

STUDY ON BEHAVIOR INTENSION IN POINT COFFEE CONSUMERS IN THE CITY OF SEMARANG

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Abstract: This study aims to determine and analyze the effect of place atmosphere on behavioral intentions with the mediating effect of service quality and food quality at Point Coffee Semarang. The data source used in this research is primary data. The sampling technique is non-probability sampling with the type of convenience sampling. The level measurement used is the interval level. This research was processed using Structural Equation Modeling (SEM) with the help of AMOS 22 software. The results showed that the atmosphere had a positive effect on service quality and food quality, service quality and food quality also had a positive effect on behavioral intentions, and atmosphere had a positive effect on behavioral intentions. The atmosphere also has a positive effect on behavioral intentions through the mediation of service quality and food quality. The role of service quality and food quality is a partial mediator.

Keywords: *Atmosphere of Place, Quality of Service, Quality of Food, Intention of Behavior*

Introduction

Enjoying a cup of coffee is part of the Indonesian lifestyle in the last 10 years. In ancient times, coffee only had a type of black coffee that was identical to the drink of the parents with a bitter taste and was not very popular with young people, but nowadays coffee already has various types ranging from bitter taste to sweet taste mixed with sweeteners. such as caramel, hazelnuts, or palm sugar. Consumption of coffee at this time is also not only a necessity to keep the body awake because of the caffeine compounds found in coffee, but also for social activities with friends or family.

According to data from the International Coffee Organization (2020), Indonesia's domestic coffee consumption in 2018 - 2019 reached 50.97 percent of the total production in that year. This amount is higher than other coffee producing countries, such as Vietnam, Colombia, Ethiopia, and Brazil. For an increase in domestic consumption since 1990, an average of growth has reached 5.16 percent per year, until in 2019 it reached 4.6 million packages of 60 kg / lb (60

kg). This level of consumption shows that the development of coffee consumption has become a necessity and lifestyle for people in Indonesia.

Indonesia is the second country after Brazil as the second largest coffee consumer, namely 4.55 million 60 kg coffee bags. The number also continues to grow, until the 2018/2019 period the growth is positive at 1.8%. The increase in domestic coffee consumption has led to the mushrooming of the coffee business in Indonesia, including in the city of Semarang. Almost on every corner of the main street there is a coffee shop. Each coffee shop has its own charm to attract lovers coffee, from the taste of coffee offered to the atmosphere of a place that is made as comfortable as possible to gather with relatives or colleagues. The concept of the shop is packaged as attractive as possible to create convenience for visitors. According to TOFFIN data, companies providing business solutions in the form of goods and services in the HOREKA industry (Hotels, Restaurants and Cafes) together with MIX MarComm Magazine published that the number of coffee shops in Indonesia has reached more than 2,950 outlets on August 2019. The number of these outlets has almost tripled compared to 2016, which is estimated to only be around 1,000 outlets nationwide. According to Ha and Jang (2012), place atmosphere has been considered as the main thing in restaurant service management because it can influence visitors to come back and recommend to other consumers.

PT Indomarco Prismatama has also started to look into the promising coffee business in Indonesia as the owner of a minimarket outlet with the Indomaret brand. In early 2019, he began to develop the retail business in the coffee industry by launching the Point Coffee brand. The large number of Point Coffee shops in the city of Semarang is not proportional to the profits the company gets. In the 1st quarter of 2020, only 1 Point Coffee shop posted a profit, namely the Point Coffee shop at the Pemuda Semarang Shop, while 11 other stores suffered significant losses each month. At a time when market competition is very competitive, good service quality is the key to getting benefits which in turn can provide customer satisfaction (Ryu, 2011). According to Ryu and Han (2010), food quality is also an important factor that has an impact on consumer satisfaction. Several studies have found that customer satisfaction with restaurant food quality is a strong predictor of customer intention to return (Ryu, 2011).

RESEARCH METHODS

This type of research is causal research. The data used in this study are primary data, meaning that data is obtained from respondents through questionnaires. Sources of data in this study are respondents who have bought drinks at Point Coffee Semarang City. The respondents used here are customers who have purchased Point Coffee products > 3 times. If the respondent purchases Point Coffee products < 3 times, automatically they cannot continue to the question because of the question filter that must be filled in before filling out the questionnaire. The questionnaires were distributed regarding the atmosphere, service quality, food quality, and intention to behave at Point Coffee Semarang City and distributed to respondents according to the number and characteristics that had been determined. The scale of measurement in this study uses an interval scale and a numerical scale where the respondent gives an assessment of the questions that are measured in seven levels of the scale. A scale of 1 to 7 shows the assessment of the statement of

the object under study, where number 1 indicates that the respondent strongly disagrees with the statement given and a scale of 7 shows that he strongly agrees with the statement given.

