Psychological Customers: Purchase Intention of Coffee Shop in Bogor

Aditya Prima Yudha[1], Bayu Dwi Prasetyo[2]

[1,2]Department of Management, Faculty of Economics and Business, Pakuan University

Abstract: Based on the Data Center and Information System of the Ministry of Agriculture, coffee consumption in Indonesia is projected to continue to grow throughout the 2016 - 2021 period with an average growth of 8.22% per year. This growth in coffee consumption has encouraged the development of coffee shop businesses in various regions in Indonesia, especially in big cities such as Bogor. The trend of drinking coffee and socializing in coffee shops has become a lifestyle for today's urbanites. The Covid-19 pandemic that has occurred since the end of 2019 has affected people's activities. The PSBB and PPKM rules imposed by the government limit business activities and community interaction. This also has an impact on many businesses including coffee shops. At a time when the pandemic conditions were getting better and the PPKM regulations provided leeway for business operations and community interaction, coffee shop consumers again filled various coffee shops in the city of Bogor. The phenomenon of consumer behavior who has high enthusiasm during the pandemic to keep visiting coffee shops is interesting to study from psychological factors on consumer purchasing decisions.

Keywords: Consumer behavior, consumer psychology, purchasing decisions, coffee shop

I.   INTRODUCTION

Indonesia is one of the largest coffee-producing countries in the world, with various types of specialty coffee that have different tastes. The coffee industry in recent years has continued to grow. Its development can be seen from the increase in processed coffee production, as shown in the data from the five largest coffee producing countries in the world and the following Indonesian Community Coffee Consumption data:

Table 1 The Five Largest Coffee Producing Countries in the World (2019-2020 Crop Season)

No	Country	Production
1.	Brasil	58,000,000
2.	Vietnam	32,200,000
3.	Kolombia	14,300,000
4.	Indonesia	10,700,000
5.	Ethiopia	7,300,000

Source: International Coffee Organization, (2020)

Based on table 1.1 above, Indonesia is ranked 4th in the list of the largest coffee-producing countries in the world. As an agrarian country, coffee is the mainstay of the agribusiness sector, and its demand is increasing from time to time.

Table 2: National Coffee Consumption (2016-2021)

No	Years	Consumption(Ton)
1	2016	249.824
2	2017	276.167
3	2018	314.365
4	2019	335.540
5	2020	353.885
6	2021	369.886

Source: Ministry of Agriculture (2018)

Based on the Center for Data and Information Systems of the Ministry of Agriculture, coffee consumption in Indonesia is projected to continue to grow throughout the 2016 - 2021 period with an average growth of 8.22% / year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons. In Table 1 it can be seen that the level of coffee consumption in Indonesia has increased. This is marked by the mushrooming of the coffee shop industry which has caused the demand for coffee to increase and has a great opportunity to be developed.

The city of Bogor is one of the tourist destinations that is often visited by tourists as a transit city. Tourist locations that are often visited by tourists, namely shopping, culinary and unique coffee shops are considered capable of providing an advantage for Bogor City tourism. Along with the development of people's lifestyles and the diversity of consumer tastes, the number of coffee shops in the city of Bogor is growing. The coffeeshop business is very interesting to be used as a business opportunity by investors, the coffeeshop business as a business in the creative industry is not just an activity of buying and selling drinks and food like in an ordinary coffee shop, but offers a different, unique, comfortable atmosphere, and has its own characteristics.

In the "Bogor Coffee Day 2018" event, chairman of the committee Muhamad Eka Pramudita stated that the number of coffee shops in Bogor in 2017 was only around 50, and in 2018, there was a significant increase to reach 150 coffee shops in the city of Bogor (jabarprov.go.id., 2018). Ario Fajar, Head of Marketing at PT. Toffin Indonesia, stated at the BrewFest 2020 conference and appreciation in Senayan City, Jakarta, that coffee shops in Indonesia are predicted to grow by 10-15% in 2020 (beritasatu.com, 2020). PT Toffin is one of the leading producers of raw materials and coffee shop equipment in Indonesia.

