ANALYSIS OF THE EFFECT OF LEGENDARY TASTE ON BUYING INTEREST AT PURNAMA COFFEE SHOP, BANDUNG CITY

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Abstract: *A taste is one of the key elements in attracting and improving buying interest of a coffee shop. More over if the taste is perceived as legendary. Purnama coffee shop, which is located in the heart of municipality of Bandung has this added value in perceiving a legendary taste of their menus. Is it true taste that is perceived legendary directly correlated to the improvement of buying interest? This research is aimed to know and analyze the effect of taste that is perceived legendary in improving the buying interest at Purnama Restaurant, in Bandung. This research uses multiple regression analysis by applying SPSS 24.0. This is a descriptive explanatory research form. The result of this research shows that the taste variable has a positive and significant effect toward the variable of buying interest of a coffee shop.*

Keywords: *Legendary Taste, Buying Interest, Coffee Shop*

1. Introduction

Food is a basic human need and therefore does not run out to continue to be discussed, both in the context of popular reading, as teaching material as well as for research purposes and scientific works. On this occasion, this paper is a study of scientific research to see that the word 'legendary' is not only related to the perception of language terminology alone. There are many aspects and areas of life that can be juxtaposed with the word 'legendary', for example legendary stories which mean stories that are very well known and are read over and over again from the past to the present. When this legendary word is juxtaposed with any other words, then of course the minds of those who catch it will perceive it as something that is famous and liked by many people. So is the case with food. Legendary food means it is considered very famous and many people have liked it for a relatively long time.

The Purnama Coffee Shop is located in the center of Bandung, on Jalan Alkateri. This coffee shop was first established by Yong A. Thong in 1930. Although the name is 'coffee shop', the menu provided is not only limited to coffee drinks. Black coffee, milk coffee, bread sprinkled with srikaya jam are some of the favorite and legendary menus at Warung Kopi Purnama. Some of those who visit on average are not new people. They are loyal customers of Warung Kopi Purnama. Even from their mouths, loyal customers, the legend of Warung Kopi Purnama spread to many other areas outside the city of Bandung, such as Bogor, Bekasi, and Jakarta. Even those who come to enjoy the legendary menus of Warung Kopi Purnama are not only limited to those who are old, whose age is probably the same as that of Warung Kopi Purnama. There are many present-day generations (often called the millennial generation) who also come to enjoy the legendary menus of Warung Kopi Purnama (Kompas, 27 July 2019).

The success of Warung Kopi Purnama to date (91 years) is not solely due to the menu, but rather a combination of three things, namely taste (or taste alias taste), aroma (or also called

smell), and texture of the menus used provided, both food and drink (coffee). These three things are part of what is known as sensory influence (Insel, Turner, and Ross, 2004). However, apart from the aspect that affects the sense of taste, there is one other aspect, namely the style and atmosphere of the building (surroundings aspect) that evokes longing and unforgettable memories, as stated by Robin Dando.

2. Research Method

Types of research

In order to obtain answers to the relationship between the four aspects above to consumer buying interest, we carried out a survey approach, namely collecting data in the form of primary data. Primary data was obtained by interviewing several respondents. Respondents, in interviews, expressed their opinions and experiences on aspects of taste, smell, texture, and surroundings when they bought a menu at Warung Kopi Purnama. Analysis of the collected data is quantitative. This type of research is descriptive quantitative.

Population and Sample

The population used as the object of research is the buyers who come to Warung Kopi Purnama, either to eat on the spot or to take home. Because the population in this study cannot be known with certainty, it is calculated according to the following formula (Gupta, 2020):

$$n = \frac{z^2 pq}{e^2}$$

Where,
n = minimum sample size
e = sampling error
z = z value for confidence interval
p = percentage of normally distributed sample
q = (1-p)

If the sampling error is assumed to be 10%, with a 95% confidence interval, then the z value is 1.96. The percentage of the sample p is 50%, or 0.5. Thus, the required sample is:

$$= \frac{1{,}96^2 (0{,}5)(0{,}5)}{0{,}1^2} = 96.04, \text{ rounded up to 97 respondents}$$

The sampling technique taken is in the form of non-probability sampling, which does not provide equal opportunities for each member of the population to be selected as a sample (Sugiono, 2007). In order to make it easier for respondents to provide answers and facilitate analysis, a 5-point Likert Scale measuring scale is used, where respondents are given 5 answer choices ranging from strongly disagree to strongly agree.

Data Analysis Techniques

In order to analyze the data obtained, we used the SPSS 24.0 statistical program. The analysis technique uses a multiple regression approach. Multiple regression analysis is used to estimate

the constancy of the dependent variable, Y (consumer buying interest) on more than one independent variable X, (several predictor factors, X1: taste, X2: smell, X3: texture, X4: surroundings) (Sugiono, 2007) .

