ANALYSIS FACTOR THAT AFFECTING PURCHASE INTENTION CONSUMER TO REDEEM ONLINE COUPONS IN STARBUCKS MANADO TOWN SQUARE 3

ANALISIS FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN KONSUMEN UNTUK MENUKARKAN KUPON ONLINE DI STARBUCKS MANADO TOWN SQUARE 3

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Abstract: Online Coupons present an exciting new opportunity to target consumers with highly customized offers. Research on the factors influencing attitude and behavioral intention of consumers using mobile coupons is scanty. This research is quantitative type of research which uses primary data obtained through questionnaire and uses Confirmatory Factor Analysis (CFA) as the analytical tool. The population of this research is the consumer that redeem online coupons in Starbucks Manado Town Square 3, where the sample size is taken from 100 consumer. In this research, there are 20 variables that defined as factors that affecting purchase intention consumer to redeem online coupons at Starbucks Manado Town Square 3. There are 20 variables included in the analysis, and the results show that 1variable are not eligible at the time of data management and 19 variables correlate with other variable.The three primary objective of this study are to analyze factor that affecting purchase intention consumer to reedem online coupong.The results of the study show that perceived usefulness, product quality, lifestyle, and social factor influence the behavior and intention of consumers to redeem online coupons. Starbucks Manado Town Square 3 shouldmaintain and improve the product quality and online coupon to attracting of customer attention.

Keywords: *purchase intention, confirmatory factor analysis, online coupons*

Abstrak: *Kupon Online menghadirkan peluangbaru yang menarik untuk menargetkan konsumen dengan penawaran yang sangat disesuaikan. Penelitian tentang faktor-faktor yang mempengaruhi sikap dan niat perilaku konsumen yang menggunakan kupon seluler sangat sedikit. Penelitian ini merupakan jenis penelitian kuantitatif yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Confirmatory Factor Analysis (CFA) sebagai alat analisis. Populasi dalam penelitian ini adalah konsumen yang menukarkan kupon online di Starbucks Manado Town Square 3, di mana ukuran sampel diambil dari 100 konsumen. Dalam penelitian ini, terdapat 20 variabel yang didefinisikan sebagai faktor yang mempengaruhi niat beli konsumen untuk mengulang kupon online di Starbucks Manado Town Square 3. Terdapat 20 variabel yang termasuk dalam analisis, dan hasilnya menunjukkan bahwa 1 variabel tidak memenuhi syarat pada saat itu. Manajemen data dan 19 variabel berkorelasi dengan variabel lain. Tujuan penelitian ini adalah untuk meneliti faktor-faktor yang mempengaruhi niat pembelian konsumen untuk menukarkan kupon online. Hasil penelitian menunjukkan bahwa kegunaan yang dirasakan, kualitas produk, gaya hidup dan factor social mempengaruhi perilaku dan niat konsumen untuk menukarkan kupon online. Sebaiknya Starbucks Manado Town Square 3 mempertahankan dan meningkatkan kualitas produk dan online kupon untuk menarik perhatian pelanggan.*

Kata Kunci*: niat membeli, konfirmatori faktor analisis, kupon online*

INTRODUCTION

Coffee shop in Indonesia is a familiar in the Indonesia society. In Indonesia, many people prefer to enjoy the coffee in the coffee shop for and make it for meeting place or meeting point. The comfortable place with a good atmosphere makes the consumers comfortable and happy in here. The consumers are choose the coffe shop with the full facility and meet that need they want. One of them, *wifi* is the one thing to be needs of many people. Many types of the companies make business competition into something which must be considered for entrepreneur in running and maintaining his business. Every business has its own competition, it makes the company must have a strategy to be able become superior in competition. Companies need to know how to keep its customers from turning to competitors. Especially in the field of coffee shop business that is currently in Indonesia.

