

ANALYSIS OF FACTORS CONSIDERED CONSUMERS IN CHOOSING A COFFEE STORE

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Abstract

This research was conducted at the Kedai Peyox coffee shop. This study aims to analyze the factors that consumers consider in choosing a coffee shop. The data used are primary. The sample studied was 100 respondents. The number of variables studied was 20 variables. The data is processed by using factor analysis as many as 20 variables that can be analyzed further. The data obtained from the respondents were processed using SPSS 24. The results showed that of the 20 factors analyzed by the factor analysis model, the factors considered by consumers in choosing Kedai Peyox coffee shops. These factors consist of 5 factors, namely the comfort factor of the place, the food price factor, the waiter factor, the consumer factor, the physical evidence factor.

Keywords: factors considered, comfort factor, food price factor, waiter factor, consumer factor, physical evidence factor.

A. INTRODUCTION

The habit of drinking coffee while enjoying the various facilities available and spending time in coffee shops seems to have become a habit for most Indonesian people, from various circles and various professions from all generations. The coffee shop itself is a place that is very easy to find in almost all parts of Indonesia and the world.

A coffee shop is a place that doesn't have to be big but offers a lot of things there, the coffee shop itself is a meeting place for many people who initially don't know they become acquaintances. The coffee shop not only provides coffee drinks with delicious and different flavors but also various facilities such as TV, Wifi, live music, wide screens to watch world sports matches.

The trend of drinking coffee has now grown rapidly, the popularity of the caffeinated drink continues to spread to all circles of society. To this extent, this is no longer just a cup of coffee to increase enthusiasm but has become a habit for buyers. According to the *National Coffee Association United States* in 2011, there was an increase in daily coffee consumption in adolescents aged 18-24 years.

Coffee has indeed become one of the drinks that are always served at almost all events, it can be used as a drink to just relax at the end of the day or to entertain guests, even before its popularity shot up like it is today, the habit of drinking coffee which is only done at home and then turned into a drink to enhance closeness when gathering with friends along with the emergence of coffee shops.

Research has found that in shopper habits, Starbucks has influenced coffee drinking habits more than just word of mouth, but has become a habit and has a significant relationship with coffee consumption activities. Starbucks as a world-

class coffee shop even dominate the purchasing power of coffee in Taiwan and serves as the third place for its buyers (Lin, 2012:119-128).

Now the coffee shop creates a comfortable and simple atmosphere that is liked by teenagers. Therefore, coffee shop drinkers are not only old people, but teenagers also become connoisseurs of a coffee shop.

The coffee shop has become a meeting point for visitors who like to communicate, from politics, art, business, sports to other topics. Coffee shops have now become an attractive choice as a place to establish communication. The function of a coffee shop has now changed from a place to drink coffee to become a kind, a place to exchange information or become a social space.

With the large population in Jombang Regency, of course, this is a promising business opportunity. Many new and old businesses have grown, both from culinary and services that have grown in Jombang Regency. Such as boarding houses, rentals, laundry, cafes, and restaurants.

One of the businesses that have developed recently in Jombang Regency is the coffee shop business. This business has been popular in Jombang Regency for a long time, but over time more and more people are seeing this business opportunity and starting their coffee shop business. From the explanation above, the business opportunity of this coffee shop cannot be underestimated in Jombang itself. Many coffee shops are found in terminals, town squares and even now have penetrated villages, and many are also in other places.

Beginning with research on the number of visitors. Coffee shops have almost tripled in the last three years from 1.2 million people aged 10 years and over in 2011 to 3.5 million people in 2013. Research conducted by Nielsen in nine major cities in Indonesia. The biggest buyers are in Jakarta (64%). (Source: <http://www.nielsen.com/id.html> accessed 15 May 2019)

This research was conducted in Pulorejo Village, Ngoro District, Jombang Regency which is a densely populated area. In Pulorejo Village, there is a coffee shop that will be the place of research, namely Kedai Peyroux.