Validity test is done by factor analysis. An instrument is said to be valid if the calculation correlation value is greater than the critical value of r product moment. Pearson correlation formula is used:

$$r = \frac{n\sum XiYi - (\sum Xi)(\sum Yi)}{\sqrt{\left\{n\sum Xi^2 - (\sum Xi)^2\right\}\left\{n\sum Yi^2 - (\sum Yi)^2\right\}}}$$

r = Pearson Correlation
X = Score of each question item
Y= Item total score
n = number of samples
Validity is determined as follows:
• If r count ≥ r table, so the question item is valid
• If r count ≤ r table then the question item is not valid
Of the 97 respondents who will be sampled, 20 people are taken to calculate the amount of correlation in the table. The chosen confidence level is 5%, then an r table of 0.444 is obtained. This study has 14 questions, variables X1 (Taste-4 questions), X2 (Smell-3 questions), X3 (Texture-3 questions), and X4(Surroundings-4 questions). Also 4 questions for the Y variable (consumer buying interest)
After the validity test is complete, the reliability test is carried out. The reliability test is calculated using the alpha-cronbach method with the following formula:

$$r = \frac{k}{k-1} \times \left(1 - \frac{\sum \varphi i^2}{\varphi^2{}_{sum}}\right)$$

Where,
r = Instrument reliability
k = Number of questions
φi^2 = Total variance of the question items
$\varphi i^2 sum$ = Total variance
While the variance formula can be written as follows:

$$\varphi = \frac{\sum Xi - \frac{(\sum Xi)^2}{N}}{N}$$

Where,
Xi = Data of respondent i
N = Number of Respondents
The r value obtained is compared with the critical r value. If the value of r is greater than the critical r, then the instrument used is said to be reliable. If r < 0.6 is not reliable; r > 0.7 reliable,

and r > 0.8 very reliable (Sekaran, 2000). If later the calculated r value based on the results obtained from SPSS 24.0 is greater than the provisions, so that the questionnaire design is valid and reliable, then the questionnaire is ready to be distributed to 97 respondents.

With respect to these four aspects, consumers give the perception that taste, smell, texture (when touched by the sense of touch) or seen (by the sense of sight), and surroundings (atmosphere of the Purnama Coffee Shop), are all legends, which are consistent. maintained and maintained for decades. So after obtaining the aspects mentioned above, then we give the basic hypothesis as follows:

H_0 = the legendary taste of Warung Kopi Purnama has no effect on consumer buying interest at Warung Kopi Purnama.

H_1 = The legendary taste of Warung Kopi Purnama has an effect on consumer buying interest at Warung Kopi Purnama.

H_2 = The legendary taste of Warung Kopi Purnama has a simultaneous effect on consumer buying interest at Warung Kopi Purnama.

If it is elaborated based on the elements of each taste, then the description of the hypothesis becomes as follows:

1. H_{11}, Taste (taste) in the menu served by Warung Kopi Purnama has a significant effect on consumer interest in buying.
2. H_{12}, Smell (aroma) that comes from each menu has a significant effect on consumer interest in buying.
3. H_{13}, Texture (shape and physical attractiveness) of the Purnama Coffee Shop menu has a significant effect on consumer interest in buying.
4. H_{14}, Surroundings (atmosphere) of Warung Kopi Purnama have a significant effect on consumer interest in buying.

This hypothesis is used to test the significance of the regression coefficient, which is to show whether the legendary taste variable can affect the buying interest of Purnama Coffee Shop consumers.

The statistical test for significance is the t-value test and the F-value test. The t-value test is used to test the significance of the regression equation coefficient, each element to see its effect partially. The value of the regression coefficient is said to be significant if the value of t count is greater than the value of r table. The computer program used will automatically provide only significant regression coefficients, namely those that have a t count that is greater than the t table value. While the F value test is used to see the effect of the legendary taste simultaneously on consumer buying interest.

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$

Information:

Y: Consumer Purchase Interest (criteria)

X_1: Taste (preditor 1)

X_2: Smell (predictor 2)

X_3: Texture (predictor 3)

X_4: Surroundings (predictor 4)

The normality test was conducted to determine whether the primary data obtained were normally distributed or not. In this study, normality test was performed on each independent

variable. If the independent variable meets the assumption of data normality, then the variable can be said to meet the assumption of data normality. The normality test of the data was carried out through the Kolmogorov-Smirnov test. The residual value obtained from the Kolmogorov-Smirnov test meets the normality rule if the significance value is > 0.05.

Heteroscedasticity test is carried out to test whether in the regression equation there is an inequality of variance from one residual of an observation to another observation. If the residual variance from one observation to another is the same, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression equation is when there is homoscedasticity, in other words there is no heteroscedasticity.

