Era New Normal; Analysis Of Factors That Influence Community Drinking Coffee In Coffee In Surabaya

by Asmirin Noor

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Abstract

This research is entitled Analysis of Factors Influencing People To Drink Coffee at Coffee Shops in Surabaya City. The research population is a coffee shop in Surabaya by taking a sample of 26 respondents. The research uses a quantitative research approach with factor analysis. The experimental factors are Product, Price, Place, Promotion, and Service Quality, consisting of 21 variables. In stage 1 analysis, only 20 variables can be used to perform factor analysis. The analysis results prove that five formed factors can influence purchasing decisions, and only two factors have a dominant influence on these purchasing decisions, namely factor 1 and factor 4. 1 and 4. In factor 1, there are variables of public relations and direct selling (Promotion) and variables of ease of place access, comfort, and spacious parking (Place), as well as in factor 2; there are variables of product taste (Product) and suitability price with benefits and price competitiveness (Price). Variables in factor 2 and factor 3 have a small correlation value so that it does not significantly affect purchasing decisions. Meanwhile, factor 5 has a negative correlation value, which means that the more the variable can be paid off and reliability will decrease the decision to buy a drink at a coffee shop in Surabaya.

Keywords: Product, Price, Place, Promotion, Service Quality, and Consumer Decision

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1. INTRODUCTION

The Covid pandemic that has occurred since the beginning of 2020 has had a very broad impact on the economy in our country. The government's policy that implements the Enforcement of Restrictions on Community Activities (PPKM) requires people to work from home (WFH), which greatly influences people's lives.

At the beginning of the emergence of the pandemic, many sectors of the economy were disrupted. During the pandemic, economic growth declined worse than during the 1997 economic crisis (Faaza, 2021) (Safitri & Dewa, 2021). Based on BPS (Central Statistics) survey data in 2020, the impact of the Covid-19 pandemic on economic actors resulted in a decrease in income.

The implementation of PPKM will disrupt the company's cash flow, leading to bankruptcy. Some traders and entrepreneurs think that the implementation of PPKM does not meet their businesses' operational costs, such as restaurants. However, there is an increase in some basic needs.

The Covid 19 pandemic affects not only large companies but also harms Small, Micro, and Medium Enterprises. One of the businesses affected is the coffee shop business widely spread in Surabaya.

After the government gave PPKM relaxation at the end of 2021, coffee shops began to reopen for 24 hours. This, of course, has an impact on increasing the income of coffee shop entrepreneurs in Surabaya.

This study aims to determine what factors influence people to drink at Coffee Shops in Surabaya and which dominant factors.

2. LITERATURE REVIEW

According to Sudaryono (2016) in (Prisillia Ultimawati, 2020), marketing is a business process that seeks to align the organization's human, financial, and physical resources with the needs and desires of customers in the context of competitive strategy. Several experts also expressed their opinion regarding the definition of marketing. According to the AMA (American Marketing Association) cited by Kotller and Keller (2016) in (Febrianza & Aprileny, 2020), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large."

Speaking of marketing issues, it cannot be separated from the discussion of the marketing mix. According to Kotler & Armstrong 2014 (Noor, Sudana, & Rifai, 2021), "Marketing mix is a set of tactical marketing tools that the company combines to produce the desired response in the target market." Alma (2012) (Rogi, 2021) also

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states that the marketing mix is a strategy of mixing marketing activities so that the optimal combination is sought to bring results most satisfying.

2.1 Product

According to Kotler (2012) (Hidayat, 2020) Product is anything that can be offered to the market for attention, purchase, use, or consumption that can satisfy wants and needs. Products include physical objects, services, people, places, organizations, and ideas." Kotler and Keller (2016) (Rogi, 2021) state that product quality is when customers want the results or performance of an item. Meanwhile, according to Kotler and Armstrong (2014), product quality is the ability of a product to demonstrate the item's function, including overall durability, reliability, accuracy, ease of operation, product repair, and other product attributes.

2.2 Price

According to Swastha (2010) (Budiono, 2020), "Price is the amount of money (plus some goods if possible) needed to get several combinations of goods and services." Moreover, according to Sumarni & Soepriehanto (2010) (Budiono, 2020), PricePrice is the amount of money (plus some products, if possible) needed to get several combinations of goods and services.

