

Consumer Behavior Analysis at The de' Akur Rantauprapat Coffee Store

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Abstract

Hanging out in a coffee shop for some consumers has become a necessity that is difficult to avoid. Hanging out is an interesting part of consumer behavior to study through marketing mix and hedonism. So the purpose of this research is to reveal the factors that influence consumer behavior and to find out which variables have the most dominant influence on consumer behavior. Quantitative descriptive research approach, the sample is determined based on the number of indicators as much as $15 \times 10 = 150$ samples and the author sets it to be 200 samples. The sampling technique used is *simple random sampling*. The data analysis technique used in this research is Smart PLS v 3.0 to predict the relationship between one construct and another. Based on the respondent's profile by gender, it is dominated by men, with the age above 31 years and the highest education being high school or equivalent, bachelor's and master's degree. The results of hypothesis testing, it shows that there is theoretical and scientific support that the marketing mix and hedonism variables and their indicators are very significant in influencing consumer behavior. The hedonism variable is the most dominant variable in influencing consumer behavior.

Keywords: marketing mix, hedonism, consumer behavior

1. Introduction

According to data from the Central Statistics Agency (BPS) of Labuhanbatu Regency, the economic acceleration of Labuhanbatu Regency in 2021 has accelerated by 3.85 percent compared to 2020 of only 0.09 percent (Gustiar, 2022). The economic acceleration in 2021 indicates that business activity in Labuhanbatu Regency has also increased, including the proliferation of modern coffee shop businesses and the increasingly selective consumers in meeting their needs. Labuhanbatu Regency as a strategically located Regency becomes a separate destination for anyone who stops by because it connects various cities across provinces on the island of Sumatra (Nasution & Ramadhan, 2020).

The advantage of the geographical location of Labuhanbatu Regency is the main attraction along with the increasing changes in people's consumption, one of them likes to hang out in coffee shops. This indicates that consumptive and lifestyle changes that occur in society are an important part of marketing related to consumer behavior (Pratiwi, 2015). In any business world, consumer behavior is the most dynamic thing to changes that occur in the business world. These changes are often the attention of business actors who are increasingly creative in presenting their business to consumers (Mellita & Elpanso, 2020). Especially at this time the phenomenon of business opportunities that are able to be analyzed by business people in Labuhanbatu Regency, the consumer behavior towards coffee shop hangouts in Rantauprapat is increasingly mushrooming.

Among the many legendary coffee shops in Rantauprapat is Warung Kopi de' Akur. Here's a picture of the front of Kopi de' Akur Rantauprapat (Figure 1).

The location of Warung Kopi de' Akur is very strategic on Jln. Sisingamangaraja No. 124 Aek Tapa-Rantauprapat is a culinary business location that is crowded with residents, this is because the road is a city road that connects provincial roads and other cities, so it is natural that Warung Kopi de' Akur is well known by the people who pass by. The advantages of Warung Kopi de' Akur include the Kopi Akur branch which is located in the center of Rantauprapat City, but the Warung Kopi de' Akur branch is far superior because of its location which is also a location crowded with other business centers. Looking back at the business concept built by Warung Kopi de' Akur, currently it emphasizes how to understand consumer behavior which often changes, including Warung Kopi de' Akur is more daring to offer menus

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that are more generally currently trending so that Warung Kopi de' Akur becomes a warung. which has the ability to adapt to the market quickly. Understanding the consumer behavior of a business will provide readiness for business actors in running their business in the midst of increasingly high competition.



Figure 1. Coffee Shop de' Akur Rantauprapat

Business actors must be able to implement appropriate and efficient marketing in order to understand consumer behavior so that their products become consumers' choices (Khafidin, 2020) . He added that studying consumer behavior is an appropriate and useful effort to maximize sales in the future. According to (Prabhu, 2020) studies on consumer behavior are closely related to people or organizations in which there is psychology, inspiration and consumer behavior. Consumer behavior in practice will be more dominantly influenced by factors originating from internal business. Consumer behavior can be influenced by the concept of the marketing mix applied in business (Gilaninia et al., 2013) , he asserts that the marketing mix is a combination of activities and strategies used by companies in marketing goods or services (Aloysius, 2015) . The existence of the marketing mix is the peak of the company to understand changes in consumer behavior (Aloysius, 2015) . The combined concept of the marketing mix consists of product , price , promotion and promotion . So the marketing mix in this study is a combination of the four variables studied in this study, the four constructs being indicators.

