

# The Effect of Motivation and Marketing Mix on the Visit Decision and Consumers Loyalty at the Coffee Shop

Miftahul Jannah<sup>1</sup>, Ujang Sumarwan<sup>2</sup>, Nur Hasannah<sup>3</sup>

<sup>1</sup>School of Business, IPB University, Jl Padjadjaran, Bogor, Indonesia 16151

<sup>2,3</sup>Department of Family and Consumer Science, Faculty of Human Ecology, IPB University, Jl Agatis, IPB Dramaga, Bogor, Indonesia 16680

Corresponding Author: Miftahul Jannah

DOI: <https://doi.org/10.52403/ijrr.20230367>

## ABSTRACT

Pekanbaru is one of the cities in Indonesia where the number of new coffee shops increase year by year. Unfortunately, beside those new coffee shops, there are also many old coffee shops cannot maintain their business and finally closed. Thus, this research aimed to analyze the effect of consumers motivation and marketing mix (7P) on visit decisions and consumers loyalty at coffee shops in Pekanbaru. This research used a quantitative method with 207 respondents. The data processing and analysis techniques consist of validity and reliability tests, descriptive analysis (consumers characteristics and visit decisions), and linear regression analysis (classical assumption test, linear regression equation, partial test, simultaneous test, and coefficient of determination test). This research showed that consumers motivation, product, promotion, people, physical evidence, and process partially have a positive and significant effect on visit decisions. The consumers motivation, product, price, promotion, place, people, physical evidence, and process simultaneously have a positive and significant effect on visit decisions. The consumers motivation, product, physical evidence, and process partially have a positive and significant effect on consumers loyalty. The consumers motivation, product, price, promotion, place, people, physical evidence, and process simultaneously have a significant effect on consumers loyalty. The decision to visit has a positive and significant effect on consumers loyalty.

**Keywords:** coffee shop, consumers loyalty, consumers motivation, marketing mix, visit decision

## INTRODUCTION

According to data from the International Coffee Organization (2020), Indonesia ranked second in the world's largest coffee consumption after Brazil. This increase in coffee consumption is followed by an increase in the number of coffee shops, including those in big and small cities. The number of coffee shops in Indonesia had increased almost three times from 2016 to 2019, from 1000 to 2950 coffee shops (Toffin, 2019). Riau is one of Indonesia's provinces with high coffee consumption, as evidenced by Riau being the province with the highest national coffee productivity in 2020 (BPS, 2021). Pekanbaru as the capital city of Riau Province also experienced an increase in the amount of coffee consumption, which was followed by an increase in the number of coffee shops from September 2015-September 2020. However, many coffee shops did not stay open for long, especially local coffee shops. In 2015-2021, there were 129 registered coffee shops, of which 52 local coffee shops have closed, and the others are still operating (Department of Tourism and Culture of Pekanbaru City, 2022).

Franchise coffee also competes by opening many outlets in Pekanbaru City. This makes for high competition between coffee shops, both local and franchise. A coffee shop franchise is a coffee outlet business with a business system that uses the same brand name in various locations with an agreement between the franchisor and the franchisee to operate the same business (Putri and Trimo, 2020). Meanwhile, a local coffee shop is a coffee outlet business opened and operated by local residents and usually only has one outlet.

Many local coffee shops have closed in Pekanbaru City because of the lack of visits and purchase decisions by consumers. One of the reasons this happens is that coffee shops do not understand consumer's behavior when visiting. Consumer purchasing decisions in coffee shops can be seen from the motives of wants and needs for coffee drinks (Pangestu and Suryoko, 2016). The reasons why consumers visit and purchase will vary for each consumer according to their needs. Every consumer has different utilitarian needs because their personal goals and motivations differ (Asrini and Musnaini, 2019).

Many aspects differentiate local coffee shops from franchise coffee shops, including the concept offered, the interior design used, the variety of drinks and food menus provided, the prices offered, the promotions carried out, the selection of strategic locations, adequate facilities, and the target market segmentation. Coffee shops that do not understand the demands of their target consumers will eventually lose their market shares. Moreover, in the midst of rampant competition between franchise coffee shops, consumers can choose various alternative coffee shops that suit their needs and wants.

Therefore, research on consumer motivation in visiting coffee shops in Pekanbaru City is important for coffee shop owners, especially local coffee shops, to know the motivation or purpose of consumer visits. Knowing the service marketing mix in coffee shops, including product, price, promotion, place,

people, physical evidence, and process, is also important so that owners can determine the correct strategy for increasing consumer visit decisions and consumer loyalty in their coffee shop.

## LITERATURE REVIEW

Human needs are explained by Abraham Maslow's hierarchy of needs theory, where an individual has motivation in fulfilling their needs from low levels to higher levels. According to Sumarwan (2015), the purpose of fulfilling needs can be divided into generic goals and specific product goals. Generic goals are general goals in fulfilling needs. Meanwhile, specific goals are based on the product or service with the brand chosen by consumers in fulfilling their needs. Knowing the reasons or motivations of consumers in visiting a coffee shop must be considered so that the proper marketing mix can be determined to fulfill consumer needs. Some studies related to consumer motivation show a significant positive effect on consumer visit decisions (Fitriah *et al.*, 2022; Sukmawati, 2018; Malik *et al.*, 2016). Previous studies by Putri *et al.*, (2021) show that the main motivation for consumers to buy coffee drinks at coffee shops is because of the comfortable atmosphere of the place, to relief of boredom, and the special taste of coffee.