2.3 Promotion

Kotler and Keller (2016), (Rogi, 2021) promotion is an activity that communicates product advantages and persuades target customers to buy it. From the above definition, it can be concluded that promotion influences and persuades target customers to buy or divert the purchase of products produced by the company. Promotion can be defined as a form of marketing communication; marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

2.4 The place

Tjiptono (2017) (Rogi, 2021) defines distribution channels as marketing activities that seek to expedite and expedite the delivery of goods and services from producers to consumers so that their use is following needs (type, quantity, PricePrice, place, and place when needed)

2.5 Service Quality

Panjaitan & Yuliati (2016) states that service quality is a way of achieving a quality innovation regularly for the products and services produced. In providing quality services, we always strive to meet customer needs and conform to customer desires. Pasolong (2015) states that service can be defined as the activities of a person, group, and organization either directly or indirectly to meet needs. Furthermore, Sinambela (2016) service is an activity that occurs indirect interaction between a person and another person or physical machine and provides customer satisfaction. According to Parasuraman, Zeithaml, and Berry (1990) (NOOR, 2020), five main dimensions are arranged in order of their relative importance, namely tangible, reliability, responsiveness, assurance, and empathy.

2.6 Buying decision

According to Kotler and Keller (2016), the purchasing decision process is a process in which consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long-lasting impact after that. . According to Tjiptono (2017) in (Erinawati & Syafarudin, 2021) purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate each of these alternatives properly can solve the problem, which then leads to a purchase decision.

Decision-making is a unification process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Sangaji, 2016). So it can be concluded that the decision is a person's behavior in determining a product choice to achieve satisfaction according to the needs and desires of consumers or users of these products or services.

2.7 Conceptual Framework

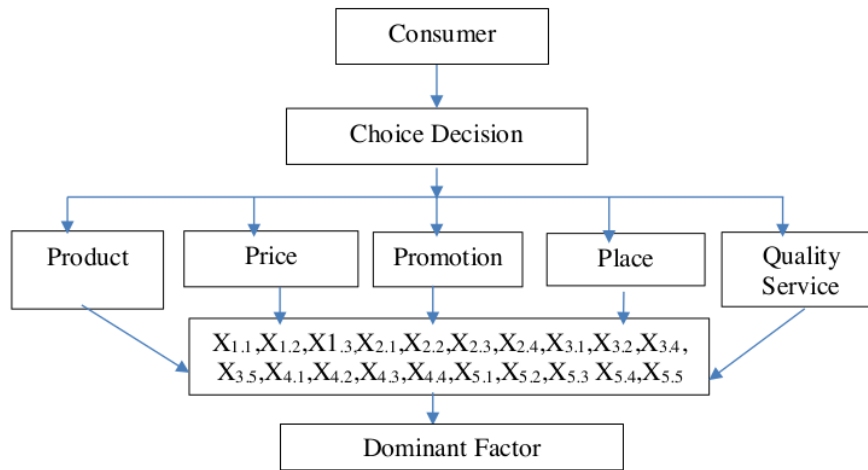The conceptual framework of this research is as follows:

Figure 1: Conceptual Framework

2.8 Hypothesis

The hypotheses in this study are:

a. some factors influence people to drink at coffee shops in the city of Surabaya

b. There is a dominant factor that influences people to drink at a coffee shop in the city of Surabaya

3. RESEARCH METHODOLOGY

3.1 Population and Sample

The opulation of this research is people who usually drink in coffee shops in Surabaya, which are unlimited in number. The sampling method used in this study is "Accidental Sampling," which determines samples from people who drink at coffee shops in the city of Surabaya with a minimum sample size of 35 times the number of variables specified. So the number of samples in this study is 5 X 35 = 165 respondents. The operational definition can be seen in Table 1 as follows:

Table 1: Explanation of indicators

Research variable	Indicator	Question Points
Product (X1)	1. Product quality	X1, X2, X3

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	2. Kinds of products 3. Taste	
Price (X2)	4. Affordability 5. Suitability of benefits 6. Can Karbon 7. Price competitiveness	X4, X5, X6, X7
Promotion (X3)	8. Advertising 9. Personal selling 10. Sales promotion 11. Public relations 12. Direct marketing	X8,X9,X10,X11,X12
Location / Place (X4)	13. easy access 14. comfortable 15. ample parking 16. near the crowd	X13,X14,X15,X16
Service Quality (X5)	17. Tangibles 18. Reliability 19. Responsiveness 20. Performance 21. Empathy	X17,X18, X19, X20, X21

4. RESULT

4.1 Validity and Reliability Test

The validity and reliability test results after distributing the questionnaire, as many as 165 people stated that the reliability was at 0.944; it can be seen in the table below that the Cronbach Alpha value was at 0.888, and 21 questions distributed were declared reliable.