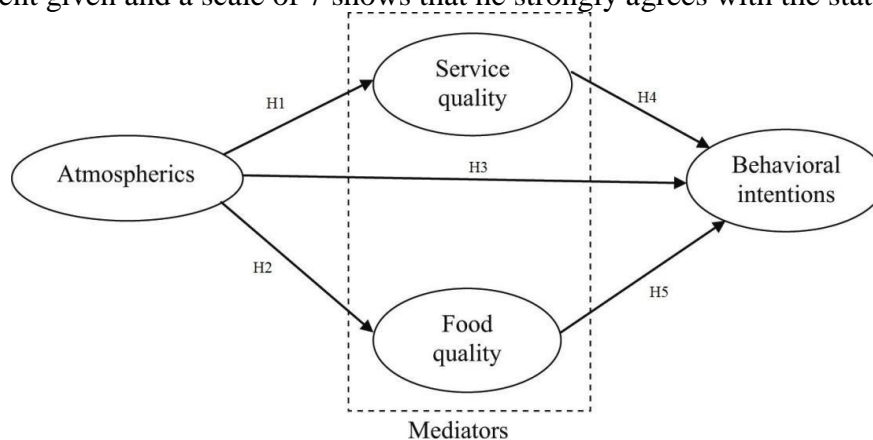


Figure 1. Research Model

The hypothesis in this study: H1. The atmosphere of the place has a positive effect on service quality Point Coffee in Semarang City

H2. The atmosphere of the place has a positive effect on the quality of the food Point Coffee in Semarang City

H3. The atmosphere of the place has a positive effect on behavioral intentions Point Coffee in Semarang City

H4. Service quality has a positive effect on behavioral intentions Point Coffee in Semarang City

H5. Food quality has a positive effect on behavioral intentions Point Coffee in Semarang City

H6. Quality of service can mediate the relationship between the atmosphere of the place and behavioral intentions Point Coffee in Semarang City

H7. Drink quality can mediate the relationship between the atmosphere of the place and behavioral intentions Point Coffee in Semarang City

RESULTS AND DISCUSSION

The instrument quality test was carried out to determine whether the research instrument met the valid and reliable criteria. In this study, it consisted of 13 lists of statements representing each variable with 100 respondents using the AMOS version 22 application.

The results obtained from testing the quality of the instrument by testing the validity and reliability of the CFA with AMOS version 22 can be seen in the table below.

Table 1
Validity & Reliability Test Results

Variable	Indicator	Factor Loading	Component Reliability
The atmosphere of the place	ATM1	0.922	0.9495
	ATM2	0.932	
	ATM3	0.932	

Service quality	SER1	0.949	0.9662
	SER2	0.935	
	SER3	0.970	
Quality of Food	FOD1	0.947	0.9737
	FOD2	0.952	
	FOD3	0.955	
	FOD4	0.946	
Behavioral Intention	BEH1	0.941	0.9586
	BEH2	0.938	
	BEH3	0.944	

Source: Primary Data Processed, 2020

To test the validity of formal data using AMOS version 22 of the entire list of questions that represent each tested variable. According to Ghazali (2017), data is said to be valid if the factor loading value is > 0.5 . The results of the validity test show that all question indicators representing 4 variables are declared valid with a value > 0.5 .

Assessing the goodness of fit is the main goal in SEM to find out how far the hypothesized model is "Fit" or fits the data sample. The results of goodness of fit are shown in the following data:

Table 2
Model Test Results

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
<i>Significance Probability (p)</i>	≥ 0.05	0.003	<i>Marginal</i>
CMIN / DF	$< 2,000$	1,580	<i>Fit</i>
GFI	≥ 0.90	0.876	<i>Marginal</i>
AGFI	≥ 0.90	0.812	<i>Marginal</i>
TLI	≥ 0.90	0.978	<i>Fit</i>
CFI	≥ 0.90	0.983	<i>Fit</i>
RMSEA	≤ 0.08	0.077	<i>Fit</i>

Source: Primary Data Processed, 2020

Based on the results in the table above, it can be seen that the research model is approaching as a good fit model. CMIN / DF is a parsimonious suitability index that measures the goodness of fit of the model with the number of estimated coefficients expected to achieve conformity. The results of CMIN / DF in this study were 1.580, indicating that the research model was fit.

Goodness of Fit Index(GFI) shows the overall suitability level of the model calculated from the squared residuals of the predicted model compared to the actual data. The GFI value in this model is 0.876. The value close to the recommended level ≥ 0.90 indicates the research model is marginal fit. The RMSEA is an index used to compensate for chi-square values in a large

sample. The RMSEA value of this research is 0.077 with a recommended value of ≤ 0.08 , this indicates that the research model is fit.