Coffee shops must know and understand the right service marketing mix strategy. The marketing mix involving services consists of 7Ps, including product, price, place, promotion, people, physical evidence, and process (Kotler *et al.*, 2019). Each of the seven marketing mixes is interconnected and dependent on one another and has an optimal mix according to the characteristics of its segment (Hurriyati, 2019). Several previous studies have shown that the marketing mix has an influence on visit decisions (Yusuf, 2020; Santoso *et al.*, 2019). Product, price, promotion, place, people, process, and physical evidence have a significant effect on consumer decisions in purchasing simultaneously (Ramadhanti, 2017; Layungsari and Yuniati, 2015). Other

studies show that product, price, location, and promotion variables have a significant positive effect on consumer decisions (Patimah and Nurfauzan, 2022; Firmansyah *et al.*, 2021; Anindityo *et al.*, 2017). The study of the effect of the marketing mix on purchasing decisions at coffee shops in Bogor shows that the marketing mix has no direct effect on the purchasing decision process, or it can be stated that the marketing mix variable is a mediating variable in consumer decisions (Rahmah *et al.*, 2018).

The study of the effect of marketing mix on consumer loyalty in instant cement shows that product, price, and process have a significant effect on consumer loyalty, while place, promotion, people, and physical evidence have no significant effect on

consumer loyalty (Simanjuntak *et al.*, 2020). The study of the effect of the marketing mix on consumer loyalty shows that product, price, and location affect consumer loyalty, while promotion does not (Aldion *et al.*, 2020). The study of repeat visit decisions is significantly influenced by consumer loyalty (Primasari *et al.*, 2021).

With this background, this study aims to analyze three modelings, including the effect of consumer motivation and marketing mix on visit decisions, the effect of consumer motivation and marketing mix on consumer loyalty, and the effect of visit decisions on consumer loyalty at local coffee shops and franchise coffee shops in Pekanbaru City. The framework for this research can be seen in Figure 1.

