

The Decision To Revisit Coffee Drinking Is Seen From The Lifestyle And Attributes Of Coffee Through The Brand Image

Amin Hou¹, Dahrul Siregar^{2*}

¹Dosen STIE Mahkota Tricom Unggul, Sumatera Utara Indonesia.

²Dosen Universitas Medan Area, Sumatera Utara Indonesia

* Corresponding author:

Email: Darulregar@gmail.com

Abstract.

At present, the coffee shop business continues to experience rapid development. The need for coffee changes the lifestyle of a consumer. The main objective of this research is to determine the direct and indirect effect of lifestyle variables and product attributes on purchasing decisions through brand image. This research was conducted at Keude Kupie Ulee Kareng & Gayo II in Medan City. The main target population and sample in this study were the loyal visitors at Keude Kupie Ulee Kareng & Gayo II. Where 175 respondents were selected to be the research sample. The results of the analysis show that the lifestyle and product attributes directly have a significant effect on brand image. Then, indirectly, lifestyle has an indirect effect on purchasing decisions through brand image. Product attributes have an indirect effect on purchasing decisions through brand image.

Keywords: *Lifestyle, Attributes, Image, Purchase Decisions*

1. INTRODUCTION

Coffee is one of the drinks that is believed to be a drink that can increase energy [1]. In the past, coffee was only consumed by parents. However, at this time the tendency to consume coffee is not only consumed by the parents, but also by young people or melenials, making coffee a trend in social interactions [2]. Then coupled with technological advances made a lot of variance of coffee produced [3]. In addition, Indonesia is the largest coffee producing country in the world, making coffee continues to experience many variances [4]. The development of the coffee business has mushroomed a lot, especially coffee which is used as a gathering place. So do not be surprised if the coffee trend has become a necessity for everyone [5].

The taste of the pleasure of coffee cannot be deceived by the tongue. So that the enjoyment will look for a coffee kadei that offers the best quality coffee [6]. The decision in choosing a good coffee shop will have an important meaning for the survival of the coffee shop [7]. This is because the greater the number of visitors who come and order the available coffee, the better the profitability of the coffee shop [8]. For this reason, the ability to understand what consumers expect in buying coffee must be able to be done, especially for coffee shop owners [9]. Because basically consumers

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have various expectations values in enjoying a cup of coffee. Where when the expected value is met, consumers will come and order coffee at the coffee shop.

Keude Kupie Ulee Kareng & Gayo II having its address at Jl Dr. Mansur Medan is one of the coffee shops in the public and private university campuses. Where the most dominant visitors are students and private employees. The need for coffee in the current era has become a separate lifestyle in enjoying a coffee. Many students come not only to enjoy coffee but also to do college assignments.

The high number of competition in the coffee shop business certainly makes Keude Kupie Ulee Kareng & Gayo II to continue to improve in fulfilling the value of consumer expectations. So that in doing so Keude Kupie Ulee Kareng & Gayo II made a number of improvements such as maintaining the quality of coffee offered to consumers. In addition, it makes one product variant, such as cold and hot kareng ulle, which is the most popular product for most consumers. Efforts to continue to make superior products in Keude Kupie Ulee Kareng & Gayo II must indeed be made so that consumers keep coming in the future.

The brand image attached to a brand will affect the repurchase decision [10]. A good brand image on coffee products can also include the composition therein [11]. However, not as long as the brand image will influence purchasing decisions. This requires other efforts that companies must make in order to improve consumer purchasing decisions [12]. Maintaining consumer confidence through a commitment to coffee quality must indeed be done by coffee shops [13][14].

The lifestyle of milenials in enjoying a cup of coffee is a new trend among young people [15]. Lifestyle makes a consumer who initially dislikes coffee consumption, but nowadays it makes consumers learn to love coffee [16]. This is done by consumers so that they can follow the community and maintain relationships between group members. For consumers who have made coffee a necessity from the start, they will certainly make a more modern lifestyle. Young consumers have a lifestyle that changes from time to time. For companies that are able to adjust to the right strategy, they will have the opportunity to bring more consumers to come and buy the company's products [17]. Because in principle, lifestyle will affect the purchase decision of a product [18].

The attributes attached to coffee products have an important meaning for coffee shops [19]. Products with brands that are widely recognized by consumers will be highly sought after [20]. There needs to be a good intention from every coffee shop to provide good quality products [21]. In providing a sense of satisfaction for coffee connoisseurs, coffee shops often prioritize the taste of coffee, the acidity of the taste and the aroma of coffee [22]. For coffee shops that are able to continuously evaluate the combination of various attributes desired by consumers, they have the opportunity to improve their purchase decisions in the future [23].

This study aims to determine the direct and indirect effect of lifestyle variables and product attributes on purchasing decisions through brand image as an intervening variable.

II. METHODS

This research was conducted at Keude Kupie Ulee Kareng & Gayo II, having its address at Jl Dr. Mansur Medan. As for the population and sample, the visitors who are loyal to Keude Kupie Ulee Kareng & Gayo II. The sampling technique used accidental sampling. The author chose 175 respondents to be the sample. Collecting data using a questionnaire that is prepared based on indicators of lifestyle variables, product attributes, purchase decisions and brand image. Data analysis uses path analysis as a model to see direct and indirect effects.