The lifestyle of urbanites that can be observed growing nowadays is that they like to socialize and spend their time hanging out with friends in cafes or coffee shops. The ease of access to information, especially on social media, makes the younger generation currently have FOMO (fear of missing out) behaviors, namely the fear of missing something that is trending. Coffee shop entrepreneurs use social media to advertise and build consumer awareness of the uniqueness of the shops they offer.

The COVID-19 pandemic that has occurred since the end of 2019 has forced the Indonesian government to establish PSBB (large-scale social restrictions) and PPKM (implementation of restrictions on community activities) rules. One of the rules contained in the PSBB and PPKM is a limitation on the operating hours of cafes and coffee shops and the number of visitors that can be served. In practice, the government has made adjustments to PPKM regulations at several levels in accordance with the conditions of the development of COVID-19 in each region. The COVID-19 condition has apparently not discouraged consumers from coming to the coffee shop. When the conditions of the COVID-19 pandemic were getting better and PPKM regulations began to be relaxed, consumers also began to flock to various coffee shops in Bogor City again.

Drinking coffee today is no longer dominated by adult men only, but with the rise of unique coffee shops and contemporary coffee businesses that implement a take-away system, the trend of drinking coffee has spread to young people, both men and women. Drinkers from the youth to adult segments currently dominate purchases at various coffee shops in the city of Bogor. This phenomenon also occurs during a pandemic. Coffee connoisseurs continued to fill various coffee shops when the PPKM rules were loosened because the number of COVID-19 sufferers began to decline. The coffee shop service that was opened also applies health protocol rules during coffee shop operations so that visitors can feel safe and comfortable. The results of research from Putri (2021) regarding consumer behavior in buying coffee during the COVID-19 pandemic at coffee shops in the city of Padang show that consumers' motivation to buy is because of the comfortable atmosphere, eliminating boredom, and the taste of coffee with the type of coffee that is mostly purchased, namely espresso-based latte types (47%) and manual cold brew (29%). The results of another study from Rasmikati (2020) in two coffee shops in Cibinong city and Bogor district show that the pattern of buying coffee by consumers at Jigana Coffee Shop and Kedai Kopi Inspirasi is mostly for the reason that they just want to try and want to get a comfortable atmosphere by drinking coffee at the shops. coffee and chatting with friends or your partner around 17.00 to 21.00.

The phenomenon of consumer behavior among coffee connoisseurs is interesting to study. The condition of the COVID-19 pandemic has not discouraged coffee connoisseurs from coming to coffee shops. The American Marketing Association (AMA) explains in Peter, J., and Olson, J. (2018) that consumer behavior is a dynamic interaction between cognitive, affective, and consequential behavior and the environment in which humans carry out exchange activities in their lives. Consumer behavior is dynamic, which means that the behavior of a consumer or consumer group is always moving or changing.

Several other studies explain that the results of their research related to consumer buying interest can be influenced by consumer psychological factors. Effendi (2017) explains that consumer buying interest can be influenced by consumer psychological factors. Consumer psychological factors are also influenced by memory and perception. According to Setiadi (2015), purchasing decisions by buyers are strongly influenced by cultural, social, personal, and psychological factors. Consumer psychology consists of four processes, namely

motivation, perception, learning, and memory. This affects consumer response fundamentally and the final purchase decision (Kotler and Keller, 2016).

