

## **INFLUENCE OF PERCEIVED VALUE AND ATTITUDE TOWARD CONSUMER PURCHASE INTENTION TO BILLY COFFE HOUSE CUSTOMER AT MEGA SMART AREA MANADO**

*PENGARUH PERSEPSI NILAI DAN SIKAP TERHADAP NIAT BELI KONSUMEN  
BAGI PELANGGAN RUMAH KOPI BILLY DI KAWASAN MEGA SMART MANADO*

**Jessica Patrisia Ondang**

*International Business Administration (IBA) Program, Management Department,  
Economics and Business Faculty, University of Sam Ratulangi Manado,*

*Manado, 95115, Indonesia*

*Email : jessicaondang@yahoo.com*

### **ABSTRACT**

*Drinks industry in Indonesia is growing rapidly. Cafés/bars or coffee house industries continued to expand by opening more new outlets towards the end of the review period. Purpose of this study are to determine the influence of Perceived Value And Attitudes Toward Consumer Purchase Intention to Billy Coffe House customer at Mega Smart area Manado. This research has conducted on June 2015. The results shows perceived value and attitude has a positive and significant influence on purchase intention on Billy Coffee House at Mega Smart Area in Manado City. Attitude has the first dominant variable that impact to purchase intention. Perceived value has the second dominant variable that impact to purchase intention. Suggestions, Billy Coffee House must improve the marketing strategy faced coffee house competition in Manado City. Billy Coffee House in Mega Smart Manado must focus on internal customer to increase purchase intention in Billy Coffee House business.*

*Keywords: perceived value, attitude, purchase intention*

### **ABSTRAK**

*Minuman industri di Indonesia berkembang pesat. Kafe / bar atau industri rumah kopi terus berkembang dengan membuka lebih gerai baru menjelang tinjauan akhir periode. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Persepsi Nilai dan Sikap Terhadap Niat Beli Konsumen bagi Pelanggan Rumah Kopi Billy di Kawasan Mega Smart Manado. Penelitian ini telah dilaksanakan pada Juni 2015. Hasilnya model penelitian yang terdiri dari: nilai yang dirasakan, dan sikap memiliki pengaruh positif dan signifikan terhadap niat beli; nilai yang dirasakan memiliki dampak yang signifikan dan positif terhadap niat beli pada Rumah Kopi Billy di Kawasan Mega Smart Manado. Nilai yang dirasakan memiliki variabel dominan kedua yang berdampak untuk niat membeli; Sikap memiliki dampak yang signifikan dan positif terhadap niat beli pada Rumah Kopi Billy di Kawasan Mega Smart Manado. Sikap memiliki variabel dominan pertama yang berdampak untuk niat membeli. Saran adalah: Rumah Kopi Billy harus meningkatkan kompetisi rumah kopi strategi pemasaran yang dihadapi di Kota Manado. Rumah Kopi Billy di Kawasan Mega Smart Manado harus fokus pada pelanggan internal terutama dalam nilai yang dirasakan pelanggan dan sikap pelanggan untuk meningkatkan niat beli dalam bisnis Rumah Kopi Billy.*

*Kata kunci: persepsi nilai, sikap, niat pembelian*

## 1. INTRODUCTION

The growth of food and beverage business still listed as a high growth in various parts of the world and will always flourish. Many outlets offer food products and drinks in various forms (Nonto, 2006 in Mandasari and Adhitama, 2011). Industry drinks in Indonesia is growing rapidly in for some time, as quoted from Media Indonesia ([mediaindonesia.com](http://mediaindonesia.com), 2013). Association of Food and Beverage Indonesia (GAPMMI) explain the food industry growth target and drinks at the push of several factors: (1) Indonesia's macro economic growth continues improved even got a decent investment rating some time ago. (2) to the third quarter of 2011 the growth of the food and beverage industry has been reached 7.29% higher than the growth of non-oil industry in the amount 6.49%. With a large number of population Indonesia supported macroeconomic nice, then the purchasing power is also projected increased. In 2011, sales of all products food and beverages, both primary and processed reach Rp 650 trillion. And is projected to be increased to Rp.710 trillion (Larasati *et al.*, 2013).

Business in coffee house or cafes/bar growth because need, want and demand form urban consumers. Urban consumers are expected to be increasingly attracted by spending time in cafés/bars to socialize with family and friends or for business meetings or studying. This trend will support robust sales growth in the forecast period. This trend is expected to be particularly strong in Indonesia's major cities, not only in Java Island but also beyond, while also spreading to a wider group of consumers. More local operators are expected to enter cafés/bars in the forecast period, with these players offering more affordable prices. Consequently, a wider range of consumers is expected to visit cafés/bars for both relaxing and working (Euromonitor, 2014).

Billy coffee house is one of a growing coffee house in the city of Manado. This development occurred because the house in Manado changing lifestyle where increasingly affluent society that is characterized by the rapid growth of the middle class. This causes the emerging demand for eating out. Where because of the rush, the desire for instant things and new ways of spending leisure time and gather causes people to find new places that could channel this need. Taking by consideration the description above, this study has come up with the title "Influence Of Perceived Value And Attitudes Toward Consumer Purchase Intention to Billy Coffee House Customer at Mega Smart Area Manado".

## Theoretical Framework

### Marketing

The Chartered Institute of Marketing (CIM, 2009) offers the following definition for marketing: Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. The Chartered Institute of Marketing (CIM, 2009) offers the following definition for marketing: Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

### Perceived Value

Perceived value has its root in equity theory, which considers the ratio of the consumer's outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988 in Yang and Peterson, 2004). The equity concept refers to customer evaluation of what is fair, right, or deserved for the perceived cost of the offering (Bolton & Lemon, 1999). Perceived costs include monetary payments and nonmonetary sacrifices such as time consumption, energy consumption, and stress experienced by consumers. In turn, customer-perceived value results from an evaluation of the relative rewards and sacrifices associated with the offering. Customers are

inclined to feel equitably treated if they perceive that the ratio of their outcome to inputs is comparable to the ratio of outcome to inputs experienced by the company (Oliver & DeSarbo, 1988, Yang and Peterson, 2004). And customers often measure a company's ratio of outcome to inputs by making comparisons with its competitors' offerings.

### **Consumer Behavior**

According to Kotler and Keller (2011) customers is value maximize. They form an expectation of value and act on it. Buyers will buy from the firm that they perceive to offer the highest customer delivered value, defined as the difference between total customer benefits and total customer cost. Consumer behavior has changed dramatically in the past decade. Consumers can order online many customized products ranging from sneakers to computers. The term consumer behavior is defined 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 (Schiffman and Kanuk 2009).

### **Attitude**

Attitudes have long been considered a central concept of social psychology. In fact, early writers have defined social psychology as the scientific study of attitudes (e.g., Thomas and Znaniecki, 1918 in Tesser and Schwarz, 2001) and in 1954 Gordon Allport (Tesser and Schwarz, 2001) noted, "This concept is probably the most distinctive and indispensable concept in contemporary American social psychology". Attitude according to Robinson in Chell (2008) suggest that attitude holds greater promise as predictor behavior. Attitudes can be defined as predispositions to behave in certain ways in response to given stimulus (Burnett, 2010).

### **Intention**

The concept of intention is important in many disciplines, including philosophy, psychology, artificial intelligence, cognitive neuroscience, and law. For example, criminal law treats cases where one person intends to kill another very differently from cases where death results unintentionally from negligence. Intention has been an important topic of philosophical discussion since the 1950s (Anscombe, 1957; Bratman, 1987; Ford, Hornsby, and Stoutland, 2011; Mele, 2009; Setiya, 2010, in Schroder *et al.*, 2014). Debates have concerned questions such as the following. What are intentions? What is the relation between intentions and other mental entities such as beliefs, desires, plans, and commitments? Are intentions causes of actions or just reasons for actions? What is the relation among intentions about future actions and intentions that are part of actions in progress? What is the difference between intentional and unintentional actions? Why do people sometimes fail to act on their intentions through weakness of will (akrasia)? The nature of intention and its relation to action are central to discussions of whether people have free will and whether they should be held responsible for their actions.

### **Consumer Purchase Intention**

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001).

### **Hypotheses Testing**

There are three hypotheses testing in this research that can be tested, regarding of the problems and objectives, which are:

- H<sub>1</sub> = There are significant influences of perceived value and attitude on purchase intention simultaneously.
- H<sub>2</sub> = There is partial and significant impact of perceived value on purchase intention.
- H<sub>3</sub> = There is partial and significant impact of attitude on purchase intention

## 2. RESEARCH METHOD

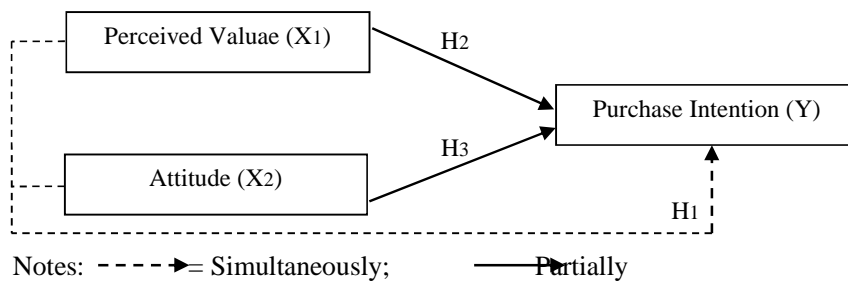
### Type of Research

This research type is causal uses quantitative type of research. Quantitative research or quantitative method based on Sugiyono (2013) defined as research method based on positivism paradigm that used to investigate specific population or samples.

### Place and Time of Research

This study is conducted in the Billy Coffee House at Mega Smart Area Manado. This research will be held at June 2015.