Multicollinearity test was conducted to determine whether there is a relationship between the variables in the regression equation. A regression equation is expected to be free from multicollinearity. Observing the tolerance value of the variance inflation factor (VIF) of the independent variables is the most common way to test multicollinearity. The regression equation model can be said to be free from multicollinearity if it has a VIF value < 10.0.

3. Results and Discussion

1. Validity Test

As explained, the validity test was carried out by taking 20 respondents from the planned 97. Respondents' answers are entered in the SPSS 24.0 editor

Table 1. Results of the Test of the Validity of the Taste Variable (X1)

No.	r count	r table	Information
1	0,740	0,444	Valid
2	0,583	0,444	Valid
3	0,803	0,444	Valid
4	0,587	0,444	Valid

Table 2. Smell Variable Validity Test Results (X2)

No.	r count	r table	Information
1	0,688	0,444	Valid
2	0,628	0,444	Valid
3	0,705	0,444	Valid

Table 3. Texture Variable Validity Test Results (X3)

No.	r count	r table	Information
1	0,769	0,444	Valid
2	0,549	0,444	Valid
3	0,721	0,444	Valid

Table 4. Results of Surroundings (X4) Variable Validity Test

No.	r count	r table	Information
1	0,769	0,444	Valid
2	0,583	0,444	Valid
3	0,721	0,444	Valid
4	0,587	0,444	Valid

Table 5. Validity Test Results of Purchase Interest Variable (Y)

No.	r count	r table	Information
1	0,772	0,444	Valid
2	0,881	0,444	Valid
3	0,882	0,444	Valid
4	0,818	0,444	Valid

2. Reliability Test

Table 6. Reliability Test Results

Variable	r count	r Required	Information
X_1	0,834	r < 0,6; r > 0,70; r > 0,8	Reliabel
X_2	0,884	r < 0,6; r > 0,70; r > 0,8	Reliabel
X_3	0,853	r < 0,6; r > 0,70; r > 0,8	Reliabel
X_4	0,820	r < 0,6; r > 0,70; r > 0,8	Reliabel
Y	0,926	r < 0,6; r > 0,70; r > 0,8	Reliabel

3. Normality Test

Normality test aims to determine whether the distribution of a data follows or approaches the normal distribution (Situmorang et.al, 2014). The residual value obtained from the Kolmogorov-Smirnov test meets the normality rule if the significance value is > 0.05. From Figure 2a below, the SPSS results show the significance value is 0.116, which means that the data is normally distributed.

Figure 2a. Normality test

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.59970527
Most Extreme Differences	Absolute	.081
	Positive	.054
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.116[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Meanwhile, when viewed from the plot of Figure 2b, normality is also seen.

Figure 2b. Normality test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: MinatBeli
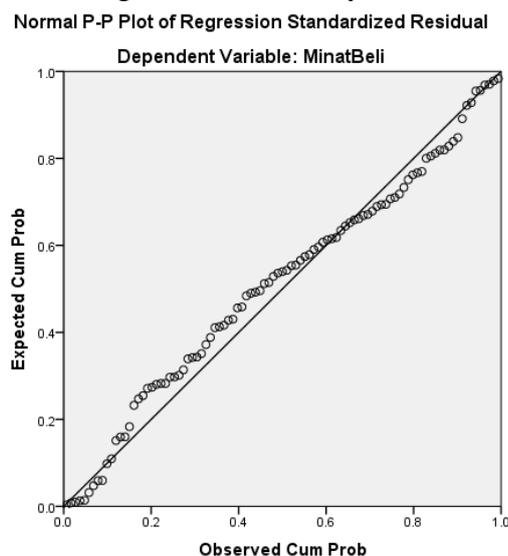
The results of the tests carried out, seen from the normal graph form of the plot, the data spread along the diagonal line. This means that the data is normally distributed.

4. Heteroscedasticity Test

Figure 3. Heteroscedasticity Test
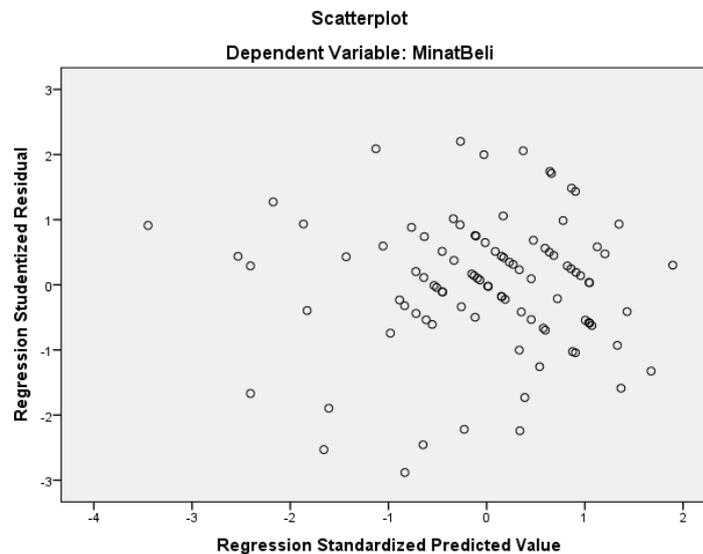
From Figure 3, the Scatterplot graph presented, it can be seen that the points spread randomly do not form a certain clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model.

