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Submission date: 07-Jun-2022 01:28PM (UTC+0800)
Submission ID: 1852071444
File name: 8514-Article_Text-26276-1-10-20220421_1.pdf (277K)
Word count: 5337
Character count: 29053

AGREGAT: Jurnal Ekonomi dan Bisnis
Volume 6 (1), 2022
http://journal.uhamka.ac.id/index.php/agregat
p-ISSN: 2549-5658 e-ISSN: 2549-7243
DOI: 10.22236/agregat_vol6/is1pp95-109
Pp 95-109

THE ROLE OF PRICE, E-WOM, AND STORE ATMOSPHERE IN TAKING PURCHASE DECISIONS AT COFFEE SHOPS

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Article Info: Received: January 15, 2020; Revised: February 16, 2020; Accepted: February 30, 2020.

Abstract: The millennial lifestyle today is visiting cafes to hang out with friends. This makes the cafe business mushrooming in the Jember area. Researchers are interested in conducting this research because of a shift in consumer behavior in seeking information about the products or services used. The purpose of this study was to determine the effect of price, e-wom, and store atmosphere on purchasing decisions at a coffee shop. The population used is visitors to the coffee shop during the study period. The sampling technique used was non-probability sampling with purposive sampling. The statistical tool used to solve the research problem is multiple linear regression accompanied by classical assumption test to ensure that the data is free from bias, accurate in estimation, and consistent. The results of multiple linear regression are the price variable has a significant effect with a value of 0.021 and the e-wom variable is significant with a value of 0.002. While the store atmosphere variable has no effect on purchasing decisions
Keywords: Purchase Decision, Price, E-Wom, Store Atmosphere, Coffee Shop.

Abstrak: Gaya hidup kaum mileneal saat ini adalah mengunjungi kafe untuk berkumpul dengan temannya. Hal ini membuat bisnis kafe menjamur di daerah Jember. Peneliti tertarik untuk melakukan penelitian ini karena adanya pergeseran perilaku konsumen dalam mencari informasi tentang produk atau jasa yang digunakan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga, e-wom, dan store atmosphere terhadap pengambilan keputusan pembelian pada coffee shop. Populasi yang digunakan adalah pengunjung pada coffee shop selama periode penelitian. Teknik pengambilan sampel adalah menggunakan non probability sampling dengan purposive sampling. Alat statistic yang digunakan untuk memecahkan masalah penelitian adalah regersi linear berganda yang diiringi dengan uji asumsi klasik untuk memastikan data terbebas dari bias, tepat dalam estimasi, dan konsisten. Hasil regresi liniear berganda adalah variabel harga berpengaruh signifikan dengan nilai 0,021 dan variabel e-wom signifikan dengan nilai 0,002. Sedangkan variabel store atmosphere tidak berpengaruh terhadap keputusan pembelian
Kata Kunci: Keputsan Pembelian, Harga, E-Wom, Store Atmosphere, Coffee Shop.

AGREGAT: Jurnal Ekonomi dan Bisnis
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INTRODUCTION

Information technology is developing so rapidly. Various media can be accessed to attract consumers, such as Facebook, WhatsApp, web, Instagram, google maps for business, and so on. Consumer satisfaction in using the company's products or services is generally conveyed through digital footprints on various social media. This will be a means of free promotion for the company. Consumers are free to express their responses regarding the use of products or services from a company, be it positive or negative. A positive digital footprint can be used as a means of promoting the company, but on the contrary, a negative thing will become a boomerang for the company.

Consumers as the target company of the company need to pay attention to a series of behavior in purchasing the company's products or services. According to Kotler (2009), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and wants. Many factors influence consumer behavior, including cultural, social, and personal. According to experts, consumers in making purchases are based on a number of psychological theories which are often referred to as the theory of human motivation. These theories are the theory of Sigmund Freud, Abraham Maslow, and Frederick Herzberg. Sigmund Freud in Kotler (2009) assumes that the psychological forces that shape a person's behavior are largely unconscious, and that a person cannot fully understand his own motivations. This implies that someone in making a purchase is based on a sense of unconsciousness.