The development of communication technology makes it easier for information to be disseminated. The internet and smartphones are things that cannot be separated from the grip of today's society. Indonesia is one of the countries with the largest internet users. According to data, out of 272 million Indonesians, as many as 175 million are internet users, and 160 million are active on social media (WeAreSocial, 2020).
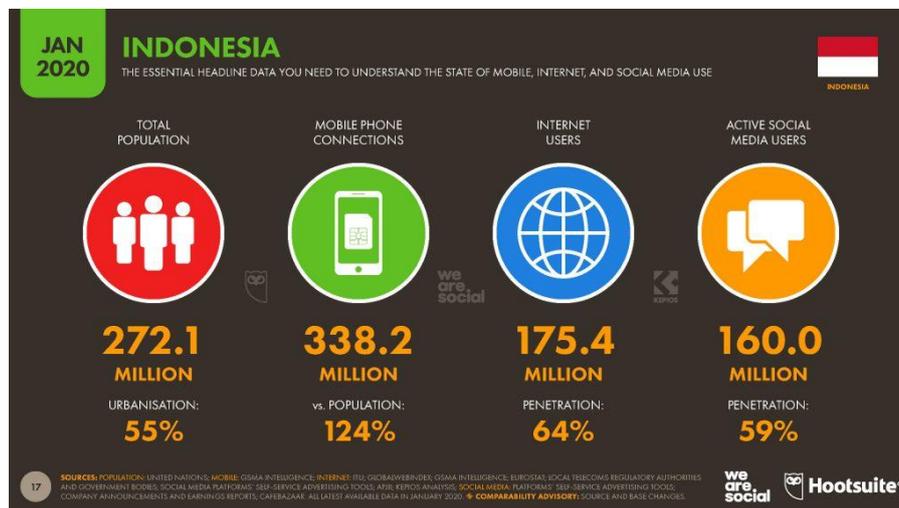
Picture 2 Jumlah Pengguna Internet di Indonesia Tahun 2019
Sumber: Sekunder, wearesocial.com

Social media plays a major role in the development of current trends, including culinary trends. Current consumer behavior can be influenced by what's trending on social media. Consumers may flock to a café or coffee shop due to a sense of "FOMO" (fear of missing out), fear of being left behind by something that is currently trending. Social media has now become a trend in marketing communications. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that build on the ideological and technological framework of Web 2.0 and enable the creation of informational content for exchange by internet users. Web 2.0 is the basis for the formation of social media (Carlsson, 2010). Social media that are widely used today include Instagram, TikTok, Twitter, Facebook, and Youtube. Social media is currently one of the tools that is widely used by marketers to disseminate information about a product to consumers. This social media network is a new form of dialogue between "consumer-to-consumer" and "business-to-consumer," which has major implications for marketers (Kotler & Armstrong, 2017).

The purpose of this study is to look at indicators of consumer psychological factors, which are the main considerations, and the impact of social media advertising on coffee shop purchase intentions. The results of this study can be used as material for coffee shop marketing strategies to attract visiting consumers.

II.   LITERATURE
Marketing

Marketing (marketing) comes from the market (market). Marketing is a factor in a company's efforts to run its business, especially those related to consumers and customers.

Kotler & Armstrong (2018) explain that marketing is a social and managerial process by which individuals and groups fulfill their needs and wants by creating, offering, and exchanging something of value with other parties.

According to Dharmmesta and Handoko (2018), it is stated that marketing is one of the main activities carried out by companies to maintain their survival, develop, and earn profits. Then reinforced by Hery (2019), who states that marketing is closely related to identifying and meeting the needs of people and society.

From the opinions of the experts above, it can be concluded that marketing generally covers all aspects of individual and group life that aim to meet needs and desires and distribute goods and services from producers to consumers. Marketing is used by consumers to meet their needs.

Marketing Management

The word "management" is often interpreted as a process of a series of planning, organizing, activating, and controlling activities carried out to achieve predetermined goals or targets. In a company, management has an important meaning in achieving company goals. Marketing is a process and managerial process that makes individuals or groups get what consumers need and want with value to other parties or all activities related to the delivery of products or services from producers to consumers. The following is the definition of marketing management, according to some experts:

Kotler and Armstrong (2018), marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company.

Armstrong (2015) states that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with the intention of achieving organizational goals.

According to Dharmmesta and Handoko (2018), marketing management is a management process that includes analysis, planning for implementation, and monitoring of marketing activities carried out by companies.