AGFI is GFI which is adjusted to the ratio between the proposed degree of freedom and the degree of freedom of the null model. The AGFI value in this model is 0.812. The value close to the recommended level ≥ 0.90 indicates the research model is marginal fit. TLI is a suitability index that is less affected by the sample size. The TLI value in this study is 0.978 with a recommended value of ≥ 0.90 , this indicates that the research model is fit. CFI is an index that is relatively insensitive to sample size and model complexity. The CFI value in this study is 0.983 with a recommended value of ≥ 0.90 , this indicates that the research model is fit. Based on the overall measurement of goodness of fit above, it indicates that the model proposed in this study is accepted.

Table 3
The relationship between variables

			Estimate	SE	CR	P	Hypothesis
The atmosphere of the place	→	Service quality	1,035	.080	12,959	0,000	Received
The atmosphere of the place	→	Quality of Food	.954	.071	13,526	0,000	Received
The atmosphere of the place	→	Behavioral Intention	.446	.118	3,776	0,000	Received
Service quality	→	Behavioral Intention	.218	.083	2,626	0.009	Received
Quality of Food	→	Behavioral Intention	.377	.101	3,734	0,000	Received

Based on table 3, the estimated parameter of place atmosphere on service quality obtained a standardized regression weight coefficient value of 1.035 and a CR value of 12.959, this indicates that the relationship between place atmosphere and service quality is positive. This means that the better the atmosphere of the place will improve the quality of service. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and service quality. The parameter of place atmosphere on food quality obtained an estimate of the standardized regression weight coefficient value of 0.954 and a CR value of 13.526, this indicates that the relationship between the atmosphere of the place and the quality of the food is positive. This means that the better the atmosphere of the place will improve the quality of the food. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between the atmosphere of the place and the quality of

the food. The parameter of the atmosphere of the place on the behavior intention obtained an estimate of the coefficient value of standardized regression weight of 0.446 and the CR value of 3.776, this shows that the relationship between the atmosphere of the place and the intention of positive behavior. This means that the better the atmosphere of the place will increase the behavioral intention. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and behavioral intention. and it can be stated if there is a direct influence between the atmosphere of the place and the quality of the food. The parameter of the atmosphere of the place on the behavior intention obtained an estimate of the coefficient value of standardized regression weight of 0.446 and the CR value of 3.776, this shows that the relationship between the atmosphere of the place and the intention of positive behavior. This means that the better the atmosphere of the place will increase the behavioral intention. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and behavioral intention. and it can be stated if there is a direct influence between the atmosphere of the place and the quality of the food. The parameter of the atmosphere of the place on the behavior intention obtained an estimate of the coefficient value of standardized regression weight of 0.446 and the CR value of 3.776, this shows that the relationship between the atmosphere of the place and the intention of positive behavior. This means that the better the atmosphere of the place will increase the behavioral intention. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and behavioral intention. This means that the better the atmosphere of the place will increase the behavioral intention. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and behavioral intention. This means that the better the atmosphere of the place will increase the behavioral intention. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), and it can be stated if there is a direct influence between place atmosphere and behavioral intention.

The parameter of service quality on behavior intention obtained an estimate of the standardized regression weight coefficient value of 0.218 and a CR value of 2.626, this indicates that the relationship between service quality and behavioral intention is positive. This means that the better the quality of service will increase the behavior intention. Testing the relationship between the two variables shows a probability value of 0.009 ($p < 0.05$), and it can be stated if there is a direct influence between service quality and behavioral intentions. Meanwhile, the meaningful quality parameter on behavior intention obtained an estimate of the standardized regression weight coefficient value of 0.377 and a CR value of 3.734, this indicates that the relationship between food quality and behavior intention is positive. This means that the better the quality of the food will increase the behavioral intention.

CONCLUSIONS AND SUGGESTIONS

Based on the data analysis carried out in this study, it can be concluded:

1. The atmosphere of the place has a significant effect on the service quality of Point Coffee in Semarang City.
2. The atmosphere of the place affects the quality of Point Coffee drinks in the city of Semarang.
3. The atmosphere of the place influences the consumer behavior intention of Point Coffee in Semarang City.
4. Service quality affects the consumer behavior intention of Point Coffee in Semarang City.
5. Drink quality has a positive effect on consumer behavior intentions of Point Coffee in Semarang City.
6. Service quality mediates the relationship between place atmosphere and behavioral intentions at Point Coffee in Semarang City.
7. Food quality mediates the relationship between the atmosphere of the place and the behavioral intentions of Point Coffee in Semarang City.

SUGGESTION

Based on the previous discussion, the researcher proposes several suggestions:

1. Suggestions for Point Coffee in Semarang City
Coffee point is expected changing the shape of the interior such as adding a sofa and making the place as comfortable as possible so that it can attract consumers to make repeat purchases and positive word of mouth. Barista point coffee must actively improve the quality of service, such as actively informing consumers of new products and new price promotions. The quality of the drinks served by Point Coffee must always be well maintained and consistent in taste, even though they are served by different baristas.
2. Suggestions for future researchers
The researcher can then expand the object of research, not only limited by one object or one place of research and can add the variables studied and add theories that are more relevant to future conditions.

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