Table 2: Reliability Test Results

Cronbach's Alpha	N of Items
.928	21

Based on the table above, it can be concluded that the 21 items asked are reliable. Meanwhile, to see the validity of an instrument, it can be seen how far the value of the research instruments is. To be used as instruments in this study, one hundred sixty-five people were used as respondents to see whether the questions used in this study were appropriate or not.

Table 3: Validity Test Results

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product Quality	74.8303	165.130	.713	.923
Kind of product	75.2242	171.577	.481	.927
Product taste	75.0000	171.744	.504	.927
Price affordability	74.7758	169.212	.641	.924
Benefit suitability	74.9576	176.285	.304	.931
Can you pay	75.1758	174.451	.353	.930
Price competitiveness	75.1697	173.008	.493	.927
Advertising	74.7879	165.497	.737	.922
Personal selling	74.8242	165.524	.734	.922
Sales promotion	74.9152	170.468	.575	.925
Public relation	74.9515	168.071	.740	.923
Direct marketing	74.9879	166.561	.764	.922
Easy access	74.9758	165.975	.728	.922
Comfortable	74.9455	164.881	.723	.922
Ample Parking	74.8909	165.342	.688	.923
Near The crowd	74.8121	168.873	.644	.924
Tangible	74.9515	165.900	.660	.924
Reliability	74.8182	169.711	.635	.924
Responsiveness	74.8424	170.195	.653	.924
Performance	75.0303	173.859	.478	.927
Empathy	75.0727	176.897	.316	.930

To see whether a research instrument is useful or not, a validity test of 21 questions can be carried out, taking 165 respondents. Cronbach's alpha value in 21 question items with a significant level of 5% is at least 0.305, meaning for an item of 21 items. The question, then the resulting number must be above 0.305. Moreover, based

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on the results from the table above, it can be concluded that each item of the 21 question items has a value above 0.305. Therefore it can be concluded that each question item, totaling 21 items, is valid. Thus the instruments used in this can be declared valid and reliable so that the 21 questions can be used for other analysis purposes.

4.2   Testing predetermined variables

The 21 variables tested were included in the factor analysis to test the KMO value and the Bartlett Test and MSA (measures of sampling adequacy). The MSA value must be above 0.5. The following is a table of KMO and Bartlet Test scores

Table 4: Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	2532.803
	Df	210
	Sig.	.000

Based on the label above, it can be seen that the KMO and Barlett Test numbers are 0.795 with a significance level of 0.000. Therefore, the existing variables and samples can be analyzed further. In the first stage of the Factor Analysis Test, there is a variable with an Anti Image Correlation value of less than 0.5, namely Empathy (X21) which has a value of 0.478, so this variable must be removed in the next stage of the factor analysis.

Table 5: Measures of Sampling Adequacy (MSA)

Product Quality	.813[a]
Kind of product	.884[a]
Product taste	.635[a]
Price affordability	.751[a]
Benefit suitability	.614[a]
Can you pay	.646[a]
Price competitiveness	.827[a]

Advertising	.808ᵃ
Personal selling	.894ᵃ
Sales promotion	.745ᵃ
Public relation	.879ᵃ
Direct marketing	.861ᵃ
Easy access	.891ᵃ
Comfortable	.937ᵃ
Ample Parking	.834ᵃ
Near The crowd	.750ᵃ
Tangible	.861ᵃ
Reliability	.888ᵃ
Responsiveness	.946ᵃ
Performance	.878ᵃ

Of the 20 existing variables, the .value of the Measure of Sampling Adequacy has a value greater than 0.50, so all variables are eligible for factor analysis.

4.3 Factoring from Rotation

After all, variables have sufficient values. The next step is to carry out the core process of factor analysis, namely extracting a set of existing variables to form one or several factors.

Table 6: Communalities

	Initial	Extraction
Product Quality	1.000	.735
Kind of product	1.000	.533
Product taste	1.000	.551
Price affordability	1.000	.766
Benefit suitability	1.000	.659
Can you pay	1.000	.848
Price competitiveness	1.000	.589
Advertising	1.000	.807
Personal selling	1.000	.762
Sales promotion	1.000	.736
Public relation	1.000	.783
Direct marketing	1.000	.834
Easy access	1.000	.807
Comfortable	1.000	.752

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Ample Parking	1.000	.813
Near The crowd	1.000	.811
Tangible	1.000	.726
Reliability	1.000	.785
Responsiveness	1.000	.518
Performance	1.000	.465

Extraction Method: Principal Component Analysis.

