THE ROLE OF COFFEE SHOP MODERATES THE ATTRACTIVENESS OF RESTAURANT TO PURCHASE DECISIONS

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Abstract: **The presence of coffee shops in Bali specifically in Badung Regency and in Denpasar City, each shows a special uniqueness. There are several coffee shops that not only stand alone but have extensions of a restaurant to attract consumers. This study is entitled "The Role of Coffee Shop Moderates the Attraction of Visitors to Consumer Decisions to Shop". Research tries to see the effect of the attractiveness of restaurants on consumer buying decisions. The effect of coffee shop on consumers' buying decisions, and the influence of coffee shops in moderating the attractiveness of restaurant visitors to consumer purchasing decisions. Data collection is done by purposive sampling, using a questionnaire. The number of research respondents was 105 respondents. Data were analyzed using regression analysis with the help of SPSS software version 17.0 for windows. The results showed that the attractiveness of restaurants had a significant and positive effect on consumer purchasing decisions. Coffee shops are positive but not significant to buyers' buying decisions. The role of coffee shops moderates the attractiveness of visitors to consumer buying decisions. The research implications can be used as a material consideration for related parties in this case, namely the local government, restaurant owners and consumers.**

Keywords: **coffee shop, visitor attraction, and consumer shopping decisions.**

I. INTRODUCTION

Culinary developments along with the concept and innovation of new restaurants continue to emerge. Restaurants compete to be unique, comfortable, and serve food that is able to compete with other restaurants. Based on the activity of the target consumers, the solid activity in big cities certainly creates opportunities for restaurants to pamper consumers through restaurant services. Denpasar and Badung are cities and regencies in Bali, with densely populated activities certainly having activities that demand to be active, responsive, and concentrated. Therefore releasing fatigue due to activities needed by distributors, one of them is through restaurant service.

One place that is usually chosen tends to have comfort, can sit relaxed, there are snacks and provide drinks such as coffee. Coffee shop is the place to go to fulfill this need. Coffee shop is a separate place with arrangement where the presentation can sometimes be directly seen by consumers. Coffee shops are more than just coffee shops that sell coffee, they also compete to offer alternative public spaces that can make visitors make the coffee shop a comfortable place to gather

The existence of these trends triggered a lively coffee shop to develop. Generally, coffee connoisseurs choose coffee dishes that have their own uniqueness. This makes the restaurant coffee shop provider must be able to have its own image of the coffee serving. Can be a unique place, taste, service and presentation.

Consumer behavior is needed to achieve the demands and needs of the target market as a persuasive effort from the restaurant to stimulate and influence the purchasing decision making process. Companies need to take initiatives to influence consumers in making purchasing decisions. Expectations owned by a consumer will not necessarily encourage the consumer concerned to make a purchase. This expectation must be able to be stimulated so that the pressure arises to immediately realize it in the form of purchasing actions (Lucky Aminudin, 2015).

Kotler and Keller (2016: 27), marketing is a social process whereby individuals and groups get what they need and want through creation, bidding, and freering, and are free to exchange products and services of value with others. According to Kotler and Keller (2009: 184), the purchase decision process is a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, which begins long before the actual purchase is made and has an impact long after that.

According to Budiningsih (2009: 51) cafe or cape is a small restaurant outside the hotel. Cafe has very limited food choices and does not sell drinks that are high in alcohol, but there are drinks like beer, soft drinks, tea, coffee, cigarettes, cakes, snacks and others. Cafe is another shop term that is commonly used to refer to the term Coffee Shop, meaning a place to eat and drink that provides a quick and simple menu and provides soft drinks for people who are relaxed or waiting for something.

The restaurant business is a business that sells services that is not just serving food. In an effort to surprise and delight visitors, restaurant owners usually create their own charm for their restaurants. This is of course to get unique experiences and impressions that are second to none. In addition to good and special food, also service, there are several things that become the attraction of the restaurant

Image: Research Design
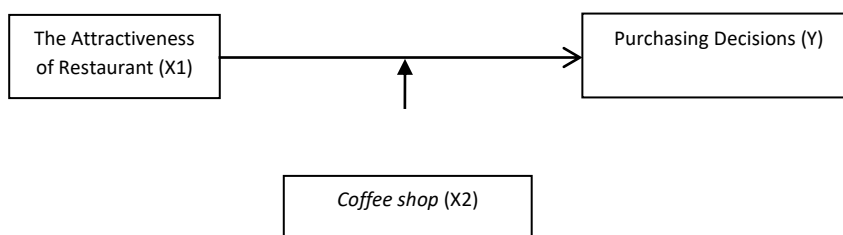
Source: processed data

II.   METHODS AND PROCEDURES

The data collection method uses a questionnaire. The questionnaire consisted of open and closed statements. An open statement includes the respondent's name, respondent's age, respondent's address, and the respondent's occupation in relation to the respondent's identity. Closed statement is a statement that has been provided, and given a limited number of choices of answers and will be measured using a Likert scale with a scale of 1 (one) to 5 (five). Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2014: 132).

Instrument testing is carried out with the aim to test whether this research instrument meets the requirements of measuring instruments in accordance with the research method. To test the questionnaire as a research instrument used a test of validity (test of validity) and test reliability (test of reliability).

Normality test aims to determine the data that has been collected is normally distributed or taken from the normal population. Data with more than 30 numbers (n> 30) can be assumed to be normally distributed. Kolmogorov Smirnov test is performed to determine whether or not the normal distribution of data is done by comparing the Kolmogorov Smirnov count with the Kolmogorov Smirnov table and can also be done with a probability value. If the Kolmogorov Smirnov count is smaller than the Kolmogorov Smirnov table, the data is normally distributed and vice versa.

Multiple regression equations need to be tested for the same or no variance of the residuals from one observation to another. If the residuals have the same variance it is called homoscedasticity. Instead the variance is not the same as heteroscedasticity occurs. Test the assumption of heteroscedasticity of SPSS output through scatterplot graphs between Z prediction (ZPRED) for the independent variable (X axis = Y predicted results) and the resid   ual value (SRESID) is the dependent variable (Y axis = Y prediction - Y real).

Hypothesis testing is done by using a regression model to determine the effect of individual independent variables, so the test used is the t test. If t arithmetic <t table then Ho is accepted, this means the independent variable has no effect on the value of the dependent variable. Whereas if t arithmetic> t table then Ho is rejected and Ha is accepted, this means the independent variable influences the dependent variable.

The analytical model in this study is multiple linear regression analysis using the help of the application SPSS (Statistical Package for Social Science) version 17.0. This analysis is used to determine the extent of the relationship between the dependent variable (dependent) with the independent variable (independent) both simultaneously and partially (Sugiyono, 2014: 277). The analysis model of multiple regression in question is the following equation:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon$$

Gozali (2013: 229) says that Moderated Regression Analysis is different from subgroup analysis, because it uses an analytic approach that maintains sample integrity and provides a basis for controlling the influence of moderator variables. Mandasari and Rastini (2015) said that the moderating variable can be known from the effect of the interaction between the two-way predictor variable with the moderating variable in predicting the dependent variable.

III. RESULT AND DISCUSSION

Based on the results of the analysis, the coefficient of determination (R2) in this study was 44.7%. This means that only 44.7% of the variation of the independent variables can explain the dependent variable. The F-count value shows the effect of simultaneous shopping decision variables on the attractiveness of restaurant and coffee shop variables. The feasibility analysis of the model (Test F) of 27,212 with a significance value of 0,000, which means simultaneously the variable attractiveness of restaurants and coffee shops is significant in influencing consumers' shopping decisions.

Normality test

Table 3.1: Normality Test Results for Moderation Regression Analysis

Variable	Significant	Information
X1 (The Attractiveness of Restaurant), X2 (Coffee Shop), Interaction X1.X2, and Y (Purchasing Decision)	0,258	Normal Distribution

Heteroscedasticity test

Table 3.2: Heteroscedasticity Test Results for Moderation Regression Analysis

No.	Variabel	Signifikansi	Keterangan
1	The Attractiveness of Restaurant (X_1)	0,266	Free of heteroscedasticity
2	Coffe Shop (X_2)	0,388	Free of heteroscedasticity
3	Purchasing Decision $X_1.X_2$	0,548	Free of heteroscedasticity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.644	.104		35.030	.000		
	zx1	.482	.226	.531	2.135	.035	.088	11.300
	zx2	.109	.226	.120	.483	.630	.089	11.293
	zx1_zx2	.888	.347	.189	2.557	.012	.998	1.002

a. Dependent Variable: Y2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.669[a]	.447	.431	.684	.447	27.212	3	101	.000	2.425

a. Predictors: (Constant), zx1_zx2, zx2, zx1

b. Dependent Variable: Y2

The partial significance value obtained in the restaurant attractiveness variable is smaller than alpha (0.05), that is 0.035 <0.05, which shows partially meaningful restaurant attractiveness is used to predict shopping decisions or there is an influence of restaurant attractiveness on shopping decisions. The value of the coffee shop variable is greater than alpha (0.05), that is 0.630> 0.05 which indicates that the coffee shop is partially not significant in influencing consumers' shopping decisions or there is no significant influence of coffee shops with shopping decisions.

The multiple linear regression equation that is appropriate in this study is as follows:

$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_1 X_2$

$Y = 3{,}644 + 0{,}482X_1 + 0{,}109X_2 + 0{,}888X_1X_2$

Based on the equation of the multiple linear regression analysis above, it can be said that each has a positive regression coefficient and a positive constant value. The main effects are restaurant attractiveness (X1) and coffee shop variables (X2). The multiple regression equation above can be interpreted in the following interpretations:

a) b_1 = 0.482 with sig. 0.035 can be interpreted if the attractiveness of the restaurant (X1) is getting better, it will positively result in an increase in consumer decisions to shop (Y) assuming the other independent variables are considered constant.

b) b_2 = 0.109 with sig. 0.630 can be interpreted that the coffee shop (X2) is not significant in influencing shopping decisions or it can be said that there is no significant effect between coffee shop (X2) with shopping decisions (Y).

c) b_3 = 0.888 with sig. 0.012 can be interpreted that the coffee shop (X2) significantly significantly moderates the effect of X1 on Y which influences shopping decisions. Variable coffee shops significantly strengthen the influence of restaurant attractiveness on shopping decisions.

IV. CONCLUSION AND SUGGESTION

Based on the results of the discussion in this study, the following conclusions can be concluded.

1) The attractiveness of restaurants has a significant and positive effect on consumer shopping decisions. This shows that the better and higher the attractiveness of restaurants, the decision of consumers to shop will increase.

2) Coffee shop has a positive but not significant effect on consumer shopping decisions. This means that coffee shops do not significantly influence consumers' shopping decisions.

3) The role of the coffee shop moderates the attractiveness of restaurants to consumers' shopping decisions. This means that the interaction of the coffee shop with the attractiveness of the restaurant has a significant effect on consumers' shopping decisions.

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