The definition of a coffee shop described in this study is a place that provides food and soft drinks, Wifi, TV and is equipped with adequate facilities. This is supported by the definition put forward by the Wikipedia site, which defines a coffee shop as an institution that specifically serves a glass of coffee or hot drinks, or other cold drinks. A coffee shop is divided into several characteristics of a place such as a bar, and several characteristics of a restaurant. As the name suggests, Kedai Kopi focuses on serving tea or coffee and snacks. (Source: <https://id.m.wikipedia.org/> accessed May 15, 2019)

In Pulorejo Village there is a coffee shop, namely the Peyox shop which became the first coffee shop to provide wifi facilities, this coffee shop has internet speed or wifi of 30 Mbps. Every night it is always filled with visitors and rarely deserted, the majority of the visitors are teenagers who come with their friends and spend time while enjoying the existing facilities.

The dented shop usually opens at 18.00 or after sunset until dawn. The facilities served at this shop have many similarities with other coffee shops, but the price of food or drinks at the dented shop is cheaper than other coffee shops,

for example, the price of black coffee at the dented shop is Rp. 3000 while the price of black coffee in other coffee shops in Pulorejo Village is Rp. 4000 which of course becomes a consideration for consumers as well.

Based on the explanation above, the formulation of the problem is the factors that buyers consider in choosing a coffee shop, Kedai Peyox?

The purpose of this study is to determine the factors that buyers consider in choosing Kedai Peyox coffee shops.

B. LITERATURE REVIEW

Marketing

According to Kotler (2002: 9) "Marketing is a social measure which includes individual or group gets what they see themselves want and need by offering, create, and make the exchange of a product that has value to other parties freely"

According to Stanton (1996:6) "Marketing is a system that covers the entirety of all business activities aimed at determining prices, planning, distributing products and services that can satisfy the needs of existing and potential consumers".

According to Lamb, Hair, Me Daniel (2001:6) "Marketing is a step in carrying out the concept and planning, promotion, pricing, and many product and service ideas to create a buying and selling step that can achieve organizational and individual goals".

The conclusion that can be drawn from the three definitions that have been explained is that initially, marketing was not only an activity to sell products or services but also included activities to meet all the needs and desires of consumers by trying to influence buyers to be willing to buy company services and products through product exchanges. creation and supply, which is of value.

Marketing Management

According to Rismiati (2001:33) "Programs designed to create, build and maintain a profitable exchange with buyers to achieve organizational goals as implementation, planning, analysis, and control".

Meanwhile, according to Tjiptono (2002:16) "Marketing management is a step in implementing the concept of pricing and planning, promotion and distribution, services, products, and ideas to create buying and selling activities with consumers that meet the goals of consumers and institutions".

Conceptual Framework

Factors considered in choosing: influence of friends, income/pocket money, music or songs, wifi facilities, store cleanliness, outlet location, speed of service, friendliness of waiters, product hygiene, taste of drinks, taste of food, variety of drinks available offered, the variety of food offered, the price of drinks, the price of food, the possibility of making new friends, the place can be used for discussion/chat, according to lifestyle, there are power outlet facilities, convenient parking.

C. RESEARCH METHODS

This research is an exploratory research type. According to Kotler, et al. (2006: 127), said that exploratory research is one of the research approaches that can be used to examine something (that attracts attention) that is not yet known, not understood, or not well recognized. Exploratory research is basic and has the aim of obtaining information, information, data about things that are not yet known. The population used in this research is PEYOX KEDAI buyers, with the sampling technique using *accidental sampling*. This research conducted testing using the factor analysis method with the help of SPSS program.

Sampling Techniques

Sugiarto (2001:2) explains that "samples are some members of the population selected using certain procedures so that they are expected to represent the population". So based on the explanation above, the sample value is 96 people, which is rounded up to 100 people to avoid damage to the sample or as a backup.