All variables can be used to explain factors. According to SSantoso (2004), I explained that the Communalities table is the number of variants (in percentages), a variable that the existing factors can explain. Based on the values in the Communalities table, it can be concluded that the existing variables can be explained in the formed factors; the greater the Communalities value, the more closely related to the formed factors. In this case, the greatest value is in the Product Quality variable with an extraction value of 0.735; the formed factors can explain 73.5% of the Variance of Product Quality.

4.4   The value of each variable being analyzed

Santoso (2004) explains that the Total Variance Explained table describes the number of factors formed. In looking at the formed factors, it must be seen in the eigenvalues. To determine the formed factor, it must be seen that the eigenvalue must be above one (1); if it is below one, then it is not correct. Eigenvalue shows the relative importance of each factor in calculating the Variance of the total variables. The arrangement is always sorted by the number of eigenvalues from the largest to the smallest value.

Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0 1	9.017	45.087	45.087	9.017	45.087	45.087
2	1.640	8.200	53.287	1.640	8.200	53.287
3	1.465	7.327	60.614	1.465	7.327	60.614
4	1.099	5.495	66.109	1.099	5.495	66.109
5	1.057	5.283	71.392	1.057	5.283	71.392
6	.926	4.632	76.024			

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7	.884	4.419	80.443
8	.717	3.586	84.029
9	.560	2.801	86.830
10	.425	2.127	88.957
11	.410	2.048	91.006
12	.351	1.757	92.763
13	.303	1.513	94.275
14	.260	1.300	95.576
15	.225	1.124	96.700
16	.206	1.030	97.730
17	.170	.848	98.578
18	.143	.715	99.294
19	.075	.373	99.667
20	.067	.333	100.000

Extraction Method: Principal Component Analysis.

The table Total Variance Explained shows the value of each variable being analyzed. In this study, there were 20 variables or components that were analyzed. Five factors can be formed from these 20 variables based on the initial eigenvalues. The requirement for a factor is that the eigenvalue must be > 1. The value of component 1 is 9.017 > 1 and can explain 45.1% of the variation. The eigenvalue 2 is 1.640 > 1 and can explain 8.2% of the variation. The eigenvalue 3 is 1.465 > 1 and can explain 7.3% of the variation. The eigenvalue 4 is 1.099 > 1, and is able to explain 5.5% variation. The eigenvalue 5 is 1.057 > 1 and can explain 5.3% of the variation. So that the five factors can explain the variable of 71.4%

In the table above, it can be seen that there are 20 variables (components) that are included in the factor analysis, only five factors are formed, namely factor 1, factor 2, factor 3, factor 4, and factor 5. Determining which variables will enter the factor is done by comparing the magnitude of the correlation in each row.
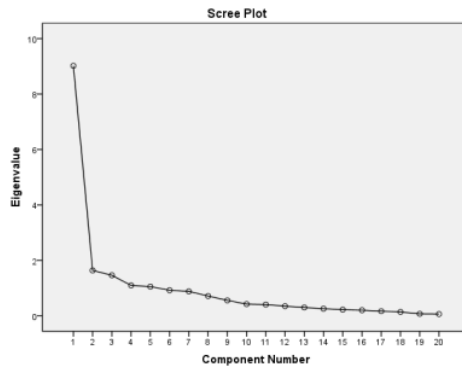
When depicted graphically, it looks like this:

Figure 2: Scree Plot

Once it is known that the five factors are the most optimal number, then the component matrix table shows the distribution of the 20 variables on the eight formed factors. At the same time, the numbers in the table are loading factors, which show the magnitude of the correlation of a variable with factor 1, factor 2, factor 3, factor 4, and factor 5—determining which variable will enter which factor is carried out by comparing the magnitude of the correlation in each row.

Table 8: Component Matrix

	Component				
	1	2	3	4	5
Product Quality	.761				
Kind of product	.532				
Product taste	.538				
Price affordability	.695				
Benefit suitability		.605			
Can you pay			.688		
Price competitiveness	.518				
Advertising	.789				
Personal selling	.776				
Sales promotion	.621				
Public relation	.784				
Direct marketing	.817				
Easy access	.797				
Comfortable	.790				

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Ample Parking	.762				
Near The crowd	.691				
Tangible	.691				
Reliability	.678				
Responsiveness	.707				
Performance					

Extraction Method: Principal Component Analysis.

a. five components extracted.

