive and significant effect on consumer purchasing decisions on coffee products in coffee shops in Bogor City.
8. H8: Brand image has a positive and significant effect on purchasing decisions through purchase intention as an intervening variable
9. H9: The atmosphere of the coffee shop has a positive and significant effect on purchasing decisions through purchase intention as an intervening variable.
10. H10: Service quality has a positive and significant effect on purchasing decisions through purchase intention as an intervening variable.

The following is a thought model to strengthen the above hypothesis:

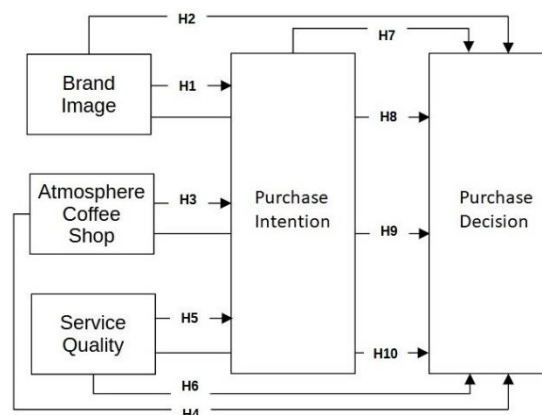


Figure 1 Framework

3. METHODS

Data collection that will be used in this study will be carried out in September 2022-February 2023. Causal research design, where causality studies are considered as understanding conditional phenomena in the form "If X, then Y". The research design uses a cross sectional survey design which is a research design to see the effect of the dependent variable

on the independent variable. This design was chosen because it allows information collection to be carried out once. According to Sumarwan (2014), a cross-sectional survey design is a research design that allows the collection of information from each element of the population to be carried out once at a certain time. In addition, a cross-sectional survey design is a type of observational research that analyzes variable data collected at a certain point in time across a predetermined sample population or subset. This research design is also often used in marketing research because it makes it easier for researchers to optimize their resources. This research will focus on consumer behaviour when deciding to purchase coffee shop products. The research will be conducted quantitatively. The purpose of this study is to measure the impact of certain changes on existing norms and assumptions.

The data used in this research is primary data. Primary data is data taken by researchers where the data is designed in such a way that contains information needed by researchers and information obtained by respondents, Adi, Sumarwan & Fahmi (2017). Primary data will be obtained when researchers take questionnaires from coffee shop consumer respondents. Primary data can be obtained from the results of a questionnaire which includes a list of questions that are systematically arranged and filled in by respondents according to the actual situation. The research instrument used a questionnaire in the form of a Google Form which was distributed via online links on social media applications such as Instagram and Whatsapp.

The population in this study are coffee consumers in Bogor City, both men and women, according to observations of population census data from BPS Bogor 2021. According to Hair, Anderson, Tatham & Black (2010) if the sample size is too large it will be difficult to obtain a suitable model, and it is recommended that an appropriate sample size be between 100 - 200 respondents so that estimation interpretation can be used with the Structural Equation Model (SEM). For this reason, the number of samples will be determined based on the results of the minimum sample calculation. Determination of the minimum sample size for SEM according to Hair et al. (2010) is $(\text{Number of indicators} + \text{number of latent variables}) \times (5 \text{ to } 10 \text{ times})$. Based on these guidelines, the maximum sample size for this study is: $\text{Maximum sample} = (32 + 5) \times 5 = 185$ respondents. This study used a total sample of 350 people. The sampling technique in this study was using nonprobability and purposive sampling techniques. According to Sugiyono (2013) this technique is sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied, this is intended so that the resulting data is logical.

The variables in this study consist of four latent variables, namely brand image, coffee atmosphere, service quality and purchase intention. There are three types of variables used, namely exogenous variables, endogenous variables, and intervening variables. Exogenous variables are variables that affect other variables, which in this study consist of brand image, coffee atmosphere, service quality and purchase intention. Endogenous variables are variables that are influenced by exogenous variables, which in this study are purchasing decisions. The intervening variable or intermediate variable is a variable that lies between exogenous and endogenous variables, which in this study is buying interest.