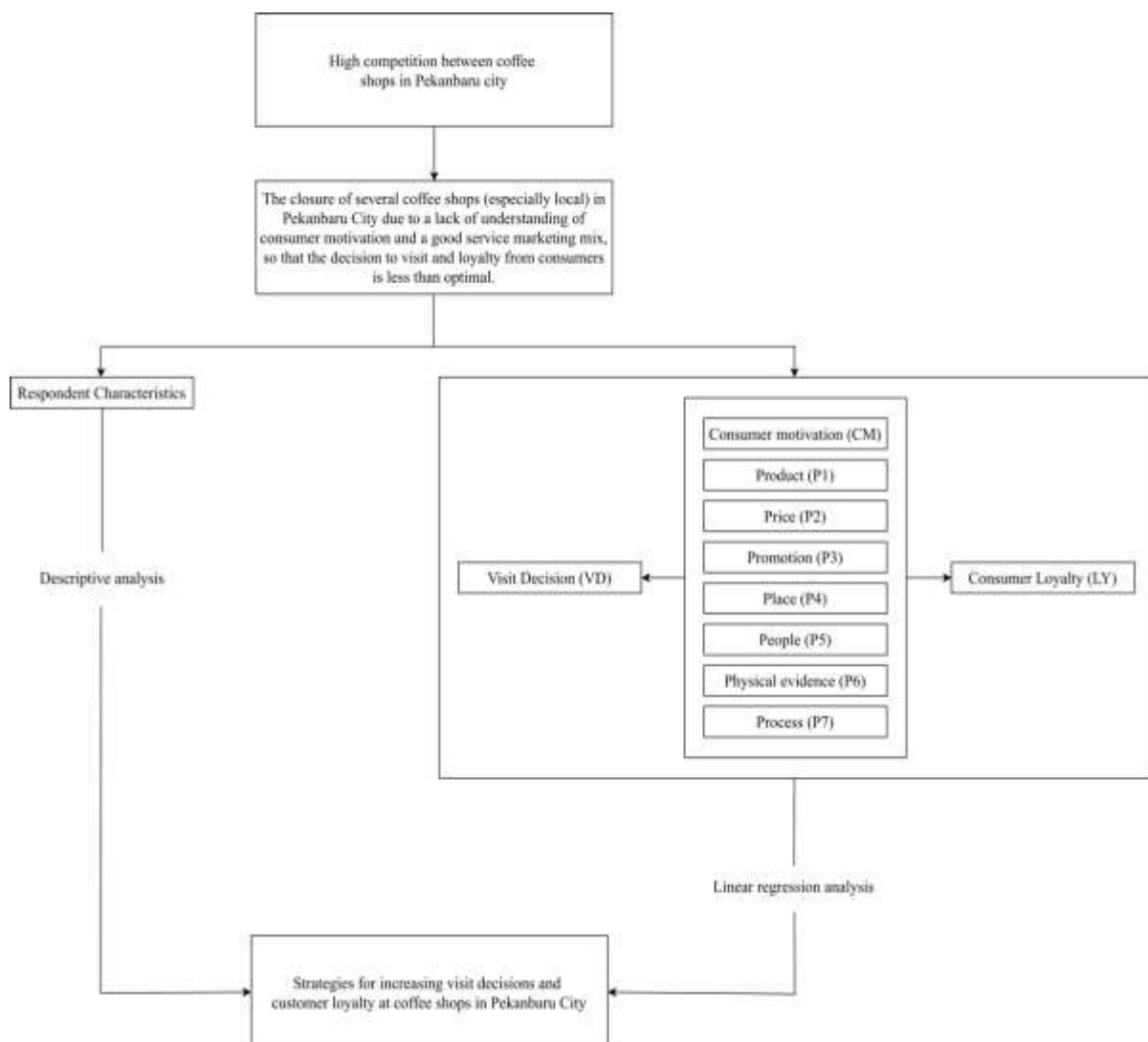


Figure 1. Research Thinking Framework

The consumer motivation indicators (CM) used are generic and specific goals (Sumarwan, 2015). The product indicators (P1) used are product variants and product quality (Kotler and Armstrong, 2018). The price indicators (P2) used are price perception, price match with quality, price competitiveness, and price match with benefits (Kotler and Armstrong, 2018). The promotion indicators (P3) used are advertising, direct promotion, oral communication, and personal selling (Kotler and Keller, 2012). The place indicators (P4) used are access and visibility, traffic, parking lots, expansion, and competition (Hurriyati, 2019). The people indicators (P5) used are good service, fast service, and employee appearance (Hurriyati, 2019). The physical evidence indicators (P6) used are important evidence and supporting evidence (Lupiyoadi, 2008). The process indicators (P7) used are ordering procedures, service procedures, and employee work accuracy (Kotler *et al.*, 2019). The visit decision indicators (VD) used are the visit and purchase process, visit and consumption, and post-visit (satisfaction or dissatisfaction) (Sumarwan, 2015). The last indicator of consumer loyalty (CL) used is regular purchases, brand stickiness, and recommendations (Kotler and Keller, 2009).

#### **Hypotheses proposed in this study include:**

- H1 : Consumer motivation has a positive and significant effect on visiting decisions
- H2 : Products have a positive and significant effect on visiting decisions
- H3 : Price has a positive and significant effect on visiting decisions
- H4 : Promotion has a positive and significant effect on visiting decisions
- H5 : Place has a positive and significant effect on visiting decisions
- H6 : People have a positive and significant effect on visiting decisions
- H7 : Physical evidence has a positive effect on visiting decisions
- H8 : Process has a positive effect on visiting decisions

H9 : Consumer motivation, product, price, promotion, place, people, physical evidence, and process have a significant effect on visiting decisions.

H10: Consumer motivation has a positive and significant effect on consumer loyalty

H11: Product has a positive and significant effect on customer loyalty

H12: Price has a positive and significant effect on consumer loyalty

H13: Promotion has a positive and significant effect on customer loyalty

H14: Place has a positive and significant effect on consumer loyalty

H15: People have a positive and significant effect on consumer loyalty

H16: Physical evidence has a positive and significant effect on customer loyalty

H17: Process has a positive and significant effect on customer loyalty

H18: Consumer motivation, product, price, promotion, place, people, physical evidence, and process have a significant effect on consumer loyalty

H19: Visit decisions have a positive and significant effect on customer loyalty

#### **MATERIALS & METHODS**

The data used in this study consisted of primary data (results of filling out questionnaires respondents) and secondary data (journals, books, statistical data, and the internet). The sample of this study was taken from four coffee shops consisting of two local coffee shops, Pillar Coffee and Lakosa Coffee, and two franchise coffee shops, Janji Jiwa and Coffee Toffee. The basis for choosing the coffee shop as a sampling place includes being in a crowded area and a large selection of coffee shops so that it could be seen how consumer loyalty was even though there were many alternatives available, established for more than one year because consumers who came were no longer just trying but have made visits and purchases more than once. Moreover, easy access to information and the availability of coffee shops is used as sampling place.

The sampling technique used was non-probability sampling with purposive sampling, which provides unequal opportunities for each coffee shop consumer to be selected as a research sample, where the sample was selected based on specific criteria, which were consumers who had visited at least twice and made purchases at local coffee shops or franchise coffee shops in Pekanbaru City. That way, consumers already had previous experience at the coffee shop. According to Hair *et al.*, (2014), a good sample size ranges from 100-200 respondents. Thus, the number of respondents used was 207 people, which consisted of 104 people at local coffee shops and 103 people at franchise coffee shops.

This study used two types of measurement scales which were the ordinal scale and the nominal scale. The ordinal scale used was a Likert scale of 1 to 5, consisting of strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The nominal scale used was to provide categories or numbers as a differentiator without indicating which level was better and which was worse.