Maslow's theory initiated by Abraham Maslow in Kotler (2009) explains why people are driven by certain needs at certain times. Abraham Maslow conveyed the order of human needs starting from physiological needs, security needs, social needs, self-esteem needs, and self-actualization needs. Herzberg's theory initiated by Frederick Herzberg developed a two-factor theory that distinguishes dissatisfaction/ and that one cannot fully understand one's own motivations. This implies that someone in making a purchase is based on a sense of unconsciousness. Maslow's theory initiated by Abraham Maslow in Kotler (2009) explains why people are driven by certain needs at certain times. Abraham Maslow conveyed the order of human needs starting from physiological needs, security needs, social needs, self-esteem needs, and self-actualization needs. Herzberg's theory initiated by Frederick Herzberg developed a two-factor theory that distinguishes dissatisfaction/ and that one cannot fully understand one's

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Furthermore, Kotler (2009) stated that marketing researchers have developed a process level model of purchasing needs. Consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In reality, not all of these stages are passed by consumers in making purchasing decisions. Consumers sometimes omit one of these stages in making a purchase decision. This happens according to the situation and the type of goods needed by consumers.Companies like cafes need to pay attention to prices, e-wom, and store atmosphere that influence consumer purchasing decisions. Price is the first thing that prospective buyers consider when making a purchase. Utami and Saputri (2018), Umamsyah and Hutami (2020), Wowor, et al (2021), and Rachmawatia (2015) state that price affects purchasing decisions.

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According to Julilvand and Samiei, (2012) sayElectronic Word of Mouthas negative or positive statements made by actual, potential or previous consumers regarding products or companies where this information is available to people or institutions via the internet. E wom on social media is the easiest way chosen by buyers as a means of finding information. This is because everyone already has an android phone which is actually used for communication and their social media ownership. In general, e-wom has an effect on purchasing decisions. This has been proven by previous researchers, namely Wacono, et al (2021), Rumpana, et al (2021), Santoso, et al (2019), Chanaya and Sahetapy (2021), Wintang and Pasaribu (2021), Sudharita (2020), and Dewi and Sudika (2019).

The results of their research stated that ewom had an effect on purchasing decisions. However, this contradicts the research results of Septia and Rubiyanto (2021) which state that e-WOM has no effect on purchasing decisions. M.Ma'Ruf Amin 2014 states that the atmosphere of the store is the atmosphere in the store that creates a certain feeling in the customer arising from the use of interior design elements such as lighting settings, sound systems, air conditioning systems, and service. Some researchers found that store atmosphere influences purchasing decisions. The researchers were Kurniawati and Silitonga (2021) and Yucha and Safitri (2020). Meanwhile Andriani (2020) found that store atmosphere had no effect on purchasing decisions. However, this contradicts the research results of Septia and Rubiyanto (2021) which state that e-WOM has no effect on purchasing decisions. M.Ma'Ruf Amin 2014 states that the atmosphere of the store is the atmosphere in the store that creates a certain feeling in the customer arising from the use of interior design elements such as lighting settings, sound systems, air conditioning systems, and service. Some researchers found that store atmosphere influences purchasing decisions.

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Figure 1 Data of Pondok Angkringan

From the graph above, it appears that there are fluctuations in the number of visitors who make purchases at Pondok Angkringan. Based on information from the owner, the lowest number of visitors occurred in April 2021, this is because that month is the month of Ramadan, where Pondok Angkringan is open in the afternoon. The highest visit occurred when students who

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incidentally were the largest visitors did UTS and UAS in groups at Pondok Angkringan. Students are the target market of Pondok Angkringan. The main thing they take into consideration is price, Pondok Angkringan offers very affordable prices for consumers. This is because the market segmentation is middle to lower. Buyers who are millennials easily reach the place because they get information fromgoogle maps for business. In this account, customers also provide e-wom, so that buyers are interested in making purchases on the website coffee shopPondok Angkringan.Store atmosphereoffered by Pondok Angkringan is very attractive to consumers. The traditional atmosphere gives a special touch to the cafe. The number of ornamental plants and the shade of the trees make consumers feel at home for a long time at Pondok Angkringan. The existence of the phenomenon of price, e-wom, andstore atmospherewhich in Pondok Angkringan makes researchers interested in examining its relationship with purchasing decisions. Besides that, there are gap researchis an interesting thing to look for theoretically.