5. Multicollinearity Test

Figure 4. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1.969	1.698		-1.160	.249		
	Taste	.453	.103	.382	4.410	.000	.618	1.617
	Smell	.266	.124	.169	2.147	.034	.747	1.339
	Texture	.339	.141	.227	2.403	.018	.520	1.922
	Surroundings	.256	.114	.236	2.248	.027	.421	2.377

a. Dependent Variable: MinatBeli

6. Hypothesis Testing
Decision making, whether or not the influence of legendary taste on consumer buying interest at Warung Kopi Purnama is based on several test results on data processed using SPSS 24.0, mainly through the t-test. It is said that:
• If the significance value is < 0.05, and t count is more than t table, it can be concluded that there is an influence of the legendary taste variable on the buying interest of Purnama Coffee Shop consumers.

- On the other hand, if the significance value is > 0.05, and t count is more than t table, it can be concluded that there is no influence of the legendary taste variable on the buying interest of the Purnama Coffee Shop consumers.

If we look at the t table value for = 5%, namely t ($\alpha/2$, n-k-1) is: 1,989. Meanwhile, the results of data processing, as shown in Figure 4 above, state that:

1) Variable X_1 (Taste) has a significance value of 0.000 <0.05, and a t-value of 4.410 > 1.989. This means that there is an effect of X_1 (Taste) on consumer buying interest.
2) Variable X_2 (Smell) has a significance value of 0.034 < 0.05, and a t value of 2.147 > 1.989. This means that there is an effect of X_2 (Smell) on consumer buying interest.
3) Variable X_3 (Texture) has a significance value of 0.018 < 0.05, and a t value of 2.403 > 1.989. This means that there is an effect of X_3 (Texture) on consumer buying interest.
4) Variable X_4 (Surroundings) has a significance value of 0.027 < 0.05, and a t value of 2.248 > 1.989. This means that there is an effect of X_4 (Surroundings) on consumer buying interest.

Thus it can be said that hypothesis H_0 is rejected, and hypothesis H_1 is accepted. There is an influence of legendary flavors, which include X_1 (Taste), X_2 (Smell), X_3 (Texture), and X_4 (Surroundings) on the buying interest of Warung Kopi Purnama consumers.

Then, if you pay attention to the F value in Figure 5 below, it is 30.832 > 2.53 (F table). Thus hypothesis H_2 is accepted.

Figure 5. F . Value Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757[a]	.573	.554	1.634

a. Predictors: (Constant), Surroundings, Smell, Taste, Texture
b. Dependent Variable: MinatBeli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329.320	4	82.330	30.832	.000[b]
	Residual	245.669	92	2.670		
	Total	574.990	96			

a. Dependent Variable: MinatBeli
b. Predictors: (Constant), Surroundings, Smell, Taste, Texture

7. Regression Equation
Based on the values in column B from Figure 4 above, the multiple linear regression equation is obtained:
$Y = 0.453X_1 + 0.266X_2 + 0.339X_3 + 0.256 X_4 - 1.969$
It can be said that:
1) X1 (Taste) has an effect of 0.453 or 45.3% on increasing consumer buying interest.
2) X2 (Smell) has an effect of 0.266 or 26.6% on increasing consumer buying interest.
3) X3 (Texture) has an effect of 0.339 or 33.9% on increasing consumer buying interest.

4) X4 (Surroundings) has an effect of 0.256 or 25.6% on increasing consumer buying interest. While the effect of simultaneous taste can be seen from the R Square value in Figure 5, which is 0.573 or 57.3% on consumer buying interest.

4. Conclusion

So based on the analysis above, it can be concluded as follows:

1) Taste has a positive and significant effect on consumer buying interest. Therefore, Warung Kopi Purnama really needs to maintain and even improve the taste of its products.

2) Aroma (Smell) has a positive and significant effect on consumer buying interest. Therefore, Warung Kopi Purnama really needs to maintain and even improve the aroma of its products which have been considered good so far.

3) Product texture, especially bread and snacks, has a positive and significant effect on consumer buying interest. Therefore, Warung Kopi Purnama really needs to maintain and even improve the texture of its products.

4) The atmosphere (surroundings) has a positive and significant effect on consumer buying interest. Therefore, Warung Kopi Purnama really needs to maintain and even improve the atmosphere of its legendary coffee shop.

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