The data processing and analysis technique began with the questionnaire's validity and reliability test. The validity test was a test of valid or not the items of the questionnaire questions so that it could reveal something that was measured in the questionnaire. The validity test was carried out by calculating the correlation coefficient ( $r_{\text{count}}$ ) and correlating the question score with the total score (the sum of all questions on one variable) using the Pearson correlation formula (product-moment). Then, the results of  $r_{\text{count}}$  were compared with  $r$  in the R table with a significance level of 0.05. If  $r_{\text{count}} > r_{\text{table}}$ , then the indicator question is declared valid. Meanwhile, the reliability test was used to measure the consistency of the question items as a measuring tool in the questionnaire. Reliability testing only used items that were valid using the Cronbach alpha formula.

The following data processing and analysis was a descriptive analysis of respondent characteristics and visit decisions. A descriptive analysis of consumer characteristics was carried out to describe consumers based on gender, age, income, latest education, and occupation. While descriptive analysis of consumer visit decisions was carried out to see how the description of the frequency of visits, last visit, day of the visit, time of visit, duration of the last visit, cost of the last visit, products purchased during the last visit, type of beverage purchased during the last visit, and type of food purchased during the last visit.

Further data processing and analysis was linear regression analysis consisting of classical assumption tests (normality, multicollinearity, and heteroscedasticity), hypothesis tests (linear regression model equations,  $t$  or partial tests,  $f$  or simultaneous tests, and determination coefficient tests), and independent sample T-test test. The independent sample T-test was used to see differences in consumer motivation variables (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), process (P7), and visit decisions (VD) between local coffee shops and franchise coffee shops in Pekanbaru City. The software used to conduct linear regression tests was SPSS 26.

## RESULT

### Validity and Reliability

The validity test on all variables in this study was carried out on 112 questions. Based on the validity test results, there were 75 valid questions and 37 invalid questions. The reliability testing results on all variables in this study showed high or good reliability results. Therefore, 75 valid and reliable questions could be used in this study and continued with further analysis and testing.

### Respondent Characteristics

The characteristics of coffee shop respondents in Pekanbaru City in general based on gender were dominated by female

(55.56%) and male (44.44%) consumers. Male and female consumers visited local coffee shops in similar numbers. Meanwhile, the franchise coffee shops were dominated by female consumer visits of 63.1%. That was supported by research by Selvi and Ningrum (2020) in one of the franchise coffee shops whose visits were dominated by female consumers. Based on the age of consumers who visited local coffee shops (68.23%) and franchises (66.02%), it was dominated by consumers aged 20-30. Based on consumer income, local coffee shops were visited by consumers with an income of <Rp 1,000,000 - Rp 3,000,000 by 69.23%, while franchise coffee shops were dominated by consumers with an income of > Rp 3,000,000 by 45.63%. Based on the latest education, local coffee shops are visited by consumers with the latest education from junior high school to high school and Bachelor's degree with the same percentage (50%). Consumers with the latest Bachelor's degree dominated franchise coffee shops at 59.22%. Based on occupation, the most dominant consumers who visited local and franchise coffee shops in Pekanbaru City were students (38.65%).

### Visit Decision

Based on the frequency of visits, 55.77% of local coffee shop consumers visited 2-3 times a week, 40.78% of franchise coffee shop consumers visited 2-3 times a week, and 45.63% visited once a week. Based on the last visit, 38.46% of local coffee shop consumers visited 1-3 days before and 39.42% of consumers visited 4-7 days before, and 46.60% of franchise coffee shop consumers visited 1-3 days before. Based on the day of the last visit, 52.88% of local coffee shop consumers visited during the weekend (Saturday-Sunday), while 53.39% of coffee shop franchise consumers visited during the weekdays (Monday-Friday). Based on the time of the last visit, 66.35% of local coffee shop consumers visited at night, while 57.28% of franchise coffee shop consumers visited during the day.

Based on the duration of the last visit, 64.42% of local coffee shop consumers made their last visit for 1-3 hours, while 72.81% of franchise coffee shop consumers made their last visit for 1-3 hours. Based on the cost of the last visit, 59.42% of local and franchise coffee shop consumers paid the cost of the last visit around IDR 50,000 - IDR 100,000. Based on the products purchased during the last visit, 65.70% of local and franchise coffee shop consumers purchased beverages and food products during the visit. Based on the type of beverage purchased during the last visit, 53.14% of local coffee shop consumers and franchises purchased coffee drinks. Based on the type of food purchased during the last visit, consumers of local coffee shops and franchises in Pekanbaru City buy main (20.77%) and complementary (24.15%) food either at the same time (21.74%) or separately.

### Classical Assumption Test

This study's first and second models used multiple linear regression analyses consisting of a normality test, multicollinearity test, and heteroscedasticity test. While the third model in the study used simple linear analysis consisting of a normality test and heteroscedasticity test. The normality test based on the Kolmogorov-Smirnov test for all models showed a significance value of  $0.200 > 0.05$ , so the data in this study were normally distributed. The multicollinearity test in the first and second models showed that each variable had a tolerance value  $> 0.100$  and a VIF value  $< 10.00$ . The heteroscedasticity test based on the Glejser test in all models showed that each variable had a significance value  $> 0.05$ , so there was no heteroscedasticity issue.