4. RESULT AND DISCUSSION

RESULT

Characteristics of respondents based on gender shows that the majority of respondents are male with a percentage of 65.2 percent compared to female respondents. This shows that respondents who have an interest in buying coffee products are generally male. In terms of the age distribution of respondents, the largest age range was 28-43 years with a percentage of 83.0 percent and the next range was 14-27 years with a percentage of 17.0 percent. This shows that respondents who have an interest in buying coffee products are the millennial generation who are at a productive age and have a high level of mobility, so they need to buy coffee at coffee shops.

Marital status is used to see how much potential extra income or dependents may be associated with these potential consumers (Lakudus 2022). The marital status of the respondents in this study was dominated by 85 married respondents with a percentage of 75.9 percent. This figure is very different from the percentage of respondents who are unmarried as many as 27 people with a percentage of 24.1 percent.

The education level of a consumer can affect the consumer's process of making choices about the goods and services consumed or used (Salzabella 2021). A higher level of consumer education tends to make consumers more responsive to information because the level of education also influences the selection of products and services to be used (Sumarwan 2014). The results of this study indicate that coffee consumers in coffee shops are dominated by respondents with the last tertiary education, whether Diploma, Bachelor, or Postgraduate, as much as 95.5 percent. This shows that the majority of consumers of cosmetic products are university graduates, most of whom already understand the coffee products offered in every coffee shop.

A person's occupation or profession can describe social status and differentiate consumption behaviour (Adiwinata 2021). This is due to differences in one's needs for a product. The characteristics of respondents based on the type of work have variations, namely as employees of BUMN, private sector and self-employed. In succession the percentage of coffee consumers by type of work is 11.6 percent, 83.0 percent and 5.4 percent. The distribution of the data shows that the most dominant consumer has an interest in buying, namely private employees occupy the first place in

purchasing coffee.

Income is one of the factors that can influence consumer buying interest in a product. Differences in income levels can affect the choice of products or services used due to differences in needs that underlie a person's consumption behaviour. The distribution of respondents based on monthly income in the interest of buying coffee is very diverse, including income of IDR 2,500,000 – IDR 5,000,000 with a percentage of 23.2 percent, IDR 5,000,000 – IDR 10,000,000 with a percentage of 60.7 percent and income of more than IDR 10,000,000 with a percentage of 16.1 percent. These results indicate that respondents have the ability to buy coffee products which relatively have varied prices in coffee shops.

Evaluation of the Measurement Model (Outer Model)

The outer model analysis is the relationship between the latent variables and their indicators or it can be said that the outer model explains how each indicator relates to its latent variables. Outer model analysis needs to be done to ensure the measurement used is feasible to be used as a measurement (valid and reliable). There are three tests in the outer model analysis, namely convergent validity and discriminant validity to test validity, and composite reliability to test reliability.

Convergent Validity, the value of convergent validity is the value of the loading factor on latent variables with their indicators. Convergent validity testing is carried out to find out whether an indicator constitutes a latent variable or not. Convergent validity of the reflective measurement model is assessed based on the item score or component score with the construct score calculated with the help of SmartPLS software. According to Ghozali (2008), a reflective measure is said to be high if it correlates more than 0.70 with the latent variable you want to measure, however, for the early stages of research on the development of a measurement scale a loading value of 0.50 to 0.60 is considered sufficient. So, if there is an indicator that has a loading factor value of less than 0.50, then the indicator must be removed because it indicates that the indicator is not good enough to measure latent variables precisely. The results of the initial model convergent validity testing in this study can be seen in Figure 2.