Nowadays coffee shop are becoming an easy place to find in Indonesia with many brands, and one of them is Starbucks. In fact, Starbucks has builds relationship with Indonesia in around 1970, Starbucks head office in Seattle often ordering the coffee bean from Sumatran and Java. The coffee shop finally enter Indonesia under the partnership with PT. Mitra Adi perkasa Tbk, and open its store on 2002 in Plaza Indonesia. Starbucks are now spreads almost all over big cities in Indonesia. In October 2015 Starbucks opens a store in Manado, the first outlet is in Manado Town Square and in the following month their second outlet are open in Sam Ratulangi Airport.

Based on the explanation this can also mean the consumer will intentionally redemption online coupon when they buying the product on Starbucks brand function when the function are as good as their expectation. It can also means that the consumer will intentionally make purchase to Starbucks brand when they use the online coupons and committed to the companies. Starbucks Manado need to look more closely to study the redemption online coupons on the transaction in Starbucks. The problem that often occurs in redemption online coupons is sometimes in the transaction, the consumer press the coupon without knowing that it shout be press by the cassier.

That is why the researcher want to see about factors that affecting intention consumer to redeem online coupons. This current research will be conducted with the title of "Analyzing Factors that Affecting Intention Consumer to Redeem Online Coupons in Starbucks Manado Town Square 3".

Research Objectives

Based on the research problem, the objectives of this research are:To analyze about the factor that AffectingPurchase Intention Consumer to Redeem Online Coupons in Starbucks Manado Town Square 3.

THEORETICAL REVIEW

Marketing

Marketing is divided by the term reverals on term as follow: "The most important aspect in the world of business is marketing. Marketing is selling the value of goods or services form the company to the customers. According to Kotler and Keller (2013: 27) "marketing is about identifying and meeting human and social needs.

Purchase Intention

According to Wu, Yeh and Hsiao (2011) defines purchase intention as the probability of consumer's readiness to purchase a product in near future. It is generally linked with the consumer's attitude, perception and buying behaviour. It is observed that purchase intention is a very important factor for consumer when they are making decisions about buying any product (Fishbein and Muhammad, 2013).

Previous Research

Angarwal and Karim (2015).An Investigation into the Factors Affecting the Consumer's Behavioral Intention towards Mobile Coupon Redemption.In this research, the author discussed about factors affecting consumer intentions to cash in the coupons which are sent to mobile phones by using the adoption models which exploit perceptive and social theories of decision making. Mobile coupons provide an exciting new opportunity to target consumers with highly customized offers. The paper is a descriptive study based on the data collected from 200 respondents. The data has been collected using an Online Survey Questionnaire technique.The results of the study show that perceived usefulness, perceived ease of use, perceived credibility, compatibility, and social factor affects the behavior and intention of consumers in using m-coupons.
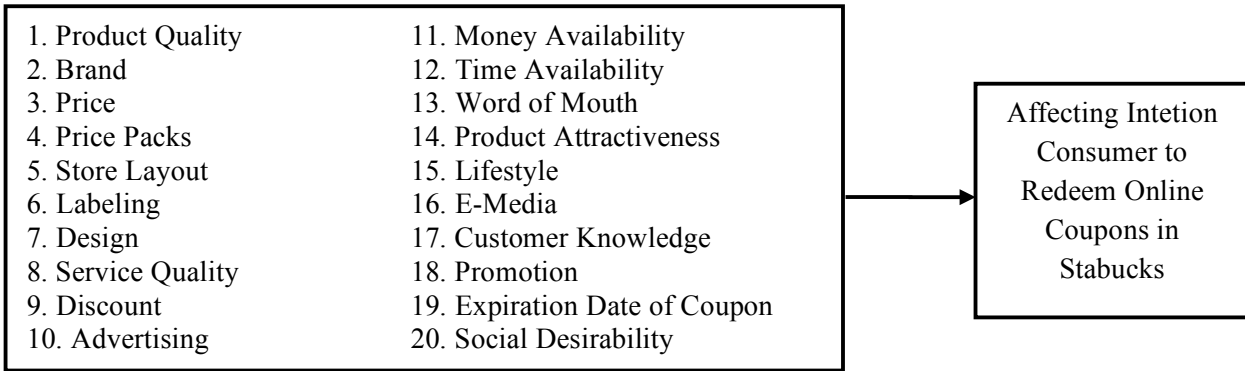
Conceptual Framework

1. Product Quality   11. Money Availability 2. Brand   12. Time Availability 3. Price   13. Word of Mouth 4. Price Packs   14. Product Attractiveness 5. Store Layout   15. Lifestyle 6. Labeling   16. E-Media 7. Design   17. Customer Knowledge 8. Service Quality   18. Promotion 9. Discount   19. Expiration Date of Coupon 10. Advertising   20. Social Desirability

→ Affecting Intetion Consumer to Redeem Online Coupons in Stabucks

Figure 1. Conceptual Framework

RESEARCH METHOD

Type of Research

This research is descriptive study with a quantitative approach. According to Kerling and Lee (2000) quantitative research is deducative in nature, and that researchers make inferences based on direct observations with the primary goal to describe cause and effect. This research in field of consumer intention will anaylze the factor that affecting purchase intention consumer to redeem online coupons in Starbucks Manado Town Square 3.

Place and Time of Research

The research will be in Manado City, North Sulawesi. The time of the research and preparation of a final report will be conducted from December 2017 – Januari 2018.

Population and Sample

The population of this research isallconsumer atStarbucks Manado Town 3.Based on the result above. The sample in this research is 100 buyers of Starbucks in Manado Town Square 3.

Operational Definition of Research Variables

There are 20 variables that will be used in this research. Those variables are product quality, brand, price, price packs, store layout, labeling, design, service quality, discounts, advertising, money availability, time availability, word of mouth, product attractivenes, lifestyle, e-media, customer knowledge, promotion, expiration date of coupon, social desirability.

Data Analysis Method Validity and Reliability Test

Validity test is used to measure the legitimacy or validity of a questionnaire.The validity test for each variable is good where the values are above minimum level of 0.30 and the significant level of validity output below is 0.05 (5%).

Confirmatory Factor Analysis

According to Child (1990), confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows the researcher to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists

RESULT AND DISCUSSION

Validity Test
Table 1. Validity Test

VARIABLE	STATEMENT	PEARSON CORRELATION	SIG. (2 TAILED)	N	STATUS
Product Quality (X1)	X1.1	.935	.000	100	Valid
	X1.2	.917	.000	100	Valid

Brand (X2)	X2.1	.849	.000	100	Valid
	X2.2	.775	.000	100	Valid
Price (X3)	X3.1	.869	.000	100	Valid
	X3.2	.665	.000	100	Valid
Price Packs (X4)	X4.1	.899	.000	100	Valid
	X4.2	.908	.000	100	Valid
Store Layout (X5)	X5.1	.859	.000	100	Valid
	X5.2	.873	.000	100	Valid
Labeling (X6)	X6.1	.893	.000	100	Valid
	X6.2	.874	.000	100	Valid
Design (X7)	X7.1	.849	.000	100	Valid
	X7.2	.817	.000	100	Valid
Service Quality (X8)	X8.1	.899	.000	100	Valid
	X8.2	.901	.000	100	Valid
Discount (X9)	X9.1	.806	.000	100	Valid
	X9.2	.806	.000	100	Valid
Advertising (X10)	X10.1	.910	.000	100	Valid
	X10.2	.871	.000	100	Valid
Money Availability (X11)	X11.1	.937	.000	100	Valid
	X11.2	.934	.000	100	Valid
Time Availability (X12)	X12.1	.949	.000	100	Valid
	X12.2	.937	.000	100	Valid
Word of Mouth (X13)	X13.1	.947	.000	100	Valid
	X13.2	.929	.000	100	Valid
Product Attractiveness (X14)	X14.1	.531	.000	100	Valid
	X14.2	.836	.000	100	Valid
Lifestyle (X15)	X15.1	.922	.000	100	Valid
	X15.2	.913	.000	100	Valid
Electronic Media (X16)	X16.1	.867	.000	100	Valid
	X16.2	.819	.000	100	Valid
Customer Knowledge (X17)	X17.1	.834	.000	100	Valid
	X17.2	.837	.000	100	Valid
Promotion (X18)	X18.1	.818	.000	100	Valid
	X18.2	.705	.000	100	Valid
Expiration Date of Coupon (X19)	X19.1	.906	.000	100	Valid
	X19.2	.881	.000	100	Valid
Social Desirability (X20)	X20.1	.940	.000	100	Valid
	X20.2	.942	.000	100	Valid