### Hypothesis Test

**Model 1 (consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), and process (P7) to visit decision (VD))**

The first model linear regression equation is as follows:

VD =	$13.180 + 0.266CM + 0.167P1 + 0.224P2 + 0.188P3 + 0.227P4 + 0.456P5 + 0.208P6 + 0.255P7 + e$
------	--

**Table 1. Partial t-test results on regression model 1**

Model 1	Sig	Result
Consumer motivation (CM)	0.003	Significant
Product (P1)	0.045	Significant
Price (P2)	0.069	Not significant
Promotion (P3)	0.047	Significant
Place (P4)	0.057	Not significant
People (P5)	0.001	Significant
Physical evidence (P6)	0.048	Significant
Process (P7)	0.041	Significant
Independent variable: visit decision (VD)		

Partial influence testing shows different results on each variable. Variables that show a significance value < 0.05 or have a significant influence in order based on the standardized coefficient value include consumer motivation variables (0.183), people (0.183), physical evidence (0.150), products (0.149), processes (0.137), and promotions (0.114). First, the consumer motivation variable (CM) shows a positive relationship and significant influence, meaning that an increase in consumer motivation (CM) represented by general needs goals and specific goals will lead to an increase in visit decisions (VD). So hypothesis H1 was proven and accepted in this study. Consumer motivation to visit a coffee shop is due to good taste quality and strategic location (Yurindera, 2020). Second, the people variable (P5) shows a positive relationship and a significant influence. That means every increase in people (P5) represented by good service, fast service, and employee appearance will also cause an increase in visit decisions (VD). So hypothesis H6 was proven and accepted in this study. Coffee shop employees in Pekanbaru City who can provide good and fast service will get a positive response from consumers. Research by Ratnaningtyas *et al.*, (2022) supports the results of this study that the process variable has a positive relationship and has a significant effect on visiting decisions. Third, the physical evidence variable (P6) shows a positive relationship and significant effect. That means any increase in physical evidence (P6) represented by important evidence and supporting evidence will

increase visit decisions (VD). So hypothesis H7 was proven and accepted in this study. Important evidence such as spacious indoor and outdoor spaces, a comfortable atmosphere, and a distinctive and attractive interior can be determining factors for consumers to visit coffee shops in Pekanbaru City. In addition, supporting evidence such as adequate tables and chairs and sufficient power outlets at each table are also important considerations for consumers. The results of previous research conducted by Djesika *et al.*, (2019) also align with the results of this study that physical evidence has a significant effect on visiting decisions. Fourth, the product variable (P1) shows a positive relationship and a significant influence and positive relationship. This means that any increase in products (P1) represented by product variants and product quality will also cause an increase in visit decisions (VD). So hypothesis H2 was proven and accepted in this study. Coffee shops not only prioritize the variant and quality of the taste of coffee drinks as the main product but also must provide non-coffee drinks and food with various variants and equally good quality. The results of Octaviany's research (2016) also support the results of this study that product variable has a positive relationship and significant effect on visiting decisions. Fifth, the process variable (P7) shows a positive relationship and a significant effect. That means any increase in the process (P7) represented by ordering procedures, payment procedures, and employee speed will also cause an increase in visit decisions

(VD). So hypothesis H8 was proven and accepted in this study. Coffee shops in Pekanbaru City must provide ordering procedures that are easily accessible and understandable, employees must be able to explain the beverage and food products offered, coffee shops accept various payment methods in cash and non-cash, and employees must be responsive in serving complaints from consumers. Istikhomah and Nugraha (2019) stated that fast service, easy transactions, and employees' responsiveness to complaints would make consumers feel satisfied.

Sixth, the promotion variable (P3) shows a positive relationship and a significant effect. That means any increase in promotion (P3) represented by advertising, sales promotion, direct marketing, oral communication, and personal selling will also cause an increase in visit decisions (VD). So hypothesis H4 was proven and accepted in this study. Promotion through social media can influence consumer attractiveness to make visits and purchases at coffee shops in Pekanbaru City. Discounts can encourage consumers to make unplanned visits and purchases and increase the number of purchases. Baskara's research (2015) showed that discounts could lead to unplanned purchases.

Variables that show a significance value  $>0.05$  or have an insignificant effect based on the standardized coefficient value are price (0.088) and place (0.108). First, the price variable (P2) shows a positive relationship but an insignificant effect. That means any price increase (P2), represented by price perception, price match with quality, price competitiveness, and price match with benefits, will cause an increase in visit decisions (VD), but the effect is not significant. So hypothesis H3 was not proven and not accepted in this study. Local coffee shops in this study offer beverage products in a price range of Rp 20,000 - Rp 30,000 and food products in a price range of IDR 16,000 - IDR 35,000. Meanwhile, franchise coffee shops offer beverage products in a price range of IDR 15,000 -

IDR 35,000 and food products in a price range of IDR 18,000 – IDR 45,000. With this price range, consumers perceive that coffee shops in Pekanbaru City, both local and franchise, offer prices that are not different, so these coffee shops do not compete through price to get consumer visits.