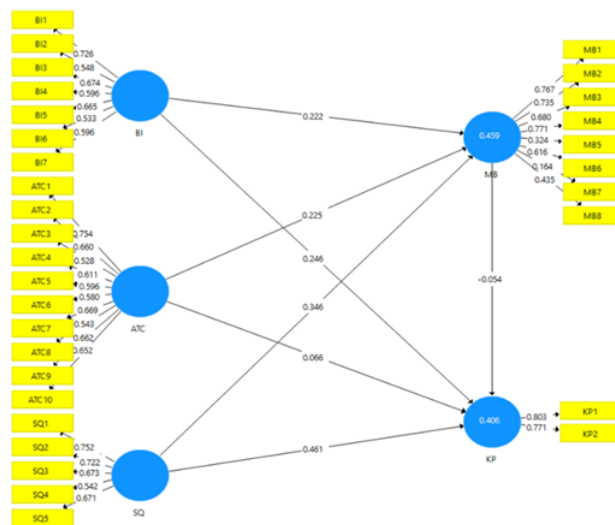
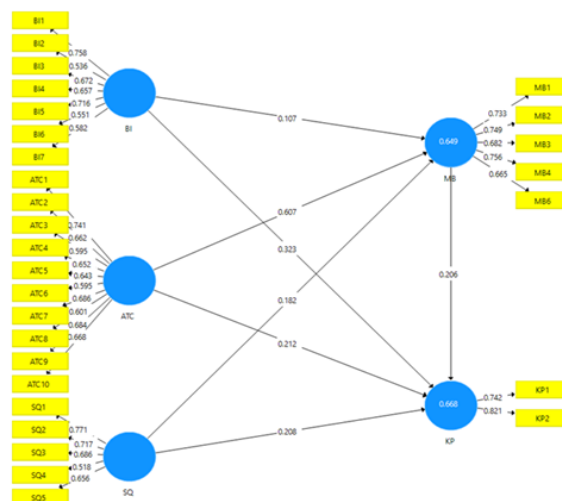


Figure 2 Initial Model Test Results

Figure 2 shows the results of the initial analysis on the outer reflective model. In the initial model analysis, it was found that there were indicators that had a loading factor value below 0.50, namely MB 5 (intention to buy coffee



products at a later time with a loading factor value of 0.324), MB 7 (the tendency to choose a coffee product with a loading factor value of 0.164) , and MB 8 (the desire to meet needs by buying coffee products with a loading factor value of 0.435).

After removing the indicators whose outer loading value is less than 0.5, then reprocessing is carried out without including the indicators that have been issued to obtain the best model. Figure 5.2 shows the results of the analysis on the final outer reflective measurement model which produces a loading factor value greater than 0.50 for all indicators. Based on the results of the loading factor values, the results meet convergent validity because all indicators have a loading factor value of more than 0.50, so there is no need to re-estimate. After fulfilling convergent validity, then the model will be tested at the discriminant validity stage.

Discriminant validity can be seen by comparing the square root value of the Average Variance Extracted (\sqrt{AVE}) of each construct with the correlation between the constructs in the model. According to Ghazali (2008) , good discriminant validity occurs when the \sqrt{AVE} value is greater than the correlation between constructs. In this model, the value of \sqrt{AVE} in the indicator constructs for brand image, atmosphere coffee shop, service quality, purchase intention, and purchasing decisions is greater than the correlation between the constructs. So that it can be interpreted that all the constructs in this research model have good discriminant validity values. The AVE and \sqrt{AVE} values resulting from discriminant validity analysis in research can be seen in Table 1.

Table 1 AVE and \sqrt{AVE} values in the research construct

No	Indikator	AVE	\sqrt{AVE}	Keterangan
1	Brand image	0,514	0,717	Valid
2	Atmosphere coffee Shop	0,528	0,727	Valid
3	Service Quality	0,556	0,746	Valid
4	Minat Beli	0,515	0,718	Valid
5	Keputusan Pembelian	0,613	0,783	Valid

Table 1 shows that each latent variable has a greater AVE square root value than the construct correlation, so it can be interpreted that the five variables in this study have met the requirements of the discriminant validity test and will then be tested for reliability.

Composite Reliability To test the validity of a model, it is necessary to test convergent validity and discriminant validity. In addition to testing the validity of the model, it is necessary to test the reliability of the model using composite reliability testing. The variable is declared reliable if the composite reliability value is above 0.70 (Ghozali 2008). Composite Reliability values in this study can be seen in Table 2.

Table 2 Composite Reliability Value in the Research Construct

No	Indikator	Composite Reliability	Keterangan
1	Brand image	0,830	Reliabel
2	Atmosphere coffee Shop	0,882	Reliabel
3	Service Quality	0,805	Reliabel
4	Minat Beli	0,841	Reliabel
5	Keputusan Pembelian	0,759	Reliabel

Table 2 shows that the seven constructs have a composite reliability value above 0.70, which means that the 5 indicators obtained in the final model of the PLS analysis are accurate, consistent, and precise in measuring this research construct (reliable). This indicates that the final model produced is the right model for the purpose of answering research questions.

Evaluation of the Structural Model (Inner Model)

Analysis of the inner model or structural model is carried out to describe the correlation between latent variables. The inner model or structural model in the PLS method can be evaluated using several parameters. Parameters that can be used include the R² value to measure the level of variation in the independent variable changes to the dependent variable. The greater the R² value indicates that the prediction model of the proposed research model is getting better (Abdillah 2018).

In this study there were two R² values obtained. The first R² value is 0.656, meaning that the dependent variable or purchase decision can be explained by independent variables consisting of Brand image, Atmosphere coffee shop, Service Quality, and purchase intention of 65.6 percent, while the rest is explained by other variables outside the model filed. The second R² value is 0.639, meaning that buying interest as the dependent variable can be explained by the independent variables consisting of Brand image, Atmosphere coffee Shop, and Service quality which is 63.9 percent,

while the rest is explained by other variables outside the proposed model. The R^2 value is not an absolute or absolute parameter in measuring the accuracy of the prediction model, because the basis of the theoretical relationship is the most important parameter for explaining the causality relationship (Abdillah 2018).

Hypothesis Test Hypothesis testing was carried out using the bootstrapping method to see the original sample value, sample mean, standard deviation, t-statistic and p-value. The influence and significant relationship that occurs between variables is indicated by the t-statistic and p-value. The hypothesis can be accepted if the t-statistic value is more than 1.96 and the p-value is below 0.05. The results of the t-test can be seen in detail in Table 3.

Table 3 Results of the Direct Effect Test Using the SEM Model

No	Pengaruh	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values*
1	BI → MB	0.134	0.140	0.100	1.333	0.183
2	BI → KP	0.338	0.337	0.110	3.075	0.002
3	ATC → MB	0.556	0.550	0.092	6.027	0.000
4	ATC → KP	0.197	0.191	0.111	1.768	0.078
5	SQ → MB	0.217	0.220	0.068	3.190	0.002
6	SQ → KP	0.170	0.181	0.069	2.477	0.014
7	MB → KP	0.246	0.246	0.102	2.406	0.016

Based on the p-value in Table 3, the test results for each hypothesis are as follows:

1. Hypothesis 1 which states that brand image influences purchase intention. The results of the Smart PLS 3.0 calculation show that the p-value of 0.311 is greater than the significance level of 0.05, meaning that hypothesis 1 is not supported or the brand image variable does not affect consumer buying interest in Bogor coffee shops.
2. Hypothesis 2 which states that brand image influences purchasing decisions. The results of Smart PLS 3.0 calculations show that the p-value of 0.008 is smaller than the significant level of 0.05, meaning that hypothesis 2 is supported or the brand image variable has a significant positive effect on consumer purchasing decisions for coffee products in coffee shops in Bogor city.
3. Hypothesis 3 which states that the atmosphere of the coffee shop influences purchase intention. The results of the Smart PLS 3.0 calculation show that the p-value of 0.000 is smaller than the significant level of 0.05, meaning that hypothesis 3 is supported or the Atmosphere coffee shop variable has a significant positive effect on consumer buying interest in coffee products in the coffee shop in Bogor city.
4. Hypothesis 4 which states that the atmosphere of the coffee shop affects purchasing decisions. The results of the Smart PLS 3.0 calculation show that the p-value of 0.075 is greater than the significance level of 0.05, meaning that hypothesis 4 is not supported or the Atmosphere coffee shop variable does not affect consumer purchasing decisions for coffee products in Bogor coffee shops.
5. Hypothesis 5 which states that service quality influences purchase intention. The results of the Smart PLS 3.0 calculation show that the p-value of 0.002 is smaller than the significant level of 0.05, meaning that hypothesis 5 is supported or the service quality variable has a significant positive effect on consumer buying interest in coffee products in the Bogor city coffee shop.
6. Hypothesis 6 which states that service quality affects purchasing decisions. The results of the Smart PLS 3.0 calculation show that the p-value of 0.004 is smaller than the significant level of 0.05, meaning that hypothesis 6 is supported or the service quality variable has a significant positive effect on consumer purchasing decisions for coffee products in coffee shops in Bogor city.
7. Hypothesis 7 which states that buying interest influences purchasing decisions. The results of Smart PLS 3.0 calculations show that the p-value of 0.016 is smaller than the significant level of 0.05, meaning that hypothesis 7 is supported or the purchase intention variable has a significant positive effect on consumer purchasing decisions for coffee products in coffee shops in Bogor city.

Table 4 Indirect Effect Test Results Using the SEM Model

No	Pengaruh	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values*
1	BI → MB → KP	0.033	0.033	0.028	1.166	0.244

2	ATC → MB → KP	0.137	0.138	0.066	2.061	0.040
3	SQ → MB → KP	0.054	0.054	0.029	1.874	0.062

Table 4 shows that purchase intention does not significantly mediate the influence of brand image, Atmosphere coffee shop, and service quality on consumer purchasing decisions for coffee products in Bogor coffee shops. This can be seen from the t-count value which is smaller than the t-table value (1.96). Based on the p-value in Table 4.11, the test results for each hypothesis are as follows:

1. Hypothesis 8 which states that brand image influences purchase decisions through purchase intention. The results of Smart PLS 3.0 calculations show that the p-value of 0.244 is greater than the significant level of 0.05, meaning that hypothesis 8 is not supported or the variable purchase intention does not significantly mediate the influence of brand image on consumer purchasing decisions for coffee products in coffee shops in Bogor.
2. Hypothesis 9 which states that the coffee shop atmosphere influences purchasing decisions through purchase intention. The results of Smart PLS 3.0 calculations show that the p-value of 0.040 is smaller than the significant level of 0.05, meaning that hypothesis 9 is supported or the purchase intention variable significantly mediates the effect of the coffee shop atmosphere on consumer purchasing decisions for coffee products in the coffee shop in Bogor city.
3. Hypothesis 10 which states that service quality influences purchasing decisions through purchase intention. The results of Smart PLS 3.0 calculations show that the p-value of 0.062 is greater than the significant level of 0.05, meaning that hypothesis 10 is not supported or the purchase intention variable does not significantly mediate the effect of service quality on consumer purchasing decisions for coffee products in coffee shops in Bogor city.

Discussion

The results of the Bogor City population census in 2021 record that the majority of the population is dominated by Generation Z and Millennial Generation. The proportion of Generation Z is 24.8 percent of the total population and Millennial Generation is 23.58 percent. Both of these generations belong to the productive age which can be an opportunity to accelerate economic growth (BPS, 2021). This research limitations only for Gen Z and millennial.