From some of the opinions of the experts above, it can be concluded that what is meant by marketing management is a tool for analyzing, planning, implementing, and controlling programs that can be applied in an organization or company to maintain the survival of the company through the process of planning, implementing, coordinating, and controlling programs that involve the concept of marketing.

Consumer Behavior

Consumer behavior is studied to determine how consumers' behavior or attitudes in purchasing a product (Kosasih, 2013).

Schiffman (2010) defines consumer behavior as "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs."

Mowen (2002) stated that consumer behavior is the study of purchasing units and exchange processes involving acquisition, consumers, and disposal of goods, services, experiences, and ideas.

From those three definitions, it can be concluded that consumer behavior is a study in marketing science that studies how consumers consume and spend the goods or services they purchase.

Consumer Psychology

Consumer psychology can be interpreted as a science that studies human action in relation to fulfilling needs involving motivation, perceptions, attitudes, and beliefs, lifestyle, learning, personality, and situational influences in making purchasing decisions for products and services that have economic value (Effendi Usman, 2016).

Consumer psychology consists of four processes, namely motivation, perception, learning, and memory. This affects consumer response fundamentally and the final purchase decision (Kotler and Keller, 2016).

The psychological aspects of consumers will be explained below in relation to making purchasing decisions, which consist of motivation, perception, attitudes and beliefs, memory, and learning, as well as consumer personality in relation to purchasing a product (Effendi Usman, 2016).

a. Motivation

One of the important psychological factors fundamentally influencing consumer purchasing decisions is motivation. Motivation arises because of a perceived need. The need itself arises because consumers feel discomfort (a state of tension) between what they should feel and what they actually feel.

Encouragement that arises in consumers, consciously or unconsciously, to carry out an action with a specific purpose. A person has many needs at any given time, including biogenic needs that arise from biological pressures such as hunger, thirst, and discomfort. Other needs are psychogenic in nature; they arise from psychological pressures such as the need for recognition, appreciation, success, or a sense of group membership.

According to Herzberg in Effendi Usman (2016), factors classified as motivational factors include one's job, success achieved, opportunities for growth, advancement in career, and recognition of others.

The expectation theory says that consumers are motivated to run high searches when they believe that the effort made will be able to deliver a good product performance appraisal, will encourage satisfaction rewards in using the product or service as a whole, such as product quality and brand image, will satisfy the consumer's personal goals (Vroom in Effendi Usman, 2016).

The relationship between consumer motivation and purchasing decisions, where motivation is an encouragement of individual needs and desires directed at the goal of obtaining satisfaction, Consumer motivation will manifest a behavior directed at the goal of achieving satisfaction goals.

b. Perception

Perception is the process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Consumer perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world. In a general sense, perception is a person's view of something that will affect how and with what a person will act.

Kotler in Effendi Usman (2016) explains perception as the process of how one selects, organizes, and interprets information inputs to create a meaningful overall picture.

There are several stages in perception, namely the first, known as the natural process or physical process, which is the process of capturing a stimulus by the human senses. Second is the stage known as the physiological process, which is the process of passing on the stimulus received by the receptors (sensory organs) through sensory nerves. Third is the stage known as the psychological process, which is the process of raising individual awareness about the stimulus received. Fourth, the results obtained from the perception process are in the form of responses and behaviors.

Consumer perception is fixed on a product that is being made and is being communicated, in this case, through advertising media. Assael stated that the perception of a product through the process itself is related to its components (packaging, product parts, shape) and communication shown to influence consumer behavior that reflects the product through the background of words, images, and symbols through other stimuli associated with the product (price, place, sales, impact of country of origin).

According to Schiffman and Kanuk in Effendi Usman (2016), there are three basic principles for classifying perceptions, namely:
- First, figure and base People tend to organize their perceptions into figure-ground relationships.
- Second, grouping. Individuals tend to group stimuli so that these stimuli form unified images and impressions.
- Third, settlement. The need for resolution has several interesting implications for marketers. That is why many advertisers deliberately ask for audience participation in their advertising.