Second, the place variable (P4) shows a positive relationship but an insignificant effect. That means any increase in place (P4) represented by access, traffic, parking lots, expansion, and other similar competitors will cause an increase in visit decisions (VD), but the effect is not significant. So hypothesis H5 was not proven and not accepted in this study. From the results, it can be seen that coffee shop consumers in Pekanbaru City, when making an initial visit, have not considered how access and traffic around the location of the visit. In addition, consumers usually do not know how the condition of the parking lot provided by the coffee shop. Consumers will be more likely to visit due to interest in other factors, such as the products offered, a distinctive and attractive interior, and a comfortable atmosphere. The results of Sari et al. (2018) were similar to this study, where a place has no significant effect on visiting decisions.

The results of the f test or simultaneously in the first model show a significance value of  $0.000 < 0.05$ , meaning that consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), and process (P7) simultaneously have a significant effect on visiting decisions (VD). So hypothesis H9 was not proven and accepted in this study.

The results of the coefficient of determination test in the first model show an R square value of 0.738, meaning that the decision to visit (VD) at a coffee shop in Pekanbaru City was simultaneously explained by consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), and process (P7) by 61,6%.



**Model 2 (consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence**

**(P6), and process (P7) to consumer loyalty (CL))**

The second model linear regression equation is as follows:

CL =	$0.251 + 0.281CM + 0.285P1 + 0.182P2 + 0.065P3 + 0.236P4 + 0.334P5 + 0.063P6 + 0.158P7 + e$
------	---

**Table 2. Partial t-test results on regression model 2**

Model 2	Sig	Result
Consumer motivation (CM)	0.001	Significant
Product (P1)	0.000	Significant
Price (P2)	0.117	Not significant
Promotion (P3)	0.467	Not significant
Place (P4)	0.035	Significant
People (P5)	0.010	Significant
Physical evidence (P6)	0.525	Not significant
Process (P7)	0.178	Not significant
Independent variable: consumer loyalty (CL)		

Partial influence testing shows different results on each variable. Variables that show a significance value <0.05 or have a significant influence in order based on the standardized coefficient value include the product (0.315), consumer motivation (0.238), people (0.166), and place (0.152). First, the product variable (P1) shows a positive relationship and a significant effect. That means any increase in products (P1) represented by product variants and product quality will also cause an increase in consumer loyalty (CL). So hypothesis H11 was proven and accepted in this study. When coffee shops in Pekanbaru City can offer beverage and food products with various variants and taste quality to consumer expectations, consumers will be loyal to the coffee shop, indicated by repeat purchases. Previous research by Tobing *et al.*, (2021) is in line with the results of this study that product has a significant effect on consumer loyalty.

Second, the consumer motivation variable (CM) shows a positive relationship and significant effect. That means any increase in consumer motivation (CM) represented by the purpose of needs, both in general and specifically, will also increase consumer loyalty (CL). So hypothesis H10 was proven and accepted in this study. Consumer loyalty to a coffee shop is caused by several things, including the quality of the taste of drinks and food, good service quality, adequate facilities, and locations that are

easily accessible or close to home. Previous research by Yuliawati (2016) supports the results of this study that consumer motivation variable has a significant effect on consumer loyalty.

Third, the people variable (P5) showed a positive relationship and a significant influence. That means any increase in people (P5) represented by good service, fast service, and employee appearance will also cause an increase in consumer loyalty (CL). So hypothesis H15 was proven and accepted in this study. Employees who can provide services that are not only good but also fast and responsive can give a positive impression to consumers during the first visit. Employees' clean and tidy appearance will also provide a good impression to consumers. The satisfaction felt by consumers is one of the considerations for consumers to remain loyal by making return visits. Research by Gunawan (2015) showed that the people variable has a significant effect on consumer loyalty.

Fourth, the place variable (P4) shows a positive relationship and a significant influence. That means any increase in place (P4) represented by access, traffic, parking, expansion, and competition will cause an increase in consumer loyalty (CL). So hypothesis H14 was proven and accepted in this study. Consumers who have visited regularly know how to access and traffic around the coffee shop location. If consumers assess the location of the coffee

shop as difficult to access, they will certainly reconsider their next visit. An adequate parking lot can be a consideration for consumers to decide which vehicle to use during their next visit. Research conducted by Sustiyatik and Setiono (2019) showed the same results that place has a significant effect on consumer loyalty.

Variables that showed a significance value  $>0.05$  or had an insignificant effect in order based on the standardized coefficient value include promotion (0.048), physical evidence (0.056), price (0.088), and process (105). First, the promotion variable (P3) showed a positive relationship but an insignificant effect. This means that any increase in promotion (P3) represented by advertising on social media, sales promotion, direct marketing, oral communication, and personal selling will also cause an increase in consumer loyalty (CL), but the effect is insignificant. So hypothesis H13 was not proven and not accepted in this study. Promotion through social media by coffee shops in Pekanbaru City does not significantly influence consumers to make repeat visits because both local and franchise coffee shops are considered by consumers to have carried out active promotions on social media. In addition, the prices of drinks and food are almost the same range, so providing attractive promos or discounts also does not significantly influence consumers to return visits. Research by Setiawan *et al.*, (2016) showed that promotion has no significant effect on consumer loyalty.

