

CONSUMER PREFERENCE FACTORS THAT AFFECT BUYING INTEREST IN JAIL COFFEE KEMAYORAN

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Abstract

The coffee industry is one of the popular industries and is also very closely related to the people of Indonesia. The development of high and increasing production and consumption of coffee and its processing today is also inseparable from the phenomenon that occurs in the community. The creation of a trend in consuming coffee has now made coffee a lifestyle in the social environment, this is also what has caused the surge in the Coffee Shop business in big cities, especially in Jakarta and one of them is Jail Coffee Kemayoran. This study aims to find out that consumer preference factors play a role and also affect buying interest at Jail Coffee Kemayoran. The type of research conducted is quantitative associative, with the distribution of questionnaires carried out using the Google Form application with a total of 100 respondents. Respondent data was then processed using SPSS 25. In the study, various types of tests were carried out consisting of validity tests, reliability tests, classical assumption tests, simple linear regression tests, partial T tests, and determination coefficient tests. Based on the results of the research conducted, it was shown that consumer preference factors partially affected the buying interest at Jail Coffee Kemayoran in the hypothesis testing carried out.

Keywords: Consumer Preference Factors, Buying Interest, Purchase Decision Process

1. Introduction

The coffee industry is one of the parts that cannot be separated from the community, especially in Indonesia. In recent years, interest and demand for coffee have increased very rapidly. Coffee is one of the mainstays in the agricultural sector or palm oil producers in Indonesia and has a significant contribution to supporting the country's economy.

(Dharmawan & Dewantara, 2023) Coffee-based drinks are currently one of the most familiar and well-known in various circles, based on the results of data recorded at (ICO) or the International Coffee Organization revealing that in 2020-2021, Indonesia is among the largest countries, namely the fifth in terms of coffee consumption. (ICO) The International Coffee Organization also noted that the number of coffees consumed during 2020-2021 reached approximately 5 million sacks with a weight capacity of 60 kilograms. This is revealed from statistical data issued (ICO) by the UK-based International Coffee Organization. This number is certainly a very large amount, even this consumption figure exceeds the coffee consumption figure in previous years which is known to reach 4.81 million sacks. Where this shows an increase of 4.04%. Going straight with the level of coffee consumption demand that continues to soar, coffee industry production activities in Indonesia have also increased rapidly in 2022, it was recorded that coffee production in Indonesia reached 786.2 thousand tons.

According to Rangkuti in (Pranata, 2023) Preference is the attitude of consumers who like or dislike a product, goods or services consumed. Or in other words, consumer preferences can be interpreted as actions aimed at various choices of products and services or consumer tendencies towards a product.

The emergence of a shift phenomenon in consuming coffee which has become a personal identity certainly affects the lifestyle or lifestyle that is getting more and more rapid, especially in big cities in Indonesia, where coffee has now become a trend in various circles of society, which initially coffee was only sold in the form of sachets and can be obtained in the market or supermarket, now coffee has evolved into a drink that can be found in cafes or commonly called coffee shops.

In the midst of a growing trend and also the rise of a form of very tight rivalry between coffee shops spread across Indonesia, especially in an urban area or big cities, many foreign coffees shop brands with brands that have been recognized and popular in the community have opened their branches in large urban areas, such as Jakarta. Jail Coffee Kemayoran, whose notabene is one of the many Coffee Shops located in the city, namely Jakarta, precisely in the Kemayoran area and is located on Jalan Trembesi Raya Blok D. North Jakarta. Which Coffee Shop is located in the Jail Food Festival Area. Jail Coffee Kemayoran is also known as one of the destinations or places to gather and relax accompanied by coffee or various other drinks where this coffee shop provides a variety of drinks, both coffee-based and non-coffee drinks with quality that is of course maintained. Therefore, the author is interested in researching more deeply about the dimension of consumer preferences for buying interest.