The behavior of hanging out in coffee shops is now a necessity for millennial and modern people in enjoying daily life, especially in regional cities where the people are quite advanced and the economic level is quite good. According to (Susanti et al., 2017) that the existence of cafes and coffee shops is a promising business for capital owners. An anthropological study in the midst of the Covid-19 business pandemic that stole the attention and opportunities at that time the coffee shop business seemed to be rising and quite rapidly (Azarin, 2021) . The emergence of coffee shops in the midst of the Covid-19 outbreak has triggered the emergence of a hedonistic lifestyle among millennials and adults that has been entrenched until now. According to (Yugantara et al., 2021) that modern society is a society that prioritizes consumption that is not based on benefits and functions or emphasizes symbols and prestige. This is one of the phenomena that occurs in Labuhanbatu Regency. The rampant consumptive culture becomes an opportunity for capital owners, on the one hand, erodes the economy that should be used for more appropriate things. According to (Limón-Rivera et al., 2017) lifestyle or hedonism consists of reactions and habit patterns that are learned in the socialization process. According to (Silmie & Sciences, 2021) drinking coffee is not only a necessity but has become a practical lifestyle that is increasingly in demand, especially for people who have activities.

The purpose of this study is to reveal the factors that influence consumer behavior and to find out the most dominant variables influencing consumer behavior hanging out in coffee shops so that the novelty of this research focuses on knowing between the marketing mix or the lifestyle of millennial and adult people so that consumers will provide a clear picture of consumer behavior and to explain that the coffee shop business is the most popular business today.

2. Literature Review

2.1. The Evolution of Coffee Consumption

People's increasingly dynamic consumption behavior can be seen from the trending lifestyle of hanging out in cafes or warkop. This continues to erode the behavior of millennials and adults that coffee is part of a need that must be met because hanging out in coffee shops becomes a symbol of identity (Yugantara et al., 2021) . The dynamic philosophy

of coffee has evolved in three stages called the coffee wave, namely, firstly how to prepare coffee, secondly the role of machines in processing coffee, and thirdly the impact of coffee on consumers (Limón-Rivera et al., 2017) . Now the practice of coffee philosophy is real different and gives meaning to coffee connoisseurs.

2.2. Marketing Mix

A great business concept is success in implementing the marketing mix, because this concept is still the mainstay of all forms of business. So the definition of the marketing mix includes all important aspects including product , price , promotion and promotion . (Purbohastuti, 2021) . The marketing mix is one of the key marketing strategies to convey information widely and introduce it (Selang, 2016) . The marketing mix according to (Thabit & Raewf, 2018) is a conceptual framework not just a scientific theory that explains the efforts of managers in making decisions to offer consumers. In addition, the marketing mix is also applied by the company as a sustainable marketing tool in order to achieve company goals (Widyastuti et al., 2020) with indicators/dimensions of product , price , place and promotion.

2.3. Hedonism (Lifestyle)

Lifestyle is a characteristic of a modern world or what is also known as modernity. Lifestyle emphasizes more on the prestige of the actions that have been done. Today's lifestyle has become a slogan and symbol of placing a person's status in the environment or a place. According to (Igiassi, 2017) the coffee lifestyle is a reflection of a person's overall identity in interacting with his social environment. Even according to (Main et al., 2021) lifestyle factors influence the behavior of consumers of certain foods and beverages. More specifically, lifestyle is perceived more broadly by (Dewi et al., 2020) that style is a general description of the behavior/pattern of how a person consumes based on the product. Lifestyle indicators include daily activities, interests, opinions, current needs and prestige (Minarti, 2020) .

2.4. Consumer Behavior

The needs and desires of consumers are very varied and diverse, requiring business actors to be able to understand the situation because it is related to the wants and needs of consumers. The concept of consumer behavior is increasingly broad in its definition following the flow of changes that occur, according to (Eddy Soegiarto K and Mardiana, 2016) defined as actions taken by individuals, groups and organizations related to the decision-making process. In contrast to (Peighambari et al., 2016) consumer behavior is a diverse and broad perspective due to changes in society, economy and technology that affect the way consumers behave. As for product information indicators and choosing product options (Grigoreva et al., 2021) .

2.5. Conceptual Framework

To facilitate the research carried out, the following is a framework for the flow of thought as the way of thinking of the research to be tested, as follows:

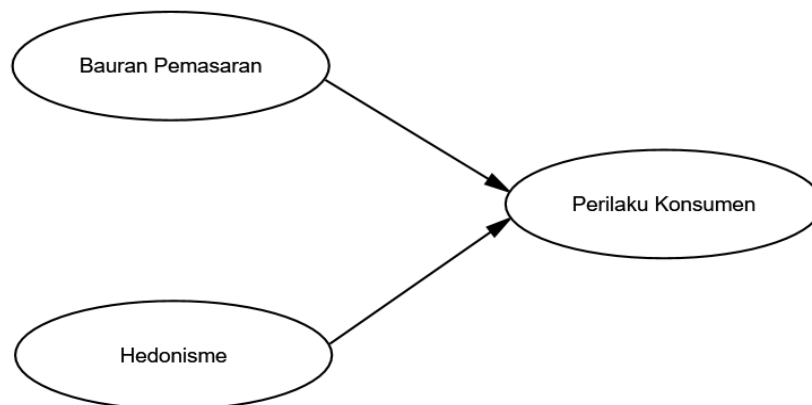


Figure 2. Conceptual Framework

Research Hypothesis

H₁ : the marketing mix variable has a significant effect on consumer behavior.

H₂ : hedonism variable has a significant effect on consumer behavior.

3. Methods

In solving the problems in this study, the writer chose a quantitative descriptive research approach, where the data collection tool used a questionnaire (google form) as primary data which contained questions about all indicators of the variables studied. In connection with research examining consumer behavior, the population or sample that is determined refers to the *Maximum Likelihood Estimation* (MLE). The number of samples in the survey ranges from 100-200 samples. Then the sample is determined based on the number of indicators as much as $15 \times 10 = 150$ samples and the author sets it to be 200 samples. The sampling technique used is *simple random sampling*, namely anyone who meets at the research location with the author and is considered worthy. The scale technique used is the Likert scale with statements ranging from Strongly Agree (5), Agree (4), Disagree (3), Disagree (4) and Strongly Disagree (1). The data analysis technique used in this research is Smart PLS v 3.0 to predict the relationship between one construct and another.

4. Result and Discussions

4.1. Respondent Profile

Based on the distribution of online questionnaires to all respondents according to the research period using *google form* to 200 samples. From the distribution, a description or profile of the respondents is obtained which is presented in the figure below:

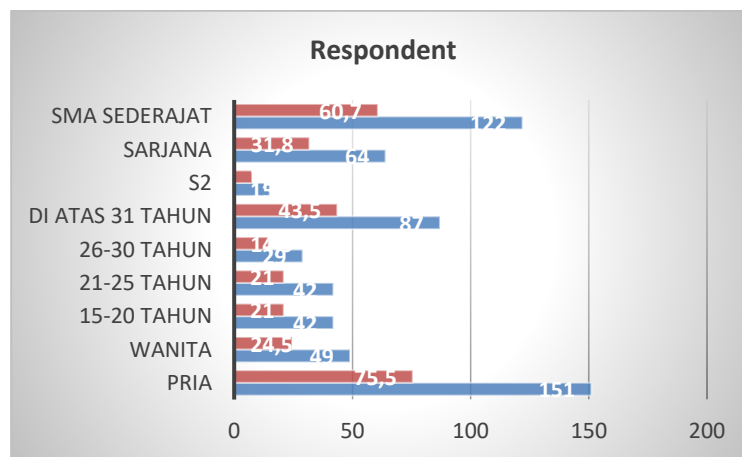


Figure 3. Respondent Profile

Based on Figure 2. Profile of the respondents who were sampled in this study, it can be concluded that based on gender who hung out at Warung Kopi de' Akur were 151 men or 75.5%, while the rest were women. Furthermore, based on the most dominant age above 31 years as many as 87 people or 43.5% while the rest are under 30 years old. Finally, based on the education of the respondents, the most dominant is high school education equivalent as many as 122 people or 60.7% while the rest are undergraduate and postgraduate education. From the respondent's profile data, it shows that the de' Akur Coffee Shop, seen from the respondent's profile, is quite varied so that de' Akur Coffee Shop can be enjoyed by all ages because the menu and products offered follow consumer tastes.

4.2. Smart PLS Test Results

Analysis with PLS is used to determine the relationship between latent variables and latent variables and their forming indicators. Then the SmartPLS model from this study can be seen on figure 4.

4.3. Model Evaluation

4.3.1. Convergent Validity

An indicator can be declared valid if it has a *loading factor* above 0.5 to the intended construct. An indicator is declared valid if it has a loading factor above 0.5 for the intended construct. Based on Figure 3 above, it can be seen that the value of all forming indicators is above 0.70 so it can be accepted.

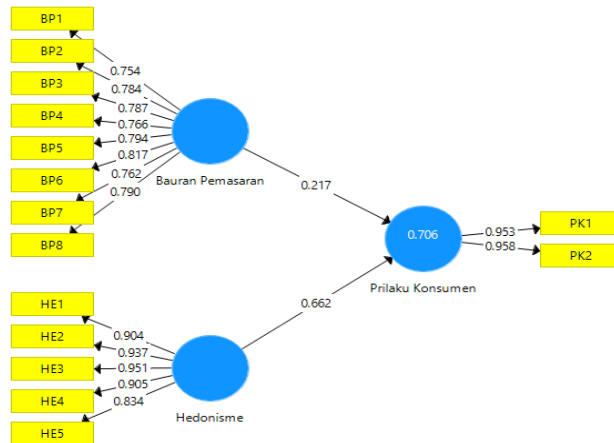


Figure 4. Initial PLS Algorithm . Model

4.3.2. *Composite Reliability*

Composite reliability is used to test the value of the variable indicator reliability. The value of the *composite reliability result* can be said to be reliable if it shows a value of > 0.70. So to find out the *composite reliability output* on the SmartPLS model, it can be seen in the figure below:

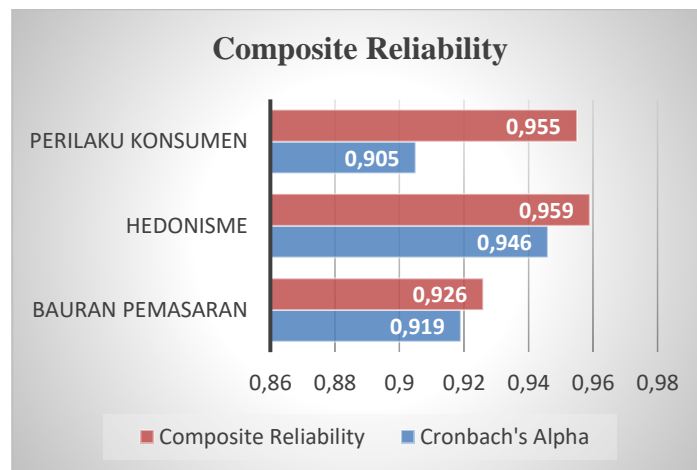


Figure 5. *Composite Reliability*

It is clearly seen in the figure above that the *composite reliability value* for all research variables shows a value of above > 0.70 so it can be concluded that the value of each variable has met Cronbach's Alpha.

4.3.3. *R-Square*

Based on the acquisition of the R-Square value of the SmartPLS output, it is known that the R-Square value of the consumer behavior variable is 0.706 or 70.6 % so that it can be categorized that the model used to measure is perceived as "strong" with the remaining 29.4 % explained by other variables outside the study. this. The following is Table 1. R-Square output.

Table 1. Output R-Square

	R Square
Consumer behavior	0.706

Source: SmartPLS processing results (2022)

4.3.4. *Path Coefficients Test*

To prove the relationship between the variables studied in SmartPLS, it can be seen from the bootstrapping output

obtained below, the bootstrapping output display.