Second, the physical evidence variable (P6) showed a positive relationship and an insignificant effect. This means that any increase in physical evidence (P6) represented by important evidence and supporting evidence will cause an increase in consumer loyalty (CL), but the effect is not significant. So hypothesis H16 was not proven and not accepted in this study. Consumers who dominate visits to coffee shops in Pekanbaru City are students and students. These young people are interested in exploring new places to find an

atmosphere different from the previous places they have visited. The results of Suryani and Kristyani's research (2021) suggest that young people are interested in visiting new coffee shops to follow trends, channel prestige, and self-existence by creating content that can be shared on social media. So that an attractive interior and a comfortable atmosphere have a minimal effect on consumer visit decisions.

Third, the price variable (P2) shows a positive relationship and an insignificant effect. This means that any price increase (P2) represented by price perceptions and price compatibility with benefits will cause an increase in consumer loyalty (CL), but the effect is not significant. So hypothesis H12 was not proven and not accepted in this study. Consumers have the perception that the prices offered by local and franchise coffee shops in Pekanbaru City are in almost the same range or other words, not more expensive or not cheaper. So consumers do not consider the price factor to make return visits to local and franchise coffee shops. Research by Aprileny *et al.*, (2022) also supports the results of this study that price has no significant effect on consumer loyalty.

Fourth, the process variable (P7) shows a positive relationship and an insignificant effect. That means any increase in the process (P7) represented by ordering procedures that are easy to access and understand, a variety of payment processes both in cash and non-cash, and the responsiveness of employees in serving consumer complaints will also cause an increase in consumer loyalty (CL), but the effect is not significant. So hypothesis H17 was not proven and not accepted in this study. Employees who work in coffee shops, both local and franchise in Pekanbaru City, are considered by consumers to be equally able to offer and explain beverage and food products to consumers, process consumer requests quickly and well, and be responsive and thorough in serving consumer complaints. So that the process is not a consideration for consumers in making

repeat visits because consumers already believe there are no significant service differences between local and franchise coffee shops.

The results of the f test or simultaneously in the second model show a significance value of  $0.000 < 0.05$ , meaning that consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), and process (P7) simultaneously or together have a significant effect on consumer loyalty (CL). So hypothesis H18 was proven and accepted in this study.

The results of the coefficient of determination test in the second model show an R square value of 0.643, meaning that consumer loyalty (CL) in coffee shops in Pekanbaru City is simultaneously explained by consumer motivation (CM), product (P1), price (P2), promotion (P3), place (P4), people (P5), physical evidence (P6), and process (P7) by 54.1%.

**Model 3 (visit decision (VD) to consumer loyalty (CL))**

The third model linear regression equation is as follows:

CL =	$2.370 + 0.477VD + e$
------	-----------------------

**Table 3. Partial t-test results on regression model 3**

Model 3	Sig	Result
Visit Desicion (VD)	0.000	Significant
Independent variable : consumer loyalty (CL)		

The visit decision variable (VD) shows a positive relationship and significant influence, meaning that any increase in visit decisions (VD) represented by the visit and purchase process, visit and consumption, and post-visit (satisfaction or dissatisfaction) will also cause an increase in consumer loyalty (CL). So hypothesis H19 was proven and accepted. Pekanbaru City are strongly influenced by the visit and consumption process and satisfaction or dissatisfaction from previous visits. If consumers get satisfaction, then it is likely that consumers will make a return visit. However, on the contrary, if consumers get dissatisfaction, they will likely not make a return visit. The results of previous research conducted by Hermawan (2015) support the results of this study that the visit decision variable has a significant effect on consumer loyalty.

The results of the f test or simultaneously in the third model show a significance value of  $0.000 < 0.05$ , meaning that the third regression model can predict the consumer decision variable (VD) or in other words has an effect on consumer loyalty (CL).

The results of the coefficient of determination test in the third model show an R square value of 0.430, meaning

consumer loyalty (CL) in coffee shops in Pekanbaru City can be explained by the visit decision (VD) by 43%.

**Managerial Implications**

Regarding consumer motivation, coffee shop consumers in both local and franchise coffee shops visit to gather, spend time with friends and relatives, and carry out activities requiring adequate facilities and services. Local coffee shops can improve visiting decisions regarding physical evidence by further optimizing the availability of existing facilities, such as increasing tables and chairs, providing sufficient power outlets at each table, and providing better internet access. In addition, local coffee shops can use the latest interior design and comfortable spatial arrangements to attract more new consumers to visit.

Regarding products, local coffee shops need to add a variety of non-coffee drinks to increase visit decisions from consumers who do not like coffee drinks. In addition, the increasing variety of non-coffee drinks can be a substitute or alternative drink for consumers who like coffee drinks when they have made the umpteenth visit and feel bored with coffee drinks. Additional variations in the primary and

complementary food menu also need to be done, which is related to the duration of consumers making visits of around 1-3 hours with the purchase of drinks and food at the same time. Improving the taste quality of primary and complementary foods must also be done to create consumer satisfaction with food products.