Source: IBM SPSS 22 Output 2018

Based on table 1, we can see that all the statements of X1.1 - X20.2, are all valid, since the Pearson Correlation Value is > 0.5 and the significant is < 0.05. We can conclude that all the statements are valid and can be used for further test and analysis.

Reability Test
Table2.Reability Test

Cronbach's Alpha	N of Items
.924	40

Source: IBM SPSS 22 Output 2018

The minimum value in this Cronbach's Alpha is 0.6. If the result is above than 0.6, it means that all the data is reliable. Since the Cronbach's Alpha value is 0.924, the data is considered as reliable, and N is 40 items that explain how many questions are in this test. The data can be used for the further test and analysis.

Factor Analysis

There are 4 steps for doing factors analysis, (1) data collection method and generate of the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) construction of scales or factor scores to use in further analysis. For this factor analysis, there are 20 variables in this research with 40 indicators.

KMO and Bartlett's Test

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.749
Bartlett's Test of Sphericity	Approx. Chi-Square	1203.882
	Df	190
	Sig.	0

Source: IBM SPSS22 Output 2018

The value of KMO and Bartlett's Test for correlation between required variables is over 0.5. The significance of the study required is over 0.05. From the above results obtained the KMO value is 0.749. The results of the SPSS calculation calculated the Bartlett Test of Sphericity value as 1203.882 with a significance value of 0.000. The Bartlett Test of Sphericity meets the requirements because the significance value is below 0.05 (5%). With the results above, it can be said that the variables and samples are allowed for further analysis.

Table 4.Measures of Sampling Adequacy (MSA)

	Initial
Product Quality (X1)	.907[a]
Brand (X2)	.848[a]
Price (X3)	.793[a]
Price Packs(X4)	.920[a]
Store Layout (X5)	.681[a]
Labeling (X6)	.841[a]
Design (X7)	.800[a]
Service Quality (X8)	.647[a]
Discount (X9)	.767[a]
Advertising (X10)	.867[a]
Money Availability (X11)	.661[a]
Time Availability (X12)	.655[a]
Word of Mouth (X13)	.905[a]
Product Attractiveness (X14)	.912[a]
Lifestyle (X15)	.601[a]
E-Media (X16)	.666[a]
Customer Knowledge (X17)	.676[a]

Promotion (X18)	.706[a]
Expiration Date of Coupon (X19)	.668[a]
Social Desirability (X20)	.666[a]

Source: IBM SPSS22 Output 2018

Based on Table 4, the initial value of all the variables that have been processed through IBM SPSS Statistic are all more than 0.5; therefore, all 20 variables are correlated and can proceed to further tests and analysis.

Table 5.Communalities (Principal Component Analysis)

	Initial	Extraction
Product Quality (X1)	1,000	.619
Brand (X2)	1,000	.678
Price (X3)	1,000	.559
Price Packs (X4)	1,000	.600
Store Layout (X5)	1,000	.702
Labeling (X6)	1,000	.654
Design (X7)	1,000	.533
Service Quality (X8)	1,000	.819
Discount (X9)	1,000	.744
Advertising (X10)	1,000	.624
Money Availability (X11)	1,000	.882
Time Availability (X12)	1,000	.897
Word of Mouth (X13)	1,000	.668
Product Attractiveness (X14)	1,000	.609
Lifestyle (X15)	1,000	.722
E-Media (X16)	1,000	.908
Customer Knowledge (X17)	1,000	.696
Promotion (X18)	1,000	.933
Expiration Date of Coupon (X19)	1,000	.674
Social Desirability (X20)	1,000	.809

Source: IBM SPSS 22 Output 2018

Based on table 5 can be seen from the results of extraction, that the variance at variable 1 is 0.619, it means that 61,9% variance from variable 1 can be explained by factors to be formed. Variable 2 is 0,678 it means 67,8% variance of variable 2 can be explained by factors that can be formed, and so on until variable 20.