2. Theoretical Background

2.1 Definition of Consumer Behavior

(Sunyoto & Saksono, 2022) explained that according to the American Marketing Association (AMA), consumer behavior or also known as consumer behavior is a form of dynamic interaction between influence and cognition, behavior, and events around us where each individual does various aspects in their lives. Cell; Consumer behavior or commonly known as consumer behavior can be interpreted as a form of behavior pattern applied by individuals who are directly involved in choosing, purchasing, and utilizing goods or services, including the decision-making process, to evaluate the goods or services they will choose. In the implementation and also determining these activities, there are 2 very important processes of consumer behavior itself, including: the decision-making process which is influenced by several supporting factors and the use or consumption activities carried out by the individual himself.

2.2 Factors Affecting Consumer Behavior

(Kotler & Keller 2020 : 80) in (Widyaningrum, 2022) states that there are several factors that can affect the pattern of consumer behavior of an individual, including the following:

- 1) Consumer characteristics that are influenced by cultural factors, social factors, and also personal factors.
- 2) Consumer psychology which consists of motivation, perception, emotion and also consumer experience.

2.3 Definition of Preferences

Preference is an absorption vocabulary taken from the word "preference" in English. Preferences have a meaning as something that includes things, goods or services that have their own priorities, in other words, they take precedence over their position. According to Rangkuti in (Pranata, 2023) Preferences are a form of reaction that consumers like or dislike a product, be it the goods or services they consume. Or in other words, consumer

preferences can be interpreted as actions aimed at various choices of products and services or consumer tendencies towards a product.

Simply put, options or preferences can be interpreted as a tendency to something or a certain thing that has a priority over other things. In the context of purchasing decision-making, preference is more interpreted as a form of product, be it goods or services that are prioritized over other goods or services. This preference can be seen when there are 2 or more types of goods or services available.

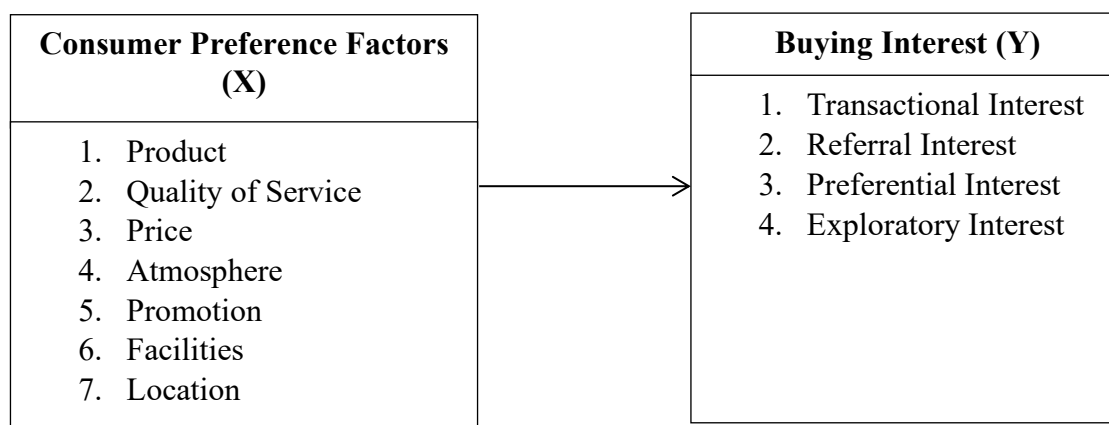
2.4 Buying Interest

Buying interest is a form of consumer behavior, where consumers have a desire to buy or choose a product based on experience in choosing, using and consuming or even wanting a product. (Suryowati & Nurhasanah, 2020). Buying interest is also defined as the behavior shown by customers in response to an object that shows their desire to make a particular purchase Kotler & Keller in (Khasanah, 2022).