To produce the right perception for consumers, companies should pay attention to the evaluation criteria for the quality of the products or services offered. For example, when buying cigarettes, consumers pay attention to factors such as taste, aroma, price, product distribution, advertising, and packaging.

c. Attitudes and Beliefs

Attitudes are learned tendencies, which means that attitudes related to buying behavior are formed as a result of direct experience with products, verbal information obtained from other people, mass media and advertising, the internet, and various forms of direct marketing. Attitudes can push consumers towards certain behaviors or attract them away from certain behaviors.

According to Kotler and Armstrong in Effendi Usman (2016), attitude is a consistent evaluation, feeling, and tendency of a person's likes or dislikes of an object or idea. Meanwhile, beliefs are based on knowledge, opinions, and convictions that may or may not be influenced by emotional feelings. In other words, consumer confidence is consumer knowledge about an object, its attributes, and its benefits.

d. Memory

Memory is an individual's ability to store, retain, and remember information and experiences. In general, experts view memory as a relationship between experience and the past. What he remembered was something he had experienced, perceived, and stored in his mind, and it was brought back into consciousness at some point. In the process of remembering information, there are 3 stages: entering information (encoding), storing it (storage), and remembering it (retrieval stage).

e. Consumer Learning

Learning (learning) is a process carried out by individuals to obtain changes in new behavior as a whole, as a result of the individual's own experience in interaction with his environment. Learning its relationship with consumer psychology is a learning process that is carried out by someone after purchasing a product by seeing whether the product has uses and will be used as an alternative in subsequent purchases. Consumers get various experiences in purchasing products and what product brands they like. Then consumers will adjust their behavior with their past experiences.

Basically, consumers relate to product or service information in a way, consumers can learn about products or services through direct personal use experience. Learning also arises through reflecting on the experience of using the product by consumers indirectly through observing other people who have used the product. So consumer learning is learning that shows one's behavior because of experience through mental processes that occur through the interplay between encouragement, stimulants, cues, responses and reinforcement.

f. Consumer Personality

Personality embodies human behavior that can distinguish between one human being and another, because personality is the background of behavior that exists within an individual. Purchase decisions are influenced by personal characteristics such as age and life cycle stage, occupation, economic situation, and lifestyle, as well as the consumer's own personality and self-concept. Personality is the whole attitude, expression, feeling, temperament, characteristics, and behavior of a person.

Nursaid Suryaatmadja, in Effendi Usman (2016), explains in more detail personality as a whole of individual behavior, which is the result of interactions between biological and psychological potentials that have been carried since birth and a series of environmental situations that are revealed in actions and mental interactions that can get stimulation from the environment. The environment around an individual that can influence personality is as follows:

- The natural environment is the set of natural conditions around an individual, including weather or climate, water systems, land forms, soil fertility, flora, and fauna.
- The social environment is the human society that exists in the individual environment, starting from the family, neighbors, villages, cities, provinces, countries, and the world that directly or indirectly influence it. This includes all norms and customs that apply in the community concerned.
- The cultural environment includes everything created by humans that is both abstract and concrete, such as ideas, language, behavior, clothes, houses, and other vehicles.

Marketers tend to work on the basis of groups, not individuals, because to be successful, a product must be bought and used by a group of people. Marketers focus on research that identifies broad trends that affect the way consumers live, work, and spend their time. These trends are often referred to as lifestyles.

Psychological aspects consisting of motivation, perception, attitudes and beliefs, memory, and consumer personality learning should be used as input and consideration for companies in designing and determining effective and efficient marketing policies, especially in influencing consumers. By knowing and understanding consumer behavior, especially from a psychological perspective, which is the target market, the company will know what consumers need and want so that it will be effective and efficient, especially in influencing consumers in determining their purchasing decisions. Thus, the psychological aspect is the most decisive aspect of consumers' purchasing decisions.

Social Media Advertising

According to Kotler and Keller (2016), an important part of digital marketing is social media. Social media is a means for consumers to share or convey text, images, audio, and video information with each other and with companies, and vice versa. Social media allows marketers to listen to consumer input and have a consumer presence online. Consumers communicate intensely with marketers, so they can also encourage companies to stay innovative and relevant. Marketers can create or join online communities, invite consumers to participate, and create long-term marketing assets in the process.

According to Kotler and Armstrong (2018), digital marketing and social media involve the use of digital marketing tools such as websites, social media, mobile ads and applications, online videos, e-mail, blogs, and other digital platforms to reach consumers anywhere, anytime. through computers, smartphones, tablets, TV, and other digital devices. In the digital era, as it is today, digital marketing through social media is growing because consumers can easily find out information or buy the product they want directly.

III. METHODS

Types of Research

This type of research is descriptive-explorative, which aims to describe the state of a phenomenon. In this study, it is not intended to test a particular hypothesis but only describes the presence of a symptom or condition variable.

Research object

The object of this study is the decision factor to donate with the indicators used, among others.

Unit of Analysis
The unit of analysis used in this study is individual, namely research on individuals or people in a group or organization, so that the data is about or comes from the responses of each person or individual in a group or organization. The individuals in question are the people of Bogor City.

Types of Research Data
The types of data that are examined are quantitative and qualitative data types, which are primary data and secondary data.

Research Data Sources
1. Primary data
   Primary data collection was obtained through an online questionnaire made in a Google Form.
2. Secondary data
   Secondary data collection was obtained through literature studies, which contained supporting theories. A literature study was carried out by collecting data obtained from journals, literature, and articles.

Operational Variables
This study uses donating decision variables with indicators of perceptions of security, system convenience, company reputation, religiosity, and accountability. The detailed operational variables used are as follows:

Tabel 1 Operational Variable

Variables	Dimentions	Measurement	Scale
Consumer Psychology	Motivations	1. Necessity 2. Desire 3. Attractiveness 4. Product quality expectations 5. Confession 6. A sense of group membership	Ordinal
	Perception	1. Sensory impression 2. Interpretation of the senses 3. Taste of food	Ordinal
	Attitudes and Beliefs	1. Confidence 2. Trust 3. Levels of pleasure	Ordinal
	Memory	1. Memory 2. Past memories	Ordinal
	Consumer learning	1. Personal Experience 2. Other people's experiences 3. Reviews and comments	Ordinal
	Consumer personality	1. Personal feelings (mood) 2. Following the trend 3. Nice to hang out with	Ordinal
Social Media Advertising	Creative characteristics	1. advertising that is different from its competitors 2. ads with original ideas image-based advertising 3. adequate information about products and services 4. video-based advertising	Ordinal
	Emotional appeal	1. ads with emotional appeal 2. Emotionally appealing ads are more persuasive.	Ordinal
	Attention to detail	1. ads mentions the price of the product. 2. ads provides a detailed picture of the service.	Ordinal

Variables	Dimentions	Measurement	Scale
	Celebrity endorser	1. advertisements use celebrities with appropriate attributes. 2. Advertisements using celebrities or endorsers generate interest.	Ordinal

Sampling Method

The sampling method used in this study is a non-probability sample with a purposive sampling method, namely, determining a sample where the respondents are people who have made donations through crowd funding platforms.

The population used is the population of Bogor City in 2021, namely 1,043,070 people. The number of people in this study is quite large, so to determine the number of samples, researchers used the formula according to Slovin :

$$n = \frac{N}{1 + N(e)^2}$$

Information:
n = number of samples required
N = Total population
e = sample error rate (in this study, it was set at 10%).
So the number of samples becomes:

$$n = \frac{1.043.070}{1 + 1.043.070(0.1)^2}$$
n = 99,99

So the number of samples taken is 99.99, rounded up to 100 respondents.

Data Collection Methods

Data research was collected from various sources related to research, using primary and secondary data obtained from the company where the research was conducted.
The data collection methods used in this study are primary data and secondary data.
1. Primary Data
   Questionnaire by distributing a list of questions that aim to obtain data and information about Instagram indicators that influence consumer interest.
2. Secondary Data
   The collection of data did not come directly from the respondents but was obtained from books, previous research journals, and other literature related to the research material.

Methods of Processing and Data Analysis

Data analysis is the process of systematically searching for and compiling data that has been obtained from interviews, observations, and questionnaires by organizing it into categories, describing it in units, compiling it into patterns, choosing names that are important and that will be studied, and drawing conclusions so that it is easily understood by oneself or others.

Validity Test

To find out the level of validity of a research instrument, it is necessary to do a trial run first and then analyze the results. According to Sugiono (2017), "validity" is the degree of accuracy between the data that occurs in the research object and the data carried out by researchers. To test the validity level of an instrument, researchers can use the product correlation formula with the following formula:

$$r_{xy} = \frac{N(\Sigma xy) - (\sum x).(\sum y)}{\sqrt{(N.\Sigma x^2 - (\sum x)^2(N.\Sigma y^2 - (\Sigma y)^{2)})}}$$

Information:
r_{xy} = Correlation coefficient between variable X and variable Y
$\sum xy$ = Number of multiplications between variables X and Y
$\sum x^2$ = Total value of variable X
$\sum y^2$ = Sum of Y variable values
$(\sum x)^2$ = sum of the values of X squared

$(\sum y)^2$ = sum of the Y values is then squared
N = Number of samples

Decision rules : If r_{count} > r_{tab} means valid, and vice versa
If r_{count} < r_{tab} means invalid

Descriptive Analysis

Descriptive statistics are statistics that are used to analyze data by describing or describing data that has been collected as it is without intending to make general conclusions or generalizations (Sugiono, 2017)
This descriptive analysis aims to describe and obtain an in-depth and objective picture of the analysis of digital marketing advertisements using Instagram ads for frozen food products.

$$Total\ respondent\ respomse = \frac{Total\ score\ respondent\ \ response}{highest\ score\ respondent\ \ response}\ x\ 100$$

The first paragraph under each heading or subheading should be flush left, and subsequent paragraphs should have a five-space indentation. A colon is inserted before an equation is presented, but there is no punctuation following the equation. All equations are numbered and referred to in the text solely by a number enclosed in a round bracket (i.e., (3) reads as "equation 3"). Ensure that any miscellaneous numbering system you use in your paper cannot be confused with a reference [4] or an equation (3) designation.

IV. RESULT

Validity Test

Variables	Dimension	Indicators	R Count	R tab	Information
Consumer psychology	Motivations	X1	.556**	0.463	valid
		X2	.770**	0.463	valid
		X3	.808**	0.463	valid
		X4	.843**	0.463	valid
		X5	-0,254	0.463	invalid
		X6	.394*	0.463	invalid
	Perception	X7	.739**	0.463	valid
		X8	.882**	0.463	valid
		X9	.747**	0.463	valid
	Attitudes and Beliefs	X10	.719**	0.463	valid
		X11	.796**	0.463	valid
		X12	.936**	0.463	valid
	Memory	X13	.786**	0.463	valid
		X14	.717**	0.463	valid
		X15	.568**	0.463	valid
		X16	.446*	0.463	invalid
	Consumer learning	X17	.735**	0.463	valid
		X18	.641**	0.463	valid
		X19	.859**	0.463	valid
		X20	.758**	0.463	valid
	Consumer personality	X21	.719**	0.463	valid
		X22	0,303	0.463	invalid
		X23	.547**	0.463	valid
		X24	.461*	0.463	invalid

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Variables	Dimension	Indicators	R Count	R tab	Information
Social Media Advertising	Creative characteristics	X25	.709**	0.463	valid
		X26	.766**	0.463	valid
		X27	.673**	0.463	valid
		X28	.669**	0.463	valid
		X29	.730**	0.463	valid
	Emotional appeal	X30	.507**	0.463	valid
		X31	.574**	0.463	valid
	Attention to detail	X32	0,302	0.463	invalid
		X33	.690**	0.463	valid
		X34	.828**	0.463	valid
	Celebrity endorser	X35	.554**	0.463	valid
		X36	.682**	0.463	valid

The results of the validity test showed that there were statements item that was invalid, namely the indicator of wanting to be appreciated or get recognition from people around, wanting to socialize with colleagues, having memories of happy or sad feelings, being influenced by trends or lifestyles, being happy to be served, and controversial ads with a certain theme.

Table Recap of Total Respondents Responses

Variable	Dimension	Indicator	Total response of respondents (%)	Average
Consumer Psychology	Motivation	Feeling of Hunger and thirst	57,2	
		atmosphere in the coffee shop	82	
		new products/menus	64,8	
		quality of products and services	80,6	**71,2**
	Perception	the impression of an attractive place, clean, and comfortable place	86,2	
		friendly service impression	80,2	
		The food and drink taste	82,2	**82,9**
	Attitudes and Beliefs	trusted brand	69,6	
		advertisements displayed in the media	68,4	
		Like of the product and service	79,6	**72,5**
	Memory	memory of the quality of its products and services	77,4	
		memories related to the atmosphere of a comfortable place	83,4	
		memories with the closest people	58,2	**73**
	Consumer learning	personal experience	69,2	
		experiences and stories of others	66,8	
		reviews on social media	71,2	
		reviews on Google reviews	62,4	**67,4**

Variable	Dimension	Indicator	Total response of respondents (%)	Average
	Consumer personality	improve feeling/mood	77,4	
		happy to socialize	69	**73,2**
Social Media Avertising	Creative characteristics	advertising that is different from its competitors	59	
		ads with original ideas	61,6	
		image-based advertising	67,4	
		adequate information about products and services	71,8	
		video-based advertising	70,6	**66,08**
	Emotional appeal	ads with emotional appeal	67	
		Emotionally appealing ads are more persuasive.	67,8	**67,4**
	Attention to detail	The ad mentions the price of the product.	72,2	
		The ad provides a detailed picture of the service.	70,8	**71,5**
	Celebrity endorser	advertisements use celebrities with appropriate attributes.	58,4	
		Advertisements using celebrities or endorsers generate interest.	62,8	**60,6**
	Total		**2115,2**	
	Average		**70,5**	

Based on the results of the total respondents' responses, it can be seen that for the psychological variables of consumers, the dimensions of consumer perception and personality are the most dominant factors, with indicators of perceived impressions of an attractive, clean, and comfortable place obtaining the highest score of 86.2% and the perception that the taste of food and drinks is delicious with a value of 82.2.

Consumer interest in coming to a coffee shop is influenced by their perception of the comfort of the place and the taste of the food and drinks served. Therefore, in making a post that is published on social media, the coffee shop should prioritize these two indicators.

In the social media advertising variable, the dimension of advertising attention to detail obtains the highest average value of 71.5%, with the advertising indicator mentioning the product price and the advertisement providing a detailed description of the service. Respondents in this study see that product prices and details of services will be the main considerations for respondents in fostering buying interest in coffee shops. Therefore, coffee shop advertisements on social media should display product prices and details of the services provided at the coffee shop.

V.   CONCLUSION

Total respondents in this study amounted to 100 people, with 50% male and 50% female. The educational background of the respondents is diploma or   graduate, with a total of 83 people. The job backgrounds of the respondents in this study 67% people are students and 20% areprivate employees. The profile of respondents based on income in this study was dominated by the income range between 1 million Rupiah per month for 57 people and >5 million per month for 18 people.

The dominant factors considered by respondents to generate interest in buying a coffee shop are the dimensions of consumer perception and personality, with indicators of perceived impressions of an attractive, clean, and comfortable place and the perception that the taste of the food and drink is delicious. On social media, advertising variables with advertising indicators mentioning product prices and advertisements providing

a detailed description of services are the dominant factors that foster respondents' interest in coffee shops.

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