Table 6. Component Matrix[a]

	Component					
	1	2	3	4	5	6
Product Quality (X1)	.601	-.169	-.090	.199	.123	.407
Brand (X2)	.775	.030	-.101	-.081	.239	.041
Price (X3)	.411	-.155	-.545	.033	-.156	.209
Price Packs (X4)	.602	.097	-.333	.035	.227	.253
Store Layout (X5)	.246	.222	.100	-.038	.762	.012
Labeling (X6)	.730	-.055	.103	.074	.218	.233
Design (X7)	.538	-.328	.191	-.286	.084	.098
Service Quality (X8)	.610	-.480	.310	-.347	-.022	.001
Discount (X9)	.700	-.338	.229	-.291	.046	.030
Advertising (X10)	.656	-.304	.086	.126	-.255	-.109
Money Availability (X11)	.460	.522	.539	.022	-.170	.280

Variable						
Time Availability (X12)	.439	.503	.577	.075	-.279	.186
Word of Mouth (X13)	.657	-.180	-.130	.303	-.245	.189
Product Attractiveness (X14)	.538	.192	-.298	.392	-.193	.057
Lifestyle (X15)	.581	.113	.098	.439	.249	-.327
E-Media (X16)	.693	.001	.130	.356	.110	-.521
Customer Knowledge (X17)	.690	-.327	.081	.101	-.188	-.246
Promotion (X18)	.720	.400	-.268	-.370	-.111	-.186
Expiration Date of Coupon (X19)	.581	.366	-.371	-.251	-.039	-.006
Social Desirability (X20)	.648	.289	-.258	-.405	-.151	-.306

Source: IBM SPSS 22 Output 2018

Based on the data output of component matrix table can determined how big the correlation of each variable with the factor that has been formed. This table contains components loading, which are the correlation between the variable and component. There still variables that have no significant difference with some other indicators and there is still a value of loading or a large correlation of less than 0.5, Therefore it is necessary to rotate factors to clarify the position of these variables.

Rotated Factor Matrix is the result of rotation of the matrix factor. Rotated component matrix aims to see how the distribution of variables is more pronounced and tangible than not doing the rotation. For the Cut point it has more than> 0.5. If the point in component 1 is bigger than component 2, it means that the variable is belong to component 1, and vice versa.

Table 7. Rotated Component Matrix[a]

Variables	Component	
	1	**2**
Product Quality (X1)	.663	.333
Brand (X2)	.788	.399
Price (X3)	.634	.110
Price Packs (X4)	.594	.231
Store Layout (X5)	.056	.820
Labeling (X6)	.447	.460
Design (X7)	.693	.138
Service Quality (X8)	.890	.057
Discount (X9)	.798	.160
Advertising (X10)	.512	.316
Money Availability (X11)	.124	.904
Time Availability (X12)	.917	.032
Word of Mouth (X13)	.294	.653

Product Attractiveness (X14)	-.108	.596
Lifestyle (X15)	.752	.075
Electronic Media (X16)	.241	.878
Customer Knowledge (X17)	.546	.244
Promotion (X18)	.896	.194
Expiration Date of Coupon (X19)	.053	.733
Social Desirability (X20)	.266	.824

Source: IBM SPSS 22 Output 2018

Based on the output table 9 for variable X6 have < 0.05 of loading value, it means that the variables is eliminated for the next research and analysis. For the variable 1, 2, 7, 8, 9, 10, 12, 17, and 18 are included in factor 1 because the loading value of the variables is more than Factor 2. For the variable 3, 4, 5, 11, 13, 14, 15, 16, 19, and 20 the loading value of the variables is more than Factor 1.