III. RESULT AND DISCUSSION

Based on the results of data processing, it can be described as follows:

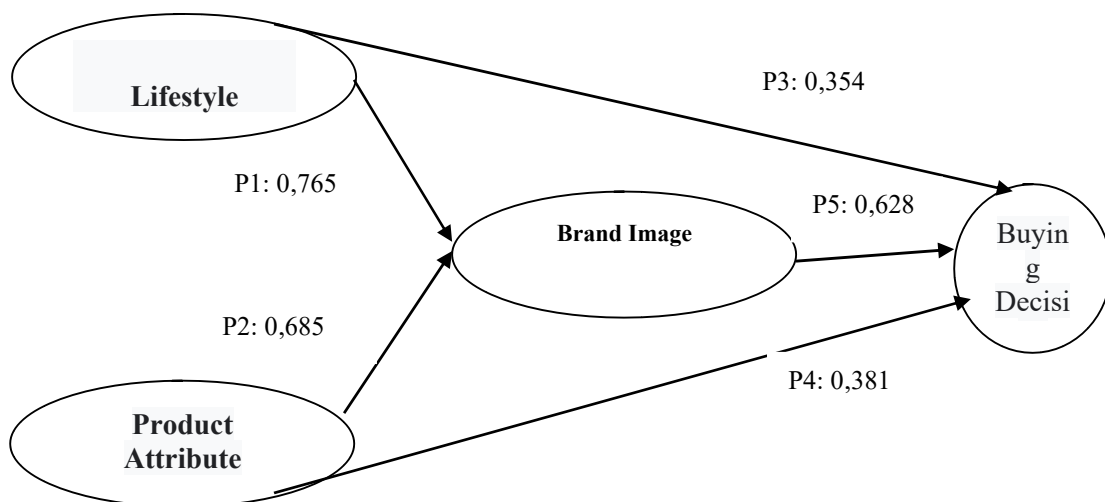


Figure 1: Results of Research Data Processing

Direct Influence

The Influence of Lifestyle on Brand Image

The research results prove that lifestyle has a direct effect on brand image. The significance value of $0.000 < 0.05$ illustrates that the lifestyle of a consumer will have an impact on the brand image of the coffee shop. The results of this study are in line with the results of research conducted by [24][25][26][27] which states that lifestyle has a direct effect in increasing brand image. The implication of finding a lifestyle is that coffee lovers communities should be created, especially coffee shops. The goal is that every activity carried out by the coffee lover community is carried out at Keude Kupie Ulee Kareng & Gayo II. In the end, this community

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directly helped in increasing the brand image of Keude Kupie Ulee Kareng & Gayo II.

Influence of Product Attributes on Brand Image

The results of this study indicate that the significance value is $0.000 < 0.05$. So this research is in line with the results of previous studies conducted by [28][29][30][31] which states that product attributes affect brand image. The implication of the findings that the authors get is that the taste of ulee kareng coffee must be maintained. This is done by ensuring that the coffee ingredients used are indeed the best quality coffee. So far, Keude Kupie Ulee Kareng & Gayo II to get the best quality coffee, namely by ordering directly from coffee farmers in Tekengon City, Central Aceh Province which is known as a coffee producing area.

The Influence of Lifestyle on Purchasing Decisions Through Brand Image

The direct effect of lifestyle on purchasing decisions is by looking at the regression coefficient value of P3 of 0.354. Furthermore, the indirect effect of brand image on purchasing decisions through brand image is seen from the multiplication of lifestyle regression coefficients on purchasing decisions with brand image regression coefficient values on purchasing decisions, namely $P1 \times P5 = 0.765 \times 0.628 = 0.480$. So it can be concluded that the value of the indirect effect coefficient is $P1 \times P5 > P4$ ($0.480 > 0.354$). This means that lifestyle has an indirect influence on purchasing decisions through brand image.

The results of this study support the results of previous studies which state that lifestyle will have no effect on brand image and have an impact on increasing purchasing decisions [24][17][15]. The implication of the findings that the authors get is that the lifestyle of a consumer in enjoying coffee is not only in taste and aroma. The need for actualization in social media is also very much needed by consumers. Where in today's era consumers are also able to follow most people in enjoying a cup of coffee.

The Influence Of Product Attributes On Purchase Decision Through Brand Image

The direct effect of product attributes on purchasing decisions is by looking at the regression coefficient value of P4 of 0.381. Furthermore, the indirect effect of product attributes on purchasing decisions through brand image is seen from the multiplication of lifestyle regression coefficients on purchasing decisions with brand image regression coefficients on purchasing decisions, namely $P2 \times P5 = 0.765 \times 0.628 = 0.430$. So it can be concluded that the value of the indirect effect coefficient $P2 \times P5 > P4$ ($0.430 > 0.381$). This means that product attributes have an indirect effect on purchasing decisions through brand image.

The results of this study are in line with previous research which states that product attributes have an indirect effect on brand image and have an impact on increasing purchasing decisions [32][23][6][33]. The findings in this study indicate that Keude

Kupie Ulee Kareng & Gayo II in improving consumer purchasing decisions through this product attribute has been carried out with a commitment to the quality of coffee that will be offered by consumers. The product attributes that exist in Keude Kupie Ulee Kareng & Gayo II, especially ulee Kareng coffee, are offered with 2 choices. Where for hot ulee kareng coffee will be offered with a regular glass. As for cold kareng ulee coffee, it is offered in a jumbo glass. This turned out to be able to increase consumer interest in deciding to visit and enjoy a cup of coffee with friends.

IV. CONCLUSION

Based on the results of the analysis and discussion, the conclusions that the authors get are as follows:

1. Lifestyle and product attributes have a direct effect on the brand image of Keude Kupie Ulee Kareng & Gayo II in particular.
2. Lifestyle has an indirect effect on purchasing decisions on Keude Kupie Ulee Kareng & Gayo II through brand image as an intervening variable.
3. Product attributes have an indirect effect on purchasing decisions at Keude Kupie Ulee Kareng & Gayo II through brand image as an intervening variable.

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