Data Collection Techniques

Primary data is original data or raw data directly obtained by researchers from data sources while researching the field (Sugiyono, 2011:88). In this case, the researcher distributes research questionnaires related to the factors that buyers consider in choosing coffee *KEDAI PEYOXshop* as the object of research. Secondary data In the form of data collection obtained from previous research, references, and literature research, while the supporting data are documents from the object of research, namely visitor data, coffee shop business history.

D. RESEARCH RESULTS AND DISCUSSION

Peyox's shop which is located at , Jl. Raya Kandangan, RT.2/RW.14, Pulorejo, Ngoro, Jombang Regency, East Java 61473. Kedai Peyox was founded in 2015 and became the first coffee shop to provide wifi facilities in Pulorejo village. Kedai Peyox is a coffee shop that provides wifi facilities with a speed of 30 Mbps, TV facilities to watch sports matches and is open to all people, peyox shop opens at 18.00-03.00 pm, Kedai Peyox provides a variety of drinks such as black coffee, hot tea, iced tea, milk coffee, good day, pop ice , energetic and many more, as for the food served at Kedai Peyox such as fried noodles, noodle soup, donuts, and various other snacks, Kedai Peyox has a unique jargon, namely: *open sak tangine close sak sleepy'e*

General description of the respondents as The objects of this research can be described one by one as follows: Gender, Occupation

Factor Analysis

The first step in the research is to conduct open interviews with customers. edai Peyox, it aims to determine the factors used in the analysis. Identifying factors At this stage, the factors that have been obtained will be summarized

into 20 factors which will later be analyzed and used to compile a questionnaire.

Discussion

Based on the results of the factor analysis test that the decision-making factor is determined by 5 formed factors, namely product quality factors, promotion factors, price factors, people factors, and physical evidence factors.

The convenience factor of the place has a very important role from the consumer's point of view in decision making, if a coffee shop has the comfort of a good place, consumers will immediately decide to choose the coffee shop.

The food price factor is very important with the appropriate price of food to be able to create an impression in the minds of consumers so that consumers will be comfortable with the product/brand.

The waiter factor also has an important role, the waiter is the involvement of HR including employees to provide the best service to consumers, where this will affect consumer decisions in choosing. The better employees provide services to consumers, consumer will be more interested in choosing a product, thus the better the service provided by the employee the consider the consumer in choosing the coffee shop Peyox shops.

Consumers factors, it is also important the more consumers comfortable with the shop peyox then chances consumers come back and invite the theme is also great.

The physical evidence factor, the more attractive the physical evidence, the more consumer interest will be in choosing the Kedai Peyox coffee shop. Physical evidence can also be in the form of songs or music that are pleasant to hear and an environment free from garbage, odors, and dust so that consumers are interested in choosing Kedai Peyox coffee shops.

Based on research from Abdurrachman (2002) in his research to determine the most dominant factors by looking at the total value of variance in the totaltable *explained* based on the results of the study and from the overall analysis, it is known that the most dominant factor is the comfort factor.

According to Singgih Santoso (2004:43), explains that the table *Total Variance Explained* describes the number of factors formed. In looking at the formed factors, it must be seen that the eigenvalues must be above one, if they are below one then it is not correct. Eigenvalue shows the relative importance of each factor in calculating the variance of the total variables. the number of eigenvalues, the arrangement is always sorted from the largest to the smallest value.

E. CONCLUSION

Based on the results of the analysis and discussion that has been stated, it can be concluded. With 5 factors.

The suggestion from

1. the Peyox Shop is that it is expected to maintain the comfort factor of the place, food prices, waiters, consumers, and physical evidence. To influence consumers in choosing KedaiPeyox.
2. The Peyox Shop is expected to pay attention to the existing services because consumers feel that the existing services are beneficial for consumers or according to consumer expectations from friendly, polite, and responsive service so that the Peyox Shop is expected to improve existing services so that these factors can meet consumer expectations.
3. For further researchers, they should examine more deeply the factors that consumers consider in choosing to find new factors or things for the development of science and to improve previous research.

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