### Conceptual Framework



**Figure 1. Conceptual Framework**  
Source : Literature review, 2015

Figure 1 shows the conceptual framework model that forming this research. From figure 1 will be investigated the influence of the value perceptions and attitudes of consumers either simultaneously or partially on buying intention.

### Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009). The population in this research is customer in Billy Coffee House at Mega Smart Area Manado. Sample is a subset of a population that comprises some members selected from it (Sekaran and Bougie, 2009). The sampling method that is use is purposive sampling. The samples in this research are Billy Coffee House customer at Mega Smart Manado with samples are 50 respondents.

### Data Collection Method

1. Primary Data  
Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study.
2. Secondary Data

Secondary data refer to the data gathered for some other purpose than the immediate study.

### Operational Definition and Measurement of Research Variables

This research consists of 2 independent variables and 1 dependent variables, the explanation of operational definition of research variables which are:

1. Perceived value (X1) which is the consumer's overall assessment of the utility of a product based on what is received and what is given.
2. Attitude (X2) which is a mental and neural state of readiness, organized through experience, exerting a directive and dynamic influence upon the individual's response to all objects and situations with which it is related .
3. Purchase intention (Y) which is a effective tool use in predicting purchasing process .

### Data Analysis Method

Validity and Reliability Test: Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension.

### Regression Analysis Model

Regression analysis is a statistical process for estimating the relationships among variables. Regression analysis estimates the conditional expectation of the dependent variable given the independent variables – that is, the average value of the dependent variable when the independent variables are fixed. Multiple regression analysis using computer programming with the latest programs which is IBM SPSS 22 version. Hypothetical testing model with multiple regression analysis which are:

$$Y = b_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

$b_0$ = Constanta;	$\beta_1$ = $X_1$ regression coefficient;
$\beta_2$ = $X_2$ regression coefficient;	$\epsilon$ = Standard of error;
$Y$ = Purchase intention;	$X_1$ = Perceived value;
$X_2$ = Attitude	

## 3. RESULT AND DISCUSSION

### Impact of Perceived Value and Attitude to Purchase Intention

Based on the results of statistical tests found that simultaneous perceived value, and attitude influenced purchase intention in Billy Coffee House customer at Mega Smart Area Manado. The results of this study indicate that this model is suitable or fit for the selected F test and test results showed that perceived value, and attitude influence on consumer purchase intention simultaneously and significant on Billy Coffee House Customer in Manado. Purchase intention model in coefficient of determination results found that 70.2 per cent of consumer purchase intention in Billy Coffee House Mega Smart Manado influenced by perceived value and attitude variables. And the 29.8 per cent influenced by other variables that not examined in this study or not using in this study or model.

### **Impact of Perceived Value to Purchase Intention**

Based on the test that the t test statistics can be explained that the effect of perceived value on Billy Coffee House customer at Mega Smart Manado to purchase intention has positive and significant effect. Also based on this test that perceived value become second dominant variable influenced to purchase intention compare to other variable. Results of this study together and support previous research from research of Mahesh (2013) and Chi *et al.*, (2014) in all studies found that perceived value variables affect the purchase intention. In this study also found to perceived value influenced to purchase intention. These results prove or reinforce previous research that similar variable with this research that is impact of perceived value to purchase intention. Perceived value in this research used 5 indicators there are efficiency, excellence, status, esteem, aesthetics has significant impact to purchase intention in Billy Coffee House customer in Mega Smart Area Manado. Perceived value which consumer's overall assessment of the utility of a product based on what is received and what is given means that consumer overall assessment of products and service in Billy Coffee House Mega Smart Manado have positive impact to customer purchase intention.

### **Impact of Attitude to Purchase Intention**

Based on the test that the t test statistics can be explained that the effect of attitude on Billy Coffee House customer at Mega Smart Manado to purchase intention has positive and significant effect. Also based on this test that perceived value become the first dominant variable influenced to purchase intention compare to other variable. Results of this study together and support previous research from research of Mahesh (2013), Budiman (2012) and Jafar *et al.*, (2014) in all studies found that attitude variables affect the purchase intention. In this study also found to attitude influenced to purchase intention. These results prove or reinforce previous research that similar variable with this research that is impact of attitude to purchase intention. Attitude in this research used 5 indicators there are thought, belief, emotion, feeling, action has significant impact to purchase intention in Billy Coffee House customer in Mega Smart Area Manado.

## **4. CONCLUSIONS**

Conclusions of this research are:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: perceived value and attitude has a positive and significant influence on purchase intention. This model applies to Billy Coffee House at Mega Smart Area in Manado City.
2. Based on the results of hypothesis testing found that perceived value has significant and positive impact on purchase intention on Billy Coffee House at Mega Smart Area in Manado City. Perceived value has the second dominant variable that impact to purchase intention
3. Based on the results of hypothesis testing found that attitude has significant and positive impact on purchase intention on Billy Coffee House at Mega Smart Area in Manado City. Attitude has the first dominant variable that impact to purchase intention.

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