2.5 Purchase Decision Process

In the method or process of determining decisions related to consumer purchasing activities, 5W and 1H are the main components that must be understood by every consumer. But even so, there are other things that should be understood and understood before making a purchase decision. Furthermore, there are 5 components in the decision-making process carried out by consumers that need to be considered, based on Setiadi in (Safira et al., 2019), including: problem recognition, seeking information, alternative evaluation, purchase decisions and also post-purchase behavior

2.6 Mindset Framework



3. Methods

This type of research uses quantitative research with a descriptive approach which aims to find out the factors of consumer preferences that affect buying interest in Jail Coffee Kemayoran. According to (Djollong, 2014) Quantitative research can be interpreted as a process of finding things and knowledge by using data in the form of numbers as a tool to analyze information about what you want to know. This research is considered pure research that is explained in the form of definite numbers. The location of this research is on Jalan Trembesi Raayaa Blok D no.17, Kemayoran, North Jaakarta City. The data collection technique carried out in this study uses observation and questionnaire distribution. The population in this study is individuals or consumers who

have consumed and visited Jail Coffee Kemayoran. The sample in this study was 100 people. The value used is to determine the value using a likert scale with a range of 1 - 4.

In this study, the sampling techniques used are non-probability sampling with a purposive sampling approach. According to (Wekke, 2019) Purposive sampling is a technique for collecting and determining data sources based on certain considerations. The reason for using this purposive sampling technique is because it is suitable for use for quantitative research. The criteria that have been considered by the researcher are as follows:

- 1) Respondents are at least 18 years old.
- 2) Respondents have consumed and visited Jail Coffee Kemayoran

4. Results and Discussion

4.1 Validity Test

Ghozali in (Yasisca, 2021) states that validity test activities are a form of testing that functions to measure the validity or not of an instrument contained in a questionnaire where the statement instrument will be valid if the statement has the ability to explain what will be measured in a questionnaire. This validity test is carried out to measure the validity or not of statements that will be used by the researcher as a source of research. The condition of a statement will be considered valid if the correlation value (R_{count}) \geq or greater than the correlation value of the table (Table) or vice versa with a significance level of 5% or 0.05 so that it can be known that the value of the Table is 0.3610. The results of the validity test of each component of the statement in this study are described as follows:

Table 1. Results of the Variable Validity Test of Factors – Consumer Preference Factors (X)

Indicators	Items	Calculate	Table	Result
Menu Variations	X.1	0,544	0,3610	Valid
	X.2	0,646	0,3610	Valid
Product Flavor	X.3	0,655	0,3610	Valid
	X.4	0,584	0,3610	Valid
Interesting Products	X.5	0,554	0,3610	Valid
	X.6	0,591	0,3610	Valid
Fast Service	X.7	0,599	0,3610	Valid
	X.8	0,535	0,3610	Valid
	X.9	0,506	0,3610	Valid
Physical Appearance	X.10	0,502	0,3610	Valid
	X.11	0,887	0,3610	Valid
Personal Attention	X.12	0,789	0,3610	Valid
	X.13	0,768	0,3610	Valid
Affordable Prices	X.14	0,557	0,3610	Valid
	X.15	0,910	0,3610	Valid
Price According to Portion	X.16	0,798	0,3610	Valid
	X.17	0,503	0,3610	Valid
Attractive Display	X.18	0,717	0,3610	Valid
	X.19	0,731	0,3610	Valid
Unique Decoration	X.20	0,692	0,3610	Valid
	X.21	0,500	0,3610	Valid

	X.22	0,500	0,3610	Valid
Table Chair Layout	X.23	0,431	0,3610	Valid
	X.24	0,622	0,3610	Valid
Discounts	X.25	0,617	0,3610	Valid
	X.26	0,813	0,3610	Valid
Bundling Product	X.27	0,879	0,3610	Valid
	X.28	0,835	0,3610	Valid
Attractive Ads or Promotions	X.29	0,795	0,3610	Valid
	X.30	0,910	0,3610	Valid
Cleanliness of the Place	X.31	0,828	0,3610	Valid
	X.32	0,401	0,3610	Valid
WIFI Network	X.33	0,835	0,3610	Valid
	X.34	0,817	0,3610	Valid
Toilet Availability	X.35	0,803	0,3610	Valid
	X.36	0,500	0,3610	Valid
Strategic Location	X.37	0,547	0,3610	Valid
	X.38	0,628	0,3610	Valid
Location Easy to reach	X.39	0,804	0,3610	Valid
	X.40	0,768	0,3610	Valid
	X.41	0,714	0,3610	Valid

Source: Data processed by researchers, 2024

Table 2. Results of the Validity Test of the Buying Interest Variable (Y)

Indicators	Items	Calculate	Table	Result
Tendency to buy	Y.1	0,530	0,3610	Valid
	Y.2	0,606	0,3610	Valid
Real purchases	Y.3	0,497	0,3610	Valid
	Y.4	0,464	0,3610	Valid
	Y.5	0,544	0,3610	Valid
Level of experience and information	Y.6	0,678	0,3610	Valid
	Y.7	0,534	0,3610	Valid
Tendency to refer	Y.8	0,482	0,3610	Valid
	Y.9	0,609	0,3610	Valid
Favorability level	Y.10	0,675	0,3610	Valid
	Y.11	0,578	0,3610	Valid
Buybacks	Y.12	0,594	0,3610	Valid
	Y.13	0,691	0,3610	Valid
Tendency to seek information	Y.14	0,614	0,3610	Valid
	Y.15	0,539	0,3610	Valid
Testimony	Y.16	0,465	0,3610	Valid
	Y.17	0,547	0,3610	Valid

Source: Data processed by researchers, 2024

Based on the table above, it shows that all statements contained in the independent variables, namely consumer preference factors and dependent variables, namely buying interest, have been declared valid and can be seen through the R test criteria of the R calculation $>$ the table, namely all instruments have values above > 0.3610 , so that all instruments in this study are declared valid and can be used in data collection.

4.2 Reliability Test

According to Pasionus and Kana in Ghozali in (Yasisca, 2021) states that validity test activity is a form of testing that functions to measure the validity or not of an instrument contained in a questionnaire where the statement instrument will be valid if the statement has the ability to explain what will be measured in a questionnaire., reliability is a test to measure the extent to which the instrument provides stable and consistent results. This test is important because it refers to the consistency of all instruments of a questionnaire which is the basis or indicator of the variables of a study. Ghozali in Ghozali in (Yasisca, 2021) states that validity test activities are a form of testing that functions to measure the validity or not of an instrument contained in a questionnaire where the statement instrument will be valid if the statement has the ability to explain what will be measured in a questionnaire. It also mentions that the reliability test functions as a tool to measure the confidence level of indicator instruments based on predetermined variables. This test is carried out to measure the level of reliability or not of the variables that will be used as the main source of research, which according to Cronbach's The level of reliability is declared to be outstanding or reliable if the value of Cronbach's Alpha (α) reached a $>$ of 0.70 and vice versa. The results of the reliability test in each variable in this study are described as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reference Value	Result
Consumer Preference Factors	0,971	0,70	Reliable
Buying Interest	0,868	0,70	Reliable

Source: Data processed by researchers, 2024

Based on the results obtained from the calculation of the reliability test conducted to 100 respondents based on the questionnaire answers, it can be seen that variable X, namely Consumer Preference Factors and Y, namely Buying Interest, has an Alpha Cronbach's value of even $>$ 0.70. Thus, it can be concluded that each of the statement instruments in the variables X, and Y are declared reliable.

4.3 Classical Assumption Test

This classical assumption test is carried out as one of the requirements in the use of multiple linear regression analysis. Some of the tests that include the classic assumption test are the normality test, and the heteroscedasticity test.

4.3.1 Normality Test

The normality test is used to determine whether the sample taken is from a population that has a normal distribution. The normality testing activity or commonly called the normality test is carried out with the aim of finding out whether the distribution of variables in the regression model is normal or not. If it is distributed normally, the regression model can be said to be good. Ghozali in (Yasisca, 2021)

With a significant value ($\alpha = 5\%$), the decision-making criteria in determining whether the data has a normal distribution or not is that the data is said to be normally distributed, if the significance value $>$ 0.05 and vice versa. The results of the normality test can be seen as follows:

Table 4. Results of the One-Sample Normality Test of the Kologorof-Smirnov Test

		Unstandardize d Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.54474543	
Most Extreme Differences	Absolute	.085	
	Positive	.058	
	Negative	-.085	
Test Statistic		.085	
Asymp. Sig. (2-tailed) ^c		.070	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.070	
	99% Confidence Interval	Lower Bound	.063
		Upper Bound	.076

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: Data processed by researchers, 2024

From the normality test carried out, the results as above were obtained which indicated that the value in the pobability column of Asymp. Sig. (2-tailed) was $0.70 > 0.05$, so that it can be stated that the research has met the requirements and criteria of normality and the residual data is normally distributed.

4.3.2 Heteroscedasticity Test

Ghozali in (Yasisca, 2021) said that the heteroscedasticity test activity is a test carried out with the aim of testing the occurrence of inequalities between variants in a regression model from one observation to another. If there are different variants in the observation, this is what is meant by heteroscedasticity, but if the value of the variant remains it is homoscedasticity. The regression model can be said to be bad if symptoms of heteroscedasticity occur. On the other hand, if homoscedasticity occurs, the regression model can be said to be good. The decision taken based on the heterokedasticity test, that is, it can be said that there is no heteroscedasticity problem, if it has a significance value (Sig.) > 0.05 . On the other hand, it can be said that there is a heteroscedasticity problem, if it has a significance value (Sig.) < 0.05 .

On the other hand, it can be said that there is a heteroscedasticity problem, if it has a significance value (Sig.) < 0.05 . The results of the heteroscedasticity test can be seen as follows:

Table 5. Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.896	3.054		1.276	.205
	TOTALX	-.014	.022	-.065	-.648	.518

a. Dependent Variable: ABS_RES

Source: SPSS 25 Output

Based on the results of the heteroscedasticity test based on the Glysser test, it can be seen that the value of the independent variable or variable X has a Sig. value greater than 0.05 (> 0.05), therefore it can be stated that this study does not have heteroscedasticity so that thus, it can be concluded that the regression model has passed and meets the assumption of heteroscedasticity and is suitable for use in a study.

4.4 Regression Test

4.4.1 Simple Regression Analysis

The data analysis technique used in this study is simple linear regression analysis. Simple regression is a probabilistic model that describes a linear relationship between two variables, where one variable is considered to affect the other. Variables that act as the cause of change are called independent or independent variables, while variables that undergo changes due to independent variables are called dependent or bound variables. Suyono in (Santika, 2023). So simple regression has the following equation:

$$Y = a + bX$$

Table 6. Multiple Linear Regression Analysis Test Results

Coefficients^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	22.552	4.693		4.806	<,001
	TOTALX	.263	.034	.616	7.744	<,001

a. Dependent Variable: TOTAL_Y

Source: SPSS Output

From the results, it can be concluded that;

$$Y = 22,552 + 0,263 X,$$

Where if X1 is worth one then $Y = 22.552 + 0.263 (1) = 22.815$

Based on this formula, it can be seen that the result of the constant obtained is 22.552 which can be interpreted if the variable Y or an independent variable in a constant state is also valued at 22.552, and if there is an increase or increase in consumer preference factors by 1, then the buying interest increases by +0.263.

4.5 Hypothesis Test

4.5.1 T Test (Partial Test)

The statistical t test is used to evaluate the extent of the influence of individual explanatory variables in explaining the variation of Kuncoro-bound variables in (Santika, 2023). In this test, we compare the calculated t-value with the t-value of the table. If the t-value of the table is greater than the t-value of the calculation or if the significance is greater than 0.05, then the null hypothesis (H_0) is accepted. This means that the independent variable does not have a significant influence on the dependent variable at a certain level of confidence. In this study, the researcher used 100 respondents with a significance value of 5% or Sig. T ($\alpha = 0.05$), so it can be known that the value of Ttable is to use the formula degree of freedom with the following formula:

$$d(f) = n - k \text{ with alpha } 5\%.$$

Information:

Df = degree of freedom or free degrees

N = number of samples

K = number of independent variables

$Df = n + k$

$Df = 100 - 2$

$Df = 98$

It is known that $Df = 98$ has a T table value of 1.984. So that the T test can be declared H_0 (rejected) and H_a (accepted) if $T_{calculates} > 1.984$ and has a significance < 0.05 .

Table 7. Test Results T (Partial Test)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.552	4.693		4.806	<,001
	TOTALX	.263	.034	.616	7.744	<,001

a. Dependent Variable: TOTAL_Y

Source: SPSS output

Based on the results above, it can be seen that the variable Consumer Preference Factors (X) of 7.744, this indicates that the value of T_{count} greater than T_{table} namely $7,744 > 1,984$ (Table). In addition, based on the results, it can be seen that the significance value is 0.001 which means it is less than 0.05 ($0.000 < 0.05$). Thus, this hypothesis has a significant and positive influence so that it is declared that the hypothesis is accepted.

4.6 Determination Coefficient Test (R^2)

The determination coefficient (R^2) is used to measure the extent to which the regression model is able to explain the variation of independent variables to the dependent variable of Bahri in (Santika, 2023). R^2 can also be interpreted as the proportion of the influence of all independent variables on the dependent variables. The value of the determination coefficient is expressed in the form of R-Square and can range from 0 to 1. If the R^2 value is close to 0, it indicates that the independent variable has limitations in explaining the variation of the dependent variable. If the R^2 value is close to 1, it indicates that the independent variable almost completely explains the variation of the dependent variable, and the model is more accurate in predicting the relationship between the variables. The following are the results of the determination coefficient test with SPSS 25.

Table 7. Determination Coefficient Test Results (R^2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.380	.373	2.55770

a. Predictors: (Constant), TOTALX

b. Dependent Variable: TOTAL_Y

Source: SPSS output

From the table above, it can be concluded that the independent variable, namely Consumer Preference Factors, has an influence value of as large as 0.380 or 38% on the dependent variable studied, namely buying interest.

5. Conclusion

Based on research that has been conducted with the title "Consumer Preference Factors that Affect Buying Interest at Jail Coffee Kemayoran with a quantitative research method through the dissemination of questionnaire data to respondents who have visited and purchased products at Jail Coffee Kemayoran. So, the conclusions that can be drawn are as follows:

- 1) Variable Factors – Consumer Preference Factors have a partially significant effect on Buying Interest at Jail Coffee Kemayoran, this is because the value of the Calculation of Consumer Preference Factors is 7.744 with a Significance value of <0.001 , thereby showing that the Calculation is 7.744 which is higher than the Table which has a value of 1.984 and a value of Sig. $0.001 < 0.05$, so that the dimensions of the variables of consumer preference factors which include Menu variety, product taste, attractive products, fast service, physical appearance, personal attention, affordable prices, prices according to portions of attractive appearances, unique decorations, arrangement of chairs and tables, discounts, bundling products, attractive advertisements or promotions, cleanliness of the place, availability of wifi networks, availability of toilets, strategic locations, and also easy-to-reach locations are very important in influencing buying interest at Jail Coffee Kemayoran.
- 2) The coefficient value of the Consumer Preference Factors variable was obtained which was 0.263. The results show that for every 1% increase in Consumer Preference Factors, there is also an increase in buying interest by 0.263. Therefore, it can be concluded that the variables of Consumer Preference Factors have a positive influence on buying interest at Jail Coffee Kemayoran
- 3) Based on the determination coefficient, 38% of the variation of instruments in buying interest can be explained by the variables of consumer preference factors, while the rest are influenced by other factors outside the X variable.

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