METHOD

This research is a type of explanatory research that explains the effect of the independent variable on the dependent variable. The independent variables in this study are price (X1), e-wom (X2), and store atmosphere (X3). While the dependent variable is the purchase decision (Y). The population in this study were countless visitors to Pondok Angkringan, so that the sample determination in this study used Roscoe's opinion in Sugiyono's book (2010: 131). If the research is to conduct multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. So that the number of samples used in this study is 10 times greater than the number of variables (3 independent variables and 1 dependent variable).

The sampling technique of this research is non-probability sampling with purposive sampling. The criteria used are consumers of Pondok Angkringan, men and women aged 17 to 50 years, and have visited at least 1 time at Pondok Angkringan. Data analysis techniques to solve problems in research are data that have been collected and tested for validity and reliability first to determine the validity and validity of the data. The provisions of the validity test are if the correlation of each question score with the total score shows a significant result or less than = 0.05 then the questionnaire is said to be valid. The calculation uses IBM SPSS software. While the provisions of the reliability test that is the instrument can be said to be

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reliable if: Cronbach Alphaabove 0.7. Calculations using IBM SPSS software. Next, the writer conducted a classical assumption test which aims to avoid bias in the research results and to find out the consistent results. The classical assumption test used is the multicollinearity test, heteroscedasticity test, and normality test. To detect the presence of multicollinearity, it can be done by finding the magnitude of Variance Inflation Factor (VIF) and its tolerance value. If the value of VIF is less than 10 and the value oftoleranceis more than 0.1 then the regression model is free from multicollinearity (Ghozali, 2009). The way to detect the presence of homoscedasticity is to look at the graphscatterplotbetween the predicted value of the dependent variable (ZPRED) and the residual (SRESID). If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Ghozali, 2009). The normality test used in this study uses graphical analysis, namely by looking at the histogram and normal graphsprobability plot. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the assumption of normality. The next stage is multiple linear regression test which aims to determine the effect of independent variables (price, e-wom, and store atmosphere) on the dependent variable (purchase decisions). The formula for multiple linear regression is

$$Y = a + b1X1+b2X2+ b3X3+e$$

Description:

Y	= Purchase decision
a	= Constant
b1, b2, b3	= Regression coefficient
X1	= price
X2	= e-wom
X3	= store atmosphere
E	=Standard error

Researchers conducted t test (partial test) and F test (simultaneous) on each independent variable on the dependent variable. The t-test is used to determine whether the price, e-wom, and store atmosphere variables have a partial effect on the dependent variable, namely purchasing decisions. with a significance of 5%, ($\alpha = 0.05$). If Ho is rejected and Ha is accepted, if the significance value is <0.05, it means that the independent variable has a

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significant effect on the dependent variable, and vice versa. Simultaneous test (F) is based on the results of a significance value of 0.05 or = 5%. The criteria are if the significance value < of the value of (5%) means Ho is rejected and Ha is accepted, so the independent variables simultaneously have a significant effect on the dependent variable. This is the other way around. At this stage the researcher explains the effect of the independent variable on the dependent variable in this study. The additional test used is the test of determination (X2) to find out how much the independent variable affects the dependent variable.

RESULTS

Based on the results of the study, there were 40 respondents, it was found that there were 25 male respondents (62.5%) and 15 female respondents (37.5%). Meanwhile, respondents based on occupation are as follows:

Table 1 Respondents by Type of Work

No	Type of work	Count	Percentage (%)
1	Student (High School)	5	12.5
2	Student	25	62.5
3	Sales	5	12.5
4	Businessman	5	12.5
	Amount	40	100

The results of the research validity test can be seen in the following table:

Table 2 Validity Test

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Var	Indicator	r count	Sig.	Description
Price	$X_{1.1}$	0,543	0,000	Valid
	$X_{1.2}$	0,722	0,000	Valid
	$X_{1.3}$	0,784	0,000	Valid
	$X_{1.4}$	0,737	0,000	Valid
E-wom	$X_{2.1}$	0,463	0,003	Valid
	$X_{2.2}$	0,695	0,000	Valid
	$X_{2.3}$	0,513	0,001	Valid
Store Atmosphere	$X_{3.1}$	0,761	0,000	Valid
	$X_{3.2}$	0,736	0,000	Valid
	$X_{3.3}$	0,757	0,000	Valid
	$X_{3.4}$	0,554	0,000	Valid
Decision Purchase	$Y_{1.1}$	0,330	0,037	Valid
	$Y_{1.2}$	0,387	0,014	Valid
	$Y_{1.3}$	0,419	0,007	Valid
	$Y_{1.4}$	0,401	0,010	Valid
	$Y_{1.5}$	0,541	0,000	Valid

Based on the table of validity test results, all research indicators have values less than 0.005, so all indicators used in this research variable are feasible or valid to be used as data collectors. The results of the multicollinearity test in this study are

Table 3 Multicollinearity Test

Variable	VIF	Description
X1	1,685	VIF< 10 No Multicollinearity
X2	1,492	
X3	1,796	

Based on the table above, it can be concluded that the model does not occur multicollinearity, because the VIF value of each variable is less than 10.

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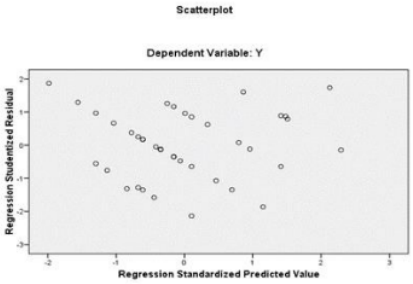

Figure 2 Heteroscedasticity Test

Based on the table above, it can be concluded that the points spread randomly, do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model.

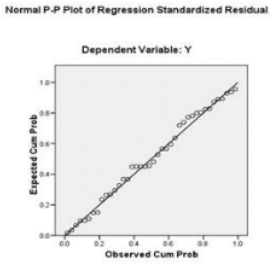

Figure 3 Normality Test

Based on the table above, it can be concluded that there are points spread around the diagonal line, and the distribution follows the direction of the diagonal line. This shows that the regression model is feasible to use because it has met the normality assumption.

Table 4 Multiple Linear Regression Calculation

Var	Coef Regress	T_{ount}	Sig.	Description
Const	10,237	6,053	0,000	-
X_1	0,199	2,405	0,021	Signifikan
X_2	0,521	3,378	0,002	Signifikan
X_3	0,073	0,742	0,463	Tidak Signifikan
			R^2	0,574
			FCount	0,169

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	Sig	0,000
	N	40

Based on the table above, it can be seen that the price and e-wom variables have a significant effect on purchasing decisions with values of 0.0021 and 0.002. While the value of the store atmosphere is 0.463. This shows that the store atmosphere has no effect on purchasing decisions. The research determination test shows the R square value of 0.574. This shows that the existence of price variables, e-wom and store atmosphere contributed 57.4% to purchasing decisions.

Price as an important indicator in making purchasing decisions. For the lower middle class, the increased price will make consumers switch to buy from their competitors. Alma (2011:169) states that price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods and services so as to lead to consumer satisfaction. Customers are very concerned about the prices set by Pondok Angkringan. This is according to their financial capabilities when making a purchase. A friendly price will be chosen by consumers, but when there is a price change, consumers will think again to do rebuying. The results showed that the price had an effect on purchasing decisions. This is in accordance with the results of research by Utami and Saputri (2018), Umamsyah and Hutami (2020), Wowor, et al (2021), and Rachmawatia (2015) are researchers who discuss the relationship between price and purchase decisions. The results of their research stated that the price had an effect on purchasing decisions.

Electronic word of mouth (e-wom) is a reference used by potential buyers or consumers before making a purchase. Cafe shoppers are millennials who are very familiar with gadgets. They will pay attention to the e-wom delivered by consumers on social media, one of which is Google My Business. Consumers share their experiences after using a product or service on Google My Business. Positive e-wom can increase the promotion of Pondok Angkringan, but negative e-wom can be a boomerang for companies that will destroy the company. The results of this study indicate that e-wom has an effect on purchasing decisions. This shows that Pondok Angkringan consumers are very concerned about e- wom submitted on Google My Business. In that account there are recommendations from visitors along with the pictures they share on

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Google My Business. This recommendation is used as a reference by prospective buyers as a source of information before making a purchase decision. Potential buyers are curious to try to buy at Pondok Angkringan because there are many recommendations from visitors who have made purchases at Pondok Angkringan. The results of this study are in line with Wacono, et al (2021), Rumpana, et al (2021), Santoso, et al (2019), Chanaya and Sahetapy (2021), Wintang and Pasaribu (2021), Sudharita (2020), and Dewi and Sudika (2019) stated that e-wom has an effect on purchasing decisions. Meanwhile, the results of research by Septia and Rubiyanto (2021) show that ewom has no effect on purchasing decisions. The difference in the results of this study may occur in different research objects. Consumer behavior in each place of business will be different.

Store atmosphere is the last variable used by researchers in making purchasing decisions. Store atmosphere is the atmosphere in the store that creates a certain feeling in the customer arising from the use of interior design elements such as lighting, sound systems, air conditioning systems, and service (M.Ma'Ruf Amin, 2014: 204). Visitors generally pay attention to store atmosphere in making purchasing decisions. A good layout, a comfortable exterior, comfortable air circulation makes buyers feel at home in the coffee shop. Buyers hang out with friends or coworkers for a long time. So they need a comfortable store atmosphere.
The results of this study indicate that store atmosphere has no effect on purchasing decisions. This indicates that the consumers of the Pondok coffee shope Angkringan does not pay attention to store atmosphere in making purchasing decisions. The results of the study are not in accordance with research conducted by Safitri and Yucha (2020), Wowor (2021), and Silitonga and Kurniawati (2021) which show that store atmosphere influences purchasing decisions. On the other hand, the results of this study are in line with the results of research conducted by Andriyani (2020) which shows thatstore atmospherehas no effect on purchasing decisions. This gap research can enrich the repertoire of knowledge. Researchers do not need to be afraid if the results of their research do not match the existing theory.

CONCLUSION

After conducting a series of research stages, it can be concluded that Price has an effect on purchasing decisions. Pondok Angkringan Coffee Shop consumers are very concerned about prices. This indicates that haega plays an important role in the coffee shop consumer purchasing decision process. Consumers in the lower middle category are very sensitive to price. if there

is a price increase, then he will consider making a repeat purchase at the coffee shop. E-wom has an effect on purchasing decisions. In an era that is all-sophisticated in terms of information technology as it is today, consumers often look for some information as material for consideration in making purchasing decisions through social media. This study observes Google My Business as one of the social media that is often used as a reference by coffee shop buyers. They are very concerned about other people's experiences that are conveyed through google my business. Millennials who in fact are visitors to the Pondok Angkringan coffee shop are very concerned about e-wom from visitors who have made purchases at the place. Recommendations from social media play an important role in the buying decision-making process.

Store atmosphere has no effect on purchasing decisions. This variable is not noticed by coffee shop visitors, because after statistical calculations, store atmosphere does not have an influence on coffee shop consumer decision making. Visitors pay more attention to the price and e-wom variables used in this study. The possibility of visitors paying attention to other factors that are not in the study. For further research, the store atmosphere variable can be used for different objects.

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Volume 6 (1), 2022
http://journal.uhamka.ac.id/index.php/agregat
p-ISSN: 2549-5658 e-ISSN: 2549-7243
DOI: 10.22236/agregat_vol6/is1pp95-109
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