

SIMULATE INTEREST IN BUYING COFFEE IN SEMARANG COFFEE SHOP (Simulation of Interest in Buying Coffee at the Semarang Coffee Shop)

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ABSTRACT: This research examines the factors that influence purchasing interest in coffee shops in Semarang City. The variables used in this study are product quality (X1), trust (Z) and purchasing interest (Y). In this study using 93 samples. The results of this study are, product quality variables have a positive and significant effect on trust, product quality has a negative and significant effect on buying interest and trust has a positive and significant effect on buying interest

Keywords: Product Quality1, Trust2 and Purchase Interest3

INTRODUCTION

Indonesia has received recognition from the world regarding its coffee plants. The quality of coffee in Indonesia has various types of coffee which are famous for their deliciousness. Indonesian people cannot be separated from the habit of drinking coffee, and coffee itself has become part of the modern lifestyle, not just drinking it, but how and where to drink it has become a culture in itself. In ancient times, coffee was a cheap drink that could be enjoyed in various places, but now coffee is served in modern places or cafes. In today's developments, drinking coffee in a shop or café has become a lifestyle for people in Indonesia. Not just drinking coffee, but for other purposes, such as meeting clients or studying in groups for students and university students (Aditya Kurniawan 2011).

Aditya Kurniawan (2011) stated that a shop or stall or café is a place where the place usually sells coffee and also sometimes sells drinks other than coffee, including tea or sometimes non-alcoholic drinks, as well as various snacks with available facilities. support there. Business places that sell coffee or drinks are a type of business that can generate large profits, this is because many coffee lovers make the activity of drinking coffee a necessity that must be fulfilled as a lifestyle requirement, so many coffee shops are used as a business opportunity. promising alternative for business actors.

Fulfilling people's needs, apart from making drinking coffee a lifestyle and competition in coffee shops which is currently quite tight, encourages business people to provide good quality products for customers and consumers. Apart from providing good product quality, coffee shop competitors must give consumers confidence to attract buying interest.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Product quality

Bob Sabran (2012) explains that product quality is a description of a product that can provide an image aimed at providing consumer satisfaction. Apart from that, product quality is also the ability of an item to provide results according to what customers or consumers want (Bob Sabran, 2012). Meanwhile, Kotler and Keller (2012) explain that product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. Product quality is an important thing that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires.

Product Quality Indicators

According to Garvin, quoted by Fandy Tjiptono (2012: 121), product quality has the following indicators:

1. Performance (Performance)
2. Features
3. Conformance to specifications (Conformance to Specifications)
4. Durability
5. Reliability
6. Serviceability
7. Aesthetics (Esthetica)
8. Perceived quality (Perceived Quality)

Trust

Barnes (2003) states that trust is the belief that someone will find what they want in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that a partner will provide what he or she expects and a hope that a person has that another person's promises or statements can be trusted. Meanwhile, Farida Jasfar (2009) states that trust is a reflection of two components, namely: 1) Credibility, which is based on the amount of trust in partnerships with other organizations and requires expertise to produce work effectiveness and reliability. 2) Benevolence, which is based on the amount of trust in a partnership that has goals and motivation that are an advantage for other organizations when new conditions arise, namely conditions where commitment is not formed.

Trust Indicator

Fandy Tjiptono (2000: 237) explains indicators of customer trust, including:

1. Brand Reliability, including services that meet expectations, trust in the product and guaranteed satisfaction.
2. Brand intentions, honesty in overcoming existing problems, consumers who rely on the products used and guarantees of compensation from the company.

Understanding Buying Interest

Interest describes the condition a consumer is in before taking an action, and can be used as a guide to predict behavior or actions. Interest is behavior that appears as a response to an object that shows the customer's desire to make a purchase (Kotler 2005). Consumer buying interest is basically a driving factor in making purchasing decisions about a product. Yamit (2001) explains that consumer buying interest is an evaluation after purchasing or the results of an evaluation after comparing what is felt with what is expected. Durianto, et al (2003) said that purchasing interest is something related to consumers' plans to buy a particular product, as well as how many units of the product are needed in a certain period.

Buying Interest Indicator

Ferdinand (2006) stated that buying interest is identified through the following indicators:

1. Transactional interest,
2. Referential interest,
3. Preferential interest,
4. Exploratory interest,

The Relationship between Product Quality and Trust

Consumers' desire to make purchases is strongly influenced by product quality factors. Therefore, in the process of convincing consumers, the company must be able to see the details of every process that consumers go through, especially in the process of growing consumer trust, up to the product purchasing process and post-purchase related to repeat purchase behavior. Product quality significantly influences the level of consumer confidence in purchasing the product. Product quality significantly influences consumer confidence. Other research finds that the quality of a product positively influences consumer confidence in buying it

H1: Product quality has an influence on consumer trust

The Relationship between Product Quality and Purchase Intention

Previous researchers who conducted a study on the quality factors of green products on consumer repurchase interest, found that there was a significant relationship between these two variables. This is also confirmed by other research which states that product quality has a positive relationship with consumers' repurchase interest. Apart from that, it was also found that product quality has a positive relationship with consumers' repurchase intention.

H2: Product quality has an influence on consumer buying interest.

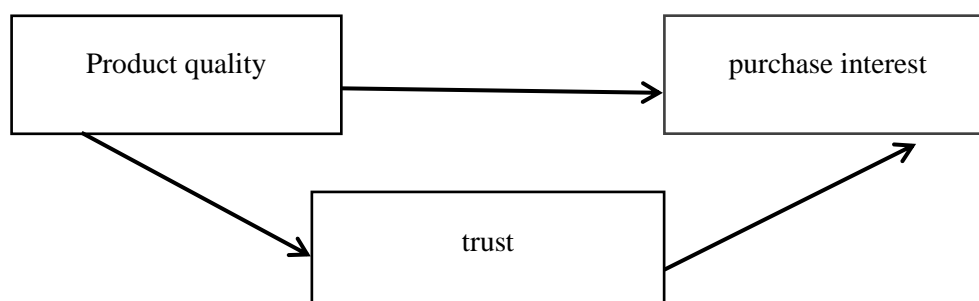
The Relationship between Trust and Purchase Intention

Trust in a product is a feeling of security and comfort resulting from interactions with the product that has been consumed. Brand trust factors play an important role in the consumer repurchase decision process. This is also in line with research which found that there is a positive relationship between brand trust and repurchase decisions for sari roti products. It was further found that there was a significant relationship between consumer confidence and the decision to repurchase traditional food products at star hotels in Bali. In addition, research found that brand trust has a positive relationship with consumer purchasing decisions.

H3: Consumer trust has an influence on consumer buying interest.

Research Framework and Hypothesis

Figure 1
Empirical Model Development



The research hypothesis is:

- H1: Product quality has a positive and significant effect on trust
- H2: Product quality has a positive and significant effect on purchase interest
- H3: Trust has a positive and significant effect on Purchase Intention

RESEARCH METHODS

Population and Sample

Population

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that have been determined by the researcher (Sugiyono, 2009). The population in this study were 121 consumers who bought at stalls or coffee shops in Semarang City in 2018 in August – September. Determination of the sample in this study used simple random sampling. Simple random sampling is a sampling technique carried out randomly without paying attention to the strata in the population (Sugiyono, 2009). This sample uses the Slovin Formula (Riduwan and Sunarto, 2005)

Slovin :

$$n = \frac{N}{1 + Ne^2}$$

$$n = 121$$

$$1 + 121 (0.05)^2$$

$$n = 92.89 \text{ rounded to } 93 \text{ respondents}$$

Information :

n : number of samples

N : population number

Based on the Slovin method, the sample obtained was 92.89, so rounded up to 93 people.

Research and Operational Definition of Variables

The variables used in this research are independent and dependent variables. Where the independent variable is the independent variable and the dependent variable is the variable that is influenced by the independent variable. The Independent Variables (X) in this research are Product Quality (X1) and Trust (Z). Meanwhile, the dependent variable (Y) is Purchase Interest.

**Table title 1
Definition of Operational Variables**

Variable	Operational definition	Indicator
Product Quality	explains that product quality is a description of a product that can provide an image aimed at providing satisfaction to consumers	1. Performance (Performance) 2. Features 3. Conformance to specifications (Conformance to Specifications) 4. Durability 5. Reliability 6. Serviceability 7. Aesthetics (Esthetica) 8. Perceived quality (Perceived Quality) Bob Sabran (2012)
Trust	States that, trust is the belief that someone will find what they want in an exchange partner.	1. Brand Reliability 2. Brand intentions, Barnes (2003)
Buying Interest	Explains that consumer buying interest is an evaluation after buying or the result of an evaluation after comparing what is felt with what is expected	1. Transactional interest, 2. Referential interest, 3. Preferential interest, 4. Exploratory interest, Yamit (2001)

Research Model Analysis

This research aims to obtain empirical evidence whether there is an influence between Product Quality, Trust and Purchase Intention. Research using multiple regression analysis tools and testing was carried out using the SPSS (Statistical Product and Service Solution) program 16 .

This research uses multiple regression analysis, which is an analytical method used to determine the accuracy of predictions of the influence that occurs between the independent variable (X) on the independent variable (Y) mediating variable (Z). In general, the form of regression used is a multiple regression model with a significant level $\alpha = 0.05$, which means the error degree is 5%. The formula for multiple regression is as follows:

$$Z = \alpha + b1 X1 + e$$

$$Y = \alpha + b1 X1 + Z + e$$

Where

Y = Purchase Interest variable

Z = Trust variable

X1 = Product Quality Variable

α = constant

e = error

Research Results and Discussion

Multiple Regression Analysis

This Multiple Regression Analysis was carried out with the aim of determining the influence of the independent variable on the dependent variable.