This research is aim to answer research question: what are the factors that affecting purchase intention consumer to redeem online coupons in Starbucks Manado Town Square 3.

Table 8.Regression Models and Variables

Regression Model	Dependent Variable	Independent Variable
First factor	Consumer Purchase Decision	Product Quality
		Brand
		Price
		Price Packs
		Design
		Service Quality
		Discount
		Advertising
		Time Availability
		Customer Knowledge
		Lifestyle
		Promotion
Second factor	Consumer Intention	Store Layout
		Money Availability

Word of Mouth

Product Attractiveness

Electronic Media

Expiration Date of Coupon

Social Desirability

Source: Data Processed 2018

Discussion

Total respondent is 100 people. For the sampling technique for this research was convenience sampling. The result of this research, based on Rotation Component Matrix, there are 2 variables that are eliminated from the test and 18 variables that have value above 0.5 which mean they correlated to a factor that is finally conducted. Based on the results of the output from the 19 variables, there are 2 factors that are finally conducted. It's caused by the eigen value above 1 only 2 components in Principal Component Analysis. That's why the factoring process is only in 2 factors.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion, there are 2 factors that drive customer to redeem the online coupon of Starbucks in Manado.
1. Consumer Purchase Decision. There independent variables categorized in this factor which are:Product Quality, Brand, Price, Price Packs, Design , Service Quality, Discount, Advertising, Time Availability, Customer Knowledge, Lifestyle, Promotion.
2. Consumer Intention. There independent variables categorized in this factor which are:Store Layout, Money Availability, Word of Mouth, Product, Attractiveness,, Electronic Media, Expiration Date of Coupon, Social Desirability.

Recommendation

Based on the conclusions, the following recommendations can be proposed. The Researcher recommended for Starbucks in Manado, in order to make the customer have an intention to purchase the products the following recommendations for each factors should be considered. Product Quality, Strabucks needs to increase its performance to the market to satisfy the desires or needs of customers on product quality.Brand, Starbucks needs to make a new slogan so that attract an attention to its customer. Price, Strabucks needs to arrange the price of its product in order to keep the customer loyalty. Price Packs Starbucks needs to make more attractive offers to its customer so the customer wants to purchase their product again. Design, Starbucks needs to be more creative regarding their product design so it can attract customer to purchase the product. Service quality, Starbucks needs to keep improve their service quality to its customer in order to keep customer loyalty. Discount, Starbucks needs to give more discount to its customer so it can increase the customer satisfaction. Advertising, Starbucks needs to make a new innovation in terms of advertising so that the product will be more popular to the public. Time Availability Starbucks needs to set more time of the expiration of its online coupon so the customer can use it on the next day. Customer knowledge, Starbucks should always provide the information and benefit of its products to the customer. Lifestyle, Starbucks should provide or add new innovations about its online coupon like every 5 times purchasing through online coupon, the customer get another benefit or discount. Promotion, Starbucks should more focus about its promotion to customer so the customer wants to buy their product. Store layout, Starbucks should set their store layout that creates a memorable things so the customer will come back again. Money availability, Starbucks should provide a new service such as e-money so if the customer do not bring cash, they can use it to purchase the product. Word of mouth, In order to raise the customer awareness of the product, Starbucks should keep the good reputation of the product itself. Product attractiveness, It is an important thing for starbucks to develop their product more in order to attract customer to purchase their product. E-media, Starbucks should keep updating the social media that uses to disseminate the information of Starbucks in this case is the online coupon. It will make the customer

more interested to purchasing it. Expiration date of coupon, Starbucks needs to provide more options about the expiration of the coupon so the customer do not hesitate to redeem it. Social desirability, Starbucks should consider about its product and service regarding the social desirability of its customer.

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