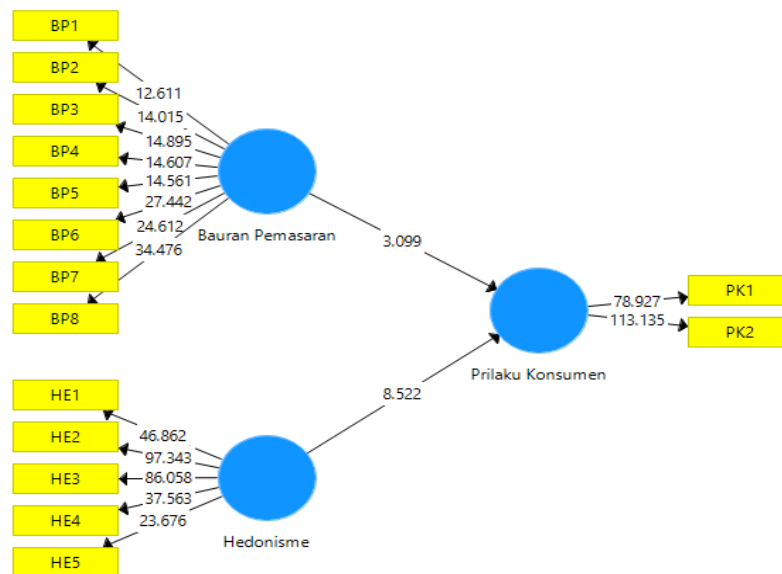


Figure 5. *Bootstrapping Output*

4.4. Path Coefficients

The path coefficients test is a hypothesis test which in the research is seen from the t-statistic value and the p-value. The hypothesis is accepted if the research has a p-value <0.05.

Table 2. Path Coefficients

Connection	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Marketing Mix -> Consumer Behavior	0.217	0.219	0.07	3.099	0.002
Hedonism -> Consumer Behavior	0.662	0.661	0.078	8.522	0,000

Source: SmartPLS processing results (2022)

Based on Table 2. *Path Coefficients* used to measure the relationship between the variables studied in this section will be discussed in detail as follows:

1. H_1 : the marketing mix variable has a significant effect on consumer behavior. Based on the results of the SmartPLS bootstrapping output, it is known that the marketing mix variable on consumer behavior has a t-statistics value of 3.099 > 1.96 and the p-value has a value of 0.002 < 0.05 so it can be stated that the marketing mix variable significant effect on consumer behavior . Based on this, the research results prove that consumer behavior in practice will be influenced by factors originating from internal business. Consumer behavior can be influenced by the concept of the marketing mix applied in business (Gilaninia et al., 2013) , he asserts that the marketing mix is a combination of activities and strategies used by companies in marketing goods or services (Aloysius, 2015) . This also indicates that the marketing mix applied by Warung Kopi de' Akur as a legend places it as one of the experienced culinary businesses in its field. Besides that, the biggest strength of Warung Kopi de' Akur's marketing mix is experience so that under any conditions it is able to quickly adapt to changes in consumer behavior. The results of this study further reproduce the results of previous research that the marketing mix will be identical to consumer behavior itself.
2. H_2 : hedonism variable has a significant effect on consumer behavior. Based on the results of the SmartPLS bootstrapping output, it is known that the hedonism variable on consumer behavior has a t-statistics value of 8.522 > 1.96 and the p-value has a value of 0.000 < 0.05 so it can be stated that the hedonism variable significant effect on consumer behavior . Based on this, the results of the study have proven that the hanging out behavior of Warung Kopi de' Akur for consumers is a necessity for modern society, especially in areas where the community is quite

advanced and the economic level is quite good. According to (Susanti et al., 2017) that the existence of cafes and coffee shops is a promising business for capital owners. An anthropological study in the midst of the Covid-19 business pandemic that stole the attention and opportunities at that time the coffee shop business seemed to be rising and quite rapidly (Azarin, 2021). The emergence of coffee shops in the midst of the Covid-19 outbreak has triggered the emergence of a hedonistic lifestyle among millennials and adults that has been entrenched until now. According to (Yugantara et al., 2021) that modern society is a society that prioritizes consumption that is not based on its benefits and functions or emphasizes symbols and prestige. This is one of the phenomena that occurs in Labuhanbatu Regency. The rampant consumptive culture becomes an opportunity for capital owners, on the one hand, erodes the economy that should be used for more appropriate things. According to (Limón-Rivera et al., 2017) lifestyle or hedonism consists of reactions and habit patterns that are learned in the socialization process. According to (Silmie & Sciences, 2021) drinking coffee is not only a necessity but has become a practical lifestyle that is increasingly in demand, especially for people who have activities.

5. Conclusions

The conclusion of this study, among others, is based on the respondent's profile based on gender, dominated by men, with age above 31 years and the highest education being SMA, Bachelor and S2. From the results of hypothesis testing, it shows that there is theoretical and scientific support that the marketing mix and hedonism variables and their indicators have a very significant influence on consumer behavior.

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