Regarding promotion, local coffee shops need to carry out attractive promotions to increase the decision to visit new consumers, such as holding special promos for new consumers and providing specific discounts to attract consumer enthusiasm, such as end and beginning-of-month promos, birthday promos, and big day promos such as religious celebrations and independence celebrations. Special promotions include buying one get one free, cashback, and package menu purchases. Local coffee shops need to consider opening stands in public places visited by many people in Pekanbaru city as one of the alternatives to increase consumer awareness of local coffee shop brands. One is opening a stand at the Car Free Day activity every Sunday from 06.00 - 09.00 WIB in Jalan Jendral Sudirman Pekanbaru City. The WhatsApp Blast feature can be one of the direct marketing communication options by local and franchise coffee shops, where this feature can send promotional messages to many contacts. Promotional messages can contain information on discounts, special promotions, and new products.

Regarding people, local and franchise coffee shop employees must maintain good service quality, be fast and responsive in serving consumer needs, and look clean and neat. Regarding processes, local coffee shops must provide a menu that is easy for consumers to see, such as using menu boards that can be seen easily and barcodes on each table that can be scanned via consumers' cell phones. Local coffee shops need to increase payment methods other than cash due to the increasing number of E-Wallet users today. In addition, it is also because local coffee shop consumers tend to seek information about payment methods

that can be done before visiting. Some examples of E-Wallets widely used by the public include Gopay, Dana, Ovo, and ShopeePay. In addition, card payments and QRIS can also be an alternative for local coffee shops.

Regarding the place, local coffee shops must provide adequate parking space for consumers of two- and four-wheeled vehicles. In making the next visit, this is because consumers consider the availability of parking facilities. If the consumer assesses that the coffee shop provides sufficient parking facilities from the previous visit, then it is likely that the consumer will return. However, on the other hand, consumers will likely only make a return visit if consumers assess the unavailability of sufficient parking facilities. The selection of a place with the potential for expansion or expansion of the area in the future also needs to be considered for the availability of indoor space, outdoor space, and adequate parking facilities for new coffee shops that will open or coffee shops that plan to open branches.

## **CONCLUSION**

Consumer motivation, product, promotion, people, physical evidence, and process partially have a positive and significant effect on visiting decisions. Price and place partially have a positive and insignificant effect on visiting decisions. Consumer motivation, product, price, promotion, place, people, physical evidence, and process simultaneously have a significant effect on visiting decisions.

Consumer motivation, product, place, and people partially have a positive and significant effect on consumer loyalty. Price, promotion, physical evidence, and process partially have a positive and insignificant effect on consumer loyalty. Consumer motivation, product, price, promotion, place, people, physical evidence, and process simultaneously have a significant effect on consumer loyalty.

Visit decisions have a positive and significant effect on consumer loyalty.

### Declaration by Authors

**Acknowledgement:** None

**Source of Funding:** None

**Conflict of Interest:** The authors declare no conflict of interest.

### REFERENCES

1. Aldion R, Hasyim AI, Murniati K. 2020. The Effect of Marketing Mix on Consumer Loyalty of Golden Melon Fruit (Cucumis Melo L) at PT. Mekar Unggul Sari, Bogor, West Java. *Journal of Agribusiness Sciences*. 8(4): 689-695.
2. Anindityo M, Sumarwan U, Tinaprilla N. 2017. The Influence of Marketing Mix and Consumer Knowledge Towards Kefir Mask Consumer Decision Process. *British Journal of Marketing Studies*. 6(1): 1-15.
3. Aprileny I, Rizki DK, Emarawati JA. 2022. The Effect of Marketing Mix on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Case Study of Make Over Cosmetics Customers at Bekasi Metropolitan Mall). *Journal of STEI Economics (JEMI)*. 31(1): 37-51. doi: 10.36406/jemi.v31i01.544.
4. Asrini, Musnaini. 2019. Increasing Consumer Motivation to Buy Local Products in Jambi City. *Journal of Management and Business*. 1(1): 16-23.
5. Baskara IB. 2015. The Effect of Discounts on Impulse Buying - A Study on Visitors to Matahari Department Store Johar Plaza Jember. *Journal of Business Management*. 5(2): 87-96. doi: 10.22219/jmb.v5i2.5382.
6. Djesika, Suardi, Nirwan, 2019. Marketing Mix on Consumer Decisions to Visit the Tanjung Karang Beach Tourism Object. *Journal of Management Science, Tadulako University*. 5(2): 110-124. doi: 10.22487/jimut.v5i2.145.
7. Department of Tourism and Culture of Pekanbaru City. 2022. Number of Coffee Shops Registered in Pekanbaru City 2015-2021.
8. Firmansyah MR, Sumarwan U, Ali MM. 2021. Marketing Mix, Brand Equity, and Purchase Decisions of Packaged Rice Products. *Journal of Management & Agribusiness*. 18(3): 240-251. doi: 10.17358/jma.18.3.240.
9. Fitriah H, Ramdan AM, Danial RDM. 2022. Analysis of Tourism Attractions and Tourist Motivation on Visiting Decisions during the Pandemic. *Management Studies and Entrepreneurship Journal*. 3(2): 628-633. doi: 10.37385/msej.v3i2.440.
10. Gunawan AF. 2015. The Effