

## ANALYZING THE FACTORS THAT TRIGGER CONSUMERS HEDONIC MOTIVATION IN CHOOSING LOCAL COFFEE SHOPS AND FRANCHISED COFFEE SHOPS IN MANADO

### ANALISA FAKTOR YANG MEMICU MOTIVASI HEDONIS KONSUMER DALAM MEMILIH RUMAH KOPI LOKAL DAN RUMAH KOPI FRANCHISED DI MANADO

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**Abstract:** The number of coffee shops in the city of Manado, which grows mainly in 2005, provides an opportunity for marketers competing for consumers. Many companies start doing café business in 2011, but the every business have competitor as always such as the franchise coffee shops, Starbucks, Dunkin Donuts and the local coffee. This research aims to analyzing the factor that trigger consumers hedonic motivation in choosing local coffee shops and franchised coffee shops in manado, With 100 Respondent. And the Factor Analysis method is used in this research. There are three most dominant factors out of twenty factors (Cleanless Appealing Aroma Adequate Lighting Comfortable Furniture View to Outside Brand and Product of Origin Service Staff Behavior Wi-fi Connection Promotion Trust And Respect Lifestyle Opportunity to Linger Menu Variety Taste and Ingredients Appealing Music) and three highest factors that have big impact on consumers hedonic motivation in choosing local coffee shops and franchised coffee shops in Manado, which are Price, Appealing Decor, and Appearance and Presentation, Based on communality test, the highest value is Price, followed by Appealing decor, and Appearance and Presentation.

**Keywords:** *Marketing, Consumers Behavior, Consumer Hedonic Motivation, Consumer Purchase Decisions, Coffee Shops*

**Abstrak:** Jumlah kedai kopi di kota Manado, yang tumbuh terutama pada tahun 2005, memberikan peluang bagi pemasar yang bersaing untuk konsumen. Banyak perusahaan mulai melakukan bisnis kafe pada tahun 2011, tetapi setiap bisnis memiliki pesaing yang juga bergerak dalam bisnis warung kopi waralaba, Starbucks, Dunkin Donuts dan kopi lokal. Penelitian ini bertujuan untuk menganalisis faktor yang memicu motivasi hedonis konsumen dalam memilih kedai kopi lokal dan warung kopi waralaba di manado, Dengan 100 Responden. Metode Analisis Faktor digunakan dalam penelitian ini. Ada tiga faktor yang paling dominan dari dua puluh faktor (Cleanless Appealing Aroma Pencahayaan yang Memadai Tampilan Perabot Nyaman untuk Merek dan Produk Asal Staf Layanan Perilaku Wi-fi Koneksi Promosi Kepercayaan Dan Rasa Hormat terhadap Peluang Gaya Hidup untuk Menu Istimewa Berbagai Rasa dan Bahan Musik yang Menarik) dan tiga faktor tertinggi yang memiliki dampak besar pada motivasi hedonis konsumen dalam memilih kedai kopi lokal dan warung kopi waralaba di Manado, yaitu Harga, Dekorasi yang Menarik, dan Penampilan dan Penyajian, Berdasarkan uji masyarakat, nilai tertinggi adalah Harga, diikuti oleh Dekorasi yang menarik, dan Penampilan dan Presentasi.

**Kata kunci:** *Pemasaran, Perilaku Konsumen, Motivasi Hedonis Konsumen, Keputusan Pembelian Konsumen, Warung Kopi.*

## INTRODUCTION

### Research Background

Restaurants today have become one of the best designed facilities because dining today has become fashionable and customers expect to have outstanding environment when they visit restaurants (Sabherwal, 2011).

Coffee shop has become a necessity and lifestyle for modern society, to just relax or variations of entertainment amid a solid routine sat down and drank a cup of coffee as an enjoyment. Talking with relationship feels more relax and warm. Chou (1996) cited in Hung (2012) divided coffee shops into seven categories based on the different management modes: fusion coffee shops, theme coffee shops, garden coffee shops, art coffee shops, small, individual, coffee shops, outdoor fusion coffee shops, and chain coffee shops. Aside from categorization by management modes and management styles, Chen (2007) divided coffee shops into four price levels: premium price level, mid-to-high price level, mid-to-low price level, and low price level coffee.

It is known that the majority of people in Manado are familiar with consuming coffee as the part of their daily life. This general condition is making several people in Manado city want to try their lucks in running coffee shop business. Thus, there are many people in this city who have become succeed in serving coffee and snacks to other Manadonese. Every individual have different type of Motive, so, the coffee shops should use a good strategy in estimating the cost needed and how to survive in this industry among any competitors.

### Research Objective

The objective of this research is:

To identify the factors that trigger consumers' hedonic motivation in choosing local coffee shops and franchised coffee shops in Manado.

### Marketing

Marketing is a social process in which there are individuals and groups, to get what they need and want by creating, offering and freely exchanging products or value with others (Kotler & Amstron, 2013:6).

### Marketing Mix

Kotler (2009:15), "marketers use numerous tools to elicit desired responses from their target market. These tools constitute a marketing mix. Marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market".

### Hedonic Motivation

There are many factors can trigger the consumers hedonic motivation such as external factor and internal factor in choosing café or franchised coffee shops in Manado because Customers who have a high value on hedonic motive is more interested in the act of shopping itself or independent and critical view of self-expression and personal satisfaction associated with shopping (Arnold and Reynolds, 2003, and Babin and Attaway, 2000 in Yavas and Babakus (2009)). Similarly, customers who shop will be driven by hedonic shopping value is based on emotions or feelings that come from the environment and experience. Customers in choosing a place or shop is also concerned attribute store.

#### 1. Appearance and Presentation

The food presentation has significantly impacted on the way in which costumers consume their foods. In addition, the different color, components, texture, shape and arrangements of foods must work together pleasantly and appropriately in order to form pleasing combination on plate (Zampollo et al, 2011).

#### 2. Price

A number of factors influencing pricing decisions, including marketing objectives, government regulations, production costs, customer perceptions, competition, and customer demand (Bovee and Thill, 2011:349).

#### 3. Cleanless

Cleanliness is typically thought as the responsibility of the management and cleaning staff when offering products or services for coffee shop. Restaurant cleanliness was evaluated as the overall images of the restaurant (Jang & Liu, 2009).

#### 4. Appealing Aroma

Ryu and Jang (2007) findings shows that ambience such as aroma and scent had the most important influence on customers' emotional responses, which in turn affect customers dining behavioral intentions.

**5. Adequate Lighting**

Adequate lighting is the availability of natural lighting, the color and reflective qualities of the finish materials, the type of artificial lighting illuminating the space, and the age of the patrons that offered by the coffee shop. Visual comfort is also highly dependent on the application, for example lighting that is considered comfortable in an entertainment setting may be disliked and regarded as uncomfortable in a working space (Boyce, 2003).

**6. Comfortable Furniture**

It is stated that customers want to have appealing design in restaurants, but also comfortable seats, pleasant music, appropriate lighting and other ambiance settings that restaurant owners or managers should be able to provide and adapt for the specific customer preferences on specific market (Ryu & Han, 2010).

**7. View to Outside**

View to outside is the access to nature, natural light, and the activity outside the coffee shop. The need for a view and access to nature is not new as there is much evidence that access to nature is helpful to well being (Pitt & Zube, 1987).

**8. Brand And Product Origin**

According to Burge (2013), the quality of coffee and food are the most important aspects for branded coffee shops, whether for domestic or for international brands.

**9. Service Staff Behavior**

Service providers make or break a brand, for the customers' actual experiences with the service always prevail in defining the brand for them. With their on-the-job performances, service providers turn a marketer articulated brand into a customer-experienced brand. Quite to the contrary, consumers' brand impressions may be shaped in at least the same extent by the employee's non-verbal behaviors (Wentzel & Tomczak, 2008).

**10. Wi-Fi Connection**

Said (2012) noted that one of the reasons why people like to visit a coffee shop is free internet access services for those who would like to use a laptop while enjoying a cup of drink. Now such access points also known as hotspots have a coverage area about 20 meters indoors and even greater area range outdoors, this is achieved by using multiple overlapping access points (Chan, 2005).

**11. Promotion**

Promotion is one of the marketing mix elements that plays an important role in delivering products to consumers especially for coffee shop business. Promotion refers to the methods used by a business to make customers aware of its product. Clow and Baack (2012:330) states that sales promotion consists of all the incentives offered to customers and channel members to encourage product purchase.

**12. Trust and Respect**

Trust is widely accepted as a major component of human social relationships. Trust is a measure of confidence that an entity will behave in an expected manner, despite the lack of ability to monitor or control the environment in which it operates (Singh & Bawa, 2007).

**13. Lifestyle**

Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Lifestyle is the way of living that an individual chooses according to his/her activities, interests, and opinions (Kotler, 2009).

**14. Opportunity to Linger**

Consumer of a coffee shop will look for a place where they can stay as long as they want. Once the consumer had been purchased a beverage and snack, they are welcome to stay any longer without having unpleasant feeling. (Oldenburg, 1999) said that it is the regulars who give the place its character and who assume that on any given visit some of the gang will be there.

**15. Menu Variety**

Menu variety is every variation of coffee and snacks those can be provided and listed by any coffee shop and can be chosen by consumers. Menu also functions as a communicating and selling tool (Kincaid & Corsun, 2003).

**16. Taste and Ingredients**

Taste and ingredients determine the flavors and recipe that used to prepare a specific dish to attract coffee shop's consumers to buy continuously. Taste and smell are the body's principle mechanism for assessing the chemical composition of foods, for both nutrients and toxicity (Morini, 2007).

**17. Appealing Music**

Appealing music is the background (instrument and live band) that can make consumer feel calm, comfort and relax while they enjoy beverages and snacks in Coffee shop. Slow music on the other hand has positive affect and can increase customer’s willingness to buy and spend money (Musinguzi, 2010).

**18. Electronic Equipment**

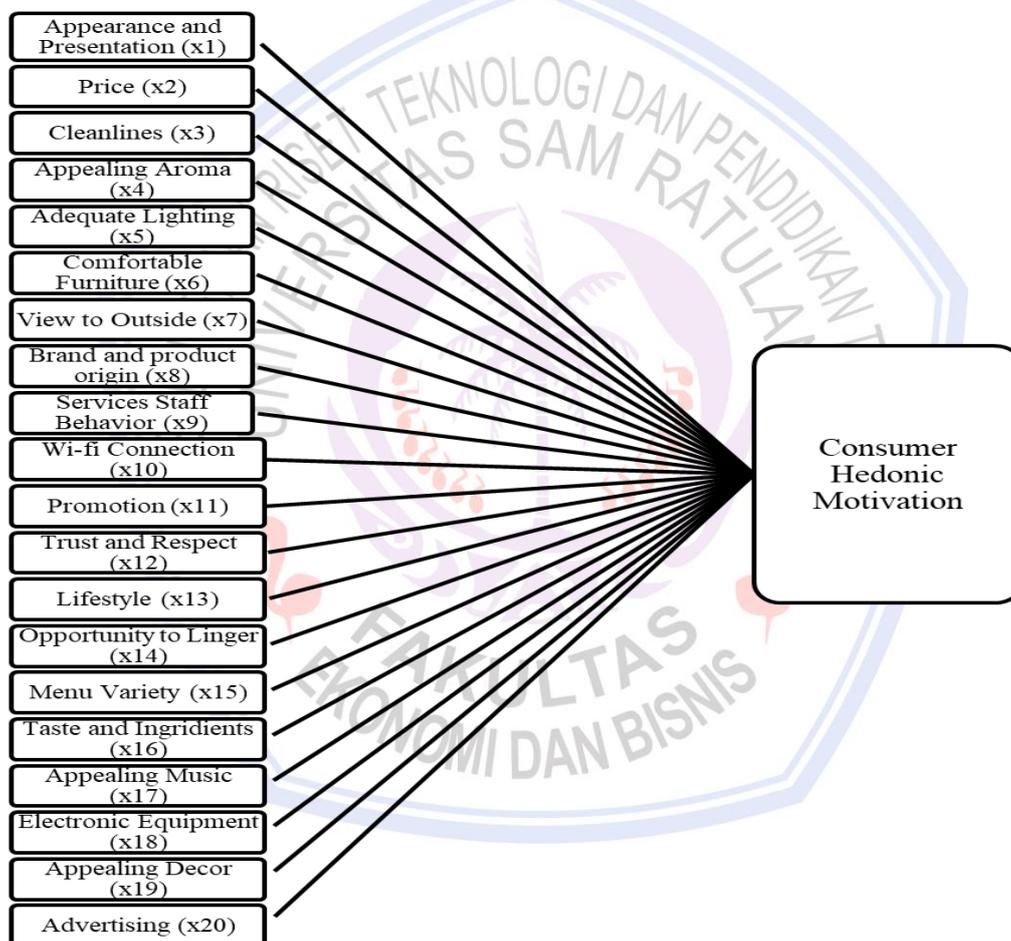
Electronic equipment is signs/symbols/artifacts that can be used to enhance the leisure experience. Some electronic equipment is used to deliver and enhance the primary service offering. They are used to display information and to entertain the costumers during the service rendered (Kim and Moon, 2009).

**19. Appealing Décor**

Exterior environment is important because it is the first contact that customers have with restaurant, and also the last contact when they are leaving, but the more frequent driver was interior design both in favorable and unfavorable experiences (Walter & Edvardsson, 2012).

**20. Advertising**

According McDaniel, et al. (2011), advertising is impersonal, one-way mass communication about a product or organization that is paid for by a marketer.



**Figure 1. Conceptual Framework**

**RESEARCH METHODOLOGY**

**Type of Research**

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2000) describes quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

### Population and Sample

The population is a composite of all elements, which have a set of similar characteristics, covering the universe for the sake of marketing research problems (Malholtra, 2003, p.86).

Sample is a subset of the population. It compares some members selected from it. In other words, some but not all elements of the populations of the sample. By studying the sample, researcher should be able to draw conclusions that can be generalized to the population of interest. (Sekaran, 2003).

### Data Collection Method

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran&Bougie, 2009). Questionnaires are distributed to people that consume Coffee in Manado. Secondary data refer to information gathered from sources that already exist” (Sekaran & Bougie, 2009). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research

### Data Analysis Method

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of our conclusions, inferences of prepositions. Validity means the instrument can be used to measure what should be measured (Sugiyono, 2014:203). Ridwan and Kuncoro (2012:220) reliability test done to get the level of accuracy data collection tool (instrument is used). The internal consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

### Confirmatory Factor Analysis

This research used the Factor Analysis Method. Confirmatory Factor Analysis is a special form of factor analysis, most commonly used in social research (Kline, 2010). Based on DeCoster (1998), factor analysis is a collection of methods used to examine how underlying constructs influence the responses on a number of measured variables. This research used Confirmatory Factor Analysis (CFA) and also using the SPSS program to get the result with applying the factor analysis method

## RESULT AND DISCUSSION

### Result of Factor Analysis

#### Validity Test

Variable	Initial	Extraction
Appearance and presentation	1.000	.787
Price	1.000	.832
Cleanless	1.000	.547
Appealing Aroma	1.000	.740
Adequate Lighting	1.000	.598
Comfortable Furniture	1.000	.750
View to Outside	1.000	.658
Brand and Product of Origin	1.000	.450
Service Staff Behavior	1.000	.679
Wi-fi Connection	1.000	.767
Promotion	1.000	.732
Trust And Respect	1.000	.734
Lifestyle	1.000	.655
Opportunity to Linger	1.000	.710
Menu Variety	1.000	.742
Taste and Ingredients	1.000	.686
Appealing Music	1.000	.572
Appealing Décor	1.000	.829

There are 2 independent variables was eliminated because the data is not valid. The variables that all the indicators are not valid is: Electronic Equipment (X18), and Advertising (X18).

### Reliability Test

In this factor analysis model there are 20 independent variables, where every variable has 1 indicators. After validity test, 2 indicators was eliminated because the data is not valid. Therefore, the total indicators used in this reliability test are 18 items. Reliability test is used to check the consistency of the measurement instrument. To see whether the data is reliable or not. Alpha Cronbach test is utilized as reliability test in this research.

### Communalities

#### Table 1. Communalities (Principles Component Analysis)

18 variables has been tested to meet the requirements of communality that is greater than 0.5 (communality > 0.5), there is a variable with values in the table Extraction Communalities < 0.5, which is Brand of Product origin have value (0.450) then the variable is not eligible communality. Over 18 factors there are three highest values, which are Price (0.832), Appealing Decor (0.829), and Appearance and Presentation (0,787).

### Discussion

Hedonic Motivation is one of the most important things to be analyzed in marketing. Hedonic motive is related to the consumption experience feelings, fantasies, pleasure, and the five senses, which affects a person's emotional experience which is hedonic have great role consumers in choosing place or shops, hedonic motive value is based on emotions or feelings that come from the environment and experience. There are Price, Appealing Decor and Appearance and Presentation. These three factor are most dominant from twenty factors that has been tested which are Cleanless Appealing Aroma Adequate Lighting Comfortable Furniture View to Outside Brand and Product of Origin Service Staff Behavior Wi-fi Connection Promotion Trust And Respect Lifestyle Opportunity to Linger Menu Variety Taste and Ingredients Appealing Music The highest value of extraction is which are Price (0.832), Appealing Decor (0.829), and Appearance and Presentation (0,787).

Price is the most dominant factors that trigger consumers hedonic motivation in choosing local or franchised coffee shops. Price is the money value from available products or services those can be bought by common people, especially for coffee shop consumers consider about price of the coffee shops include the snack and the taste of the coffee, for example there are some coffee shops in manado have good quality coffee like franchised and also the price is cheap

Appealing décor as the second dominant factor also effect consumers hedonic motivation. Appealing decor is all the attributes, layout and design that offer by the coffee shop to attract consumers. Exterior environment is important because it is the first contact that customers have with restaurant, and also the last contact when they are leaving, but the more frequent driver was interior design both in favorable and unfavorable experiences. When the consumers feel comfort and feel enjoy with the décor that coffee shops presentation it will trigger the consumers personal emotional experience, so that the consumer feels will receive the benefits while stay in coffee shops

Appearance and presentation is also important factors that trigger consumers hedonic motivation are all models of coffee and snacks those can be provided by any coffee shop. It is an outside look that created by the chef to attract consumer as the first impression. the appearance of coffee itself may trigger the consumers personal experience, for example like good looking appearance coffee may trigger consumers mood and feels enjoy while they taste it or looking at it, and also the consumers may take the picture of the appearance of the coffee and post it on social media.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

There are three most dominant factors out of twenty factors (Cleanless Appealing Aroma Adequate Lighting Comfortable Furniture View to Outside Brand and Product of Origin Service Staff Behavior Wi-fi Connection Promotion Trust And Respect Lifestyle Opportunity to Linger Menu Variety Taste and Ingredients Appealing Music) and three highest factors that have big impact on consumers hedonic motivation in choosing local coffee shops and franchised coffee shops in Manado, which are Price, Appealing Decor, and Appearance and Presentation, Based on communality test, the highest value is Price, followed by Appealing decor, and Appearance and Presentation.

## Recommendation

Based on the result, factors that Trigger Consumers Hedonic Motivation in Choosing local coffee shops and franchised Coffee shops in Manado City, there are:

Price. Local coffee shops and Franchised should consider about the price that serve for consumers, There are many local coffee shops in manado serve coffee with good quality like blackcup coffee shops, workshop, contour coffee shops and the price of coffee is cheep with good quality, because from the data above, many consumers came from students like senior high school or college students.

Appealing Décor. Consumers also consider about the presentation of coffee shops itself the attributes, layout and design make consumers feel comfort enjoy and the most important thing is make other costumers attractive, attractive design and decoration, may trigger consumers personal experience which is feel enjoy and happy and give consumers a different environment to enjoy their coffee time

Appearance and Presentation. The presentation of the appearance of the menus served by coffee shops as the first impression that involve consumers interest to buy, taste is important but appearance is the first sign for consumers to value the quality of menu offered.

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