Influence of Brand Image on Purchase Intention, The first hypothesis states that brand image influences purchase intention. The results state that brand image has no significant effect on purchase intention with the acquisition of a path coefficient value of 0.134 with a t-count value of 1.333. Thus, H1 which states that brand image has a significant effect on purchase intention which is rejected. The results of this study reinforce previous research conducted by Wirayanty and Santoso (2018) regarding the effect of price, brand image and quality on purchase intention of private label products which shows that there is no effect of positive brand image on consumer buying interest in Indomaret private label products in Yogyakarta. This research is also in line with the results of previous studies conducted by Negarawan (2018) and Rosita and Tahmat (2021) which state that brand image has no significant effect on purchase intention.

Influence of Brand Image on Purchasing Decisions, brand image has a significant effect on purchasing decisions accepted. Brand image has a positive direction of influence, meaning that the better the coffee shop's brand image, the significantly easier it will be for consumers to make purchasing decisions on coffee products in the coffee shop. The results of the research are in accordance with research conducted by Wibowo and Wulandari (2022), Rahmah and Pradana (2022), and Wulandari and Calista (2022) who found that brand image has a positive and significant influence on consumer purchasing decisions for coffee products. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase.

Influence of Atmosphere Coffee Shop on Purchase Intention, the third hypothesis states that the coffee shop atmosphere has an effect on purchase intention. The calculation results show that the coffee shop atmosphere has a positive and significant effect on purchase intention with the acquisition of a path coefficient value of 0.556 and a t-count value of 6.027 which is greater than 1,96. This research shows that the atmosphere of a coffee shop can attract consumers to buy coffee products. This condition illustrates that when a coffee shop has a good atmosphere and meets consumer expectations, it will affect the increased buying interest of coffee consumers towards the coffee shop. This is in line with research by Rizki and Wardhana (2016), Yanti and Budiatmo (2020), and Widodasih et al. (2021) who found a positive and significant relationship between coffee shop atmosphere and purchase intention.

Influence of Atmosphere Coffee Shop on Purchasing Decisions, based on the results of hypothesis testing it is proven that the coffee shop atmosphere has no significant effect on purchasing decisions with a path coefficient value of 0.197 and a t-count value of 1.768 which is less than 1.96. The results of this study contradict the research of Purnomo (2017) and Yanti and Budiatmo (2020) who found a significant relationship between coffee shop atmosphere and purchase decisions. However, on the other hand, the results of this study reinforce previous research conducted by Ariyono's research (2021) regarding the effect of coffee shop atmosphere, location, and product diversity on consumer

purchasing decisions at Senduro Lumajang Coffee Shop which shows that there is no positive and significant influence on atmosphere. coffee shop on purchasing decisions of coffee consumers. That is, the coffee shop atmosphere is not one of the factors that can influence consumer purchasing decisions in buying coffee products in coffee shops.

Influence of Service Quality on Purchase Intention, the results of testing the hypothesis on the effect of service quality on purchase intention yield a coefficient value of 0.217 with a t-count value of 3.190 greater than 1,96. These results indicate that service quality has a positive and significant effect on purchase intention. This research is in line with the results of research conducted by Abbas et al. (2020), Alharthey (2019), and Buchori and Harwani (2021)

which state that service quality has a positive and significant effect on consumer buying interest. Based on the research results obtained, service quality needs to be improved by providing a very good environment and atmosphere, starting in terms of music, layout, installation of electrical plugs that are easily accessible to consumers, offering updated food and beverage products, friendly and informative waiters regarding products, speed up serving time, and always maintain cleanliness in service.

Influence of Service Quality on Purchasing Decisions, that service quality has a significant effect on purchasing decisions is accepted. This influence has a positive direction, meaning that the higher the service provided to coffee consumers, the higher the number of customers who buy coffee at the coffee shop will increase. The results of this study reinforce previous research conducted by Wargianto and Wardana's research (2022) regarding the effect of brand image, service quality and location on purchasing decisions which shows that there is a positive and significant effect on service quality on consumer purchasing decisions on coffee products at Kopi Lain Hati.