Hypothesis Results

H1: Product Quality and Trust is t calculated at 0.379 with a significance level of $0.006 < 0.05$, so it can be concluded that there is a significant positive influence between Product Quality and Trust. So the hypothesis is accepted.

H2: Product quality influences purchase interest, t_{count} is -1.287 and t_{table} is 1.986 with a significant value of 0.21 based on the results of these calculations, where $t_{count} < t_{table}$. Thus, it can be concluded that there is a significant negative influence between the Product Quality variable (X1) on Purchase Interest (Y), which means that H_0 is rejected and H_a is accepted.

H3: Trust has an effect on Purchase t_{count} is 4,900 and t_{table} 1,986 with a significant value of 0.000 based on the results of these calculations, where $t_{count} > t_{table}$. Thus, it can be concluded that there is a positive and significant influence between the Trust Variable (X2) which influences Purchase Interest (Y), which means that H_0 is rejected and H_a is accepted.

Discussion of Research Results

Based on the research results above, this discussion is as follows:

1. Product quality has a positive and significant effect on trust. This shows that products that are good in quality and price can significantly give consumers confidence in buying coffee products in the city of Semarang. The results of this research are supported by the results of research conducted by Nur Afny Oktavia et al (2022) which explains that product quality has a positive and significant effect on trust. Based on the findings above, product quality is the main factor in attracting customer trust,
2. Product quality has a negative effect on purchasing interest. This shows that if coffee shops or places selling coffee in Semarang City cannot compete in improving the quality of their products, then people's buying interest will decrease. The results of this research do not support RizqyTsaniya, Ni Luh Wayan Sayang Telagawathi (2022) who stated that product quality has a positive and significant effect on buying interest. Based on the research results above, it can be concluded that in influencing customer buying interest, the factor that must be considered is the quality of the product to be sold.
3. Trust has a positive and significant effect on buying interest. This explains that product quality will create increased buying interest and will make consumers loyal. The results of this research support Riski Rosdiana, Iyus Akhmad Haris, Kadek Rai Suwena (2019) who explain that consumer trust has a positive and significant effect on consumer buying interest in a product. Based on this, a sense of trust will generate interest in buying a product.

Conclusions and suggestions

Conclusion

In this research, the hypothesis proposed is the influence of product quality on trust, product quality on purchase interest and trust on purchase interest among coffee consumers in Semarang City coffee shops. The conclusions regarding this research hypothesis are as follows:

1. The influence of product quality on trust in this research states that there is a positive and significant influence on coffee consumers in Semarang City coffee shops
2. The influence of product quality on purchase intention shows that there is a significant negative influence on coffee consumers in Semarang City coffee shops
3. The influence of trust on purchase intention. It can be concluded that there is a significant positive influence on coffee consumers in Semarang City coffee shops

Suggestion

Based on the conclusions from the results of the hypothesis that was built in this research and has been proven to be acceptable, the researcher can provide the following suggestions:

1. It is hoped that the results of this research can provide input to coffee shops in Semarang City, so that they can optimize product quality and provide comfort to the general public.
2. The results of this research are recommended for future researchers to add variables to determine the factors that influence Purchase Interest, apart from Product Quality and Trust.
3. The results of this research can be used as a reference for coffee shops in Semarang City to improve product quality and trust in service innovation, company image to create buying interest for consumers.

Managerial Implications

Based on the description of the research results and previous discussion, several managerial implications obtained in this research, regarding product quality and trust in purchasing interest, can be described as follows;

1. The influence of product quality has a positive and significant influence on trust. Therefore, it is hoped that shop or coffee shop entrepreneurs will increase product quality to increase customer confidence.
2. The influence of product quality on purchase intention has a significant negative value. Therefore, it is hoped that coffee shop owners will pay attention to and improve product quality to optimize customer buying interest in the products being sold.

3. The influence of trust on buying interest has a positive and significant influence. It is hoped that coffee shop entrepreneurs can improve product quality to increase customer trust. Thus, the higher the customer's trust in the product or service, the higher the interest in purchasing the product being sold.

Research Limitations

The research carried out has the following limitations or research limitations:

1. Limit the influence of quality and trust on interest in buying coffee in Semarang City.
2. The number of respondents is small, namely only 93 employees.

Future Research Agenda

Based on the limitations of this research, the researcher provides suggestions for future research as follows:

1. Adding new independent variables such as loyalty and image or brand so that other variables can be identified that can influence interest in buying coffee at Semarang City Coffee Shops
2. Add research samples to better describe the scope of the research.

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