The correlation between Product Quality and factor 1 is very strong because it has a component matrix value of 0.761 (above 0.5), while those with factors 2, 3, 4, and 5 are weak, likewise with Product Types, Product Taste, Price Affordability, Price Competitiveness, Advertising, Personal Selling, Sales Promotion, Public Relations, Direct Marketing, Ease of Place Access, Place Convenience, Spacious Parking, Near Crowds, Tangible, Reliability and Responsiveness. Meanwhile, product suitability strongly correlates with factor 2 with a component matrix value of 0.605, and Bisa Kasbon strongly correlates with factor 3 with a component matrix value of 0.688.

Santoso (2004) explained that the Component Matrix shows the distribution of existing variables with the formed factors. At the same time, the numbers in the Component Matrix table are Loading Factors which show the large correlation between a variable and the existing factors.

Table 9: Rotated Component Matrix

	Component				
	1	2	3	4	5
Product Quality		.673			
Kind of product			.565		
Product taste				.618	
Price affordability		.798			
Benefit suitability				.769	
Can you pay					.861
Price competitiveness				.573	
Advertsing		.760			
Personal selling			.685		
Sales promotion			.502		
Public relation	.792				
Direct marketing	.828				

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	1	2	3	4	5
Easy access	.783				
Comfortable	.774				
Ample Parking	.853				
Near The crowd		.836			
Tangible			.732		
Reliability					.601
Responsiveness					
Performance					

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 12 iterations.

The component matrix resulting from the rotation process (rotated component matrix) shows a clearer and more significant distribution of variables. It can be seen that now the loading factor that used to be small is getting smaller, and the large loading factor is getting bigger.

Table 9 shows the Factor 1 group is Public Relations 0.792, Direct Marketing 0.828, Ease of Access 0.783, Place Convenience 0.774, and Parking Area 0.853. Factor 2 is Product Quality 0.673, Price Affordability 0.798, Advertising 0.760, and Near Crowd 0.836. Factor 3 is Product Type 0.565, Personal Selling 0.685, Sales Promotion 0.502, and Tangible 0.732. Factor 4 is the product's taste 0.618, price suitability with benefits 0.769, and price competitiveness 0.573. Factor 5 is Cash Cash 0.861 and Reliability 0.601. Meanwhile, Responsiveness and Performance were excluded from the factor analysis.

Table 10 Component Transformation Matrix

Component	1	2	3	4	5
1	.640	.527	.430	.298	.197
dim 2	-.611	.344	-.005	.713	-.002
ensi 3	.008	-.615	.210	.306	.695
on0 4	.464	-.297	-.542	.536	-.341
5	-.042	-.371	.691	.147	-.601

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

From the table it can be explained that on the diagonal factors (components) 1, 2, 3, 4, and 5, (0.640; 0.344; 0.210; 0.536; and -0.601). The minus number "-" indicates the direction of the correlation. At the same time, the other diagonal shows a number below 0.5 which indicates the presence of other components in each factor that have a high correlation. Moreover, only two factors whose numbers are above 0.5, namely factor 1 (component 1) and factor 4 (component 4), with each number being 0.640; 0.536.

Based on the formation, only two factors whose diagonal value is above 0.5, namely in component 1 and component 4, then the two factors are sufficient to represent the five factors formed.

5. DISCUSSION

Of the 21 variables set by the researcher, only 20 could be further analyzed using factor analysis. In the rotated component matrix analysis, only 18 variables have a factor loading above 0.5.

The analysis results show that the buyer's decision is largely determined by the variables included in factors 1 and 4. In factor 1, there are variables of public relations and direct selling (Promotion) and variables of ease of access to places, comfort, and ample parking (Place); as well as in factor 2; there is a product taste variable and price suitability with benefits and price competitiveness (Price).

Variables in factor 2 and factor 3 have a small correlation value so that it does not significantly affect purchasing decisions. Meanwhile, factor 5 has a negative correlation value, which means that the more the variable can be paid off and reliability will decrease the decision to buy a drink at a coffee shop in Surabaya.

6. CONCLUSION

The purchasing decision of Surabaya residents to drink at coffee shops is largely determined by the Promotion factor, which consists of public relations and direct selling, then by the Place factor, which consists of easy access to coffee shops and a large parking area, then by the Product factor, namely the taste of the product served. selling, as well as by the Price factor, which consists of price suitability with benefits and price competitiveness

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