Influence of Purchase Interest on Purchasing Decisions, there is a positive influence between buying interest and purchasing decisions with a path coefficient value of 0.246. A positive value indicates that the higher the consumer's interest in coffee products, the higher the consumer's purchasing decision for the coffee product. This means that the more consumers are interested in a coffee shop, the more likely consumers are to make purchases at the coffee shop. This research is in line with the results of research conducted by Komalasari et al. (2021), Sriyanto et al. (2019), and Hidayat et al. (2023) which states that purchase intention has a positive and significant effect on consumer purchasing decisions.

Influence of Brand Image on Purchasing Decisions through Purchase Intention, Brand image has a significant effect on purchase decisions through rejected purchase intention, so purchase intention does not become an intervening variable between brand image and purchase decision. The results of this study are supported by Hypothesis 1 which shows that brand image has no significant effect on purchase intention, but has a significant effect on purchase decisions (Hypothesis 2). This means that in this study brand image can have a direct effect on coffee consumer purchasing decisions at coffee shops without going through purchase intention. This is not in line with the research of Mubarak (2018) and Hidayat et al. (2023) who stated that brand image has a significant effect on purchase intention and purchase decision, and indirectly purchase intention is an intervening variable between brand image and purchase decision.

Influence of Atmosphere Coffee shop on Purchase Decisions through Purchase Intention, coffee shop atmosphere has an indirect and significant effect on purchasing decisions through acceptable buying interest. So that buying interest significantly mediates the effect of coffee shop atmosphere on consumer purchasing decisions for coffee products in coffee shops in the city of Bogor. The results of this study reinforce previous research conducted by Yanti and Budiarmo (2020) which stated that there is an influence of store atmosphere on purchasing decisions through purchase intention as an intervening variable at Gelael Ciputra Mall.

Influence of Service Quality on Purchasing Decisions through Purchase Intention, results show that purchase intention does not act as an intervening variable between service quality and purchasing decisions. However, on the other hand, based on hypotheses 5 and 6, it shows that service quality has a positive and significant effect on purchase intention and purchase decision separately. This means that service quality is the most important factor that can influence consumer buying interest and purchasing decisions in choosing coffee products in Bogor coffee shops compared to brand image and coffee shop atmosphere variables. The results of this study are in accordance with previous research conducted by Sembhodo et al. (2022) which states that service quality has no significant effect on purchasing decisions through the buying interest of housing consumers with a t-count of 1.872 which is less than 1.96. On the other hand, this research is different from previous research conducted by Alfatiha and Budiarmo (2020) regarding the effect of price and service quality on purchasing decisions through consumer buying interest at Du Café Semarang. This research shows that there is a positive influence of service quality or service quality on purchasing decisions through purchase intention.

5. CONCLUSION

The results showed that brand image had no significant effect on purchase intention, brand image had a positive and significant effect on decisions, the coffee shop atmosphere had a positive and significant effect on purchase intention, the coffee shop atmosphere had no significant effect on consumer purchasing decisions, service quality had a positive and significant effect on buying interest, service quality has a positive and significant effect on purchasing decisions, buying interest has a positive and significant effect on purchasing decisions, brand image does not have a significant

effect on purchasing decisions through buying interest as an intervening variable, coffee shop atmosphere has a positive and significant effect on purchasing decisions through purchase intention as an intervening variable, service quality does not significantly influence purchase decisions through purchase intention as an intervening variable.

Advice that can be recommended to coffee shop entrepreneurs is to consider the recommended strategies so that they can increase buying interest and purchasing decisions of coffee consumers in coffee shops. The object of this research is coffee in Bogor City coffee shops, therefore the strategy presented is a strategy that can be used by coffee shop entrepreneurs in Bogor City. Suggestions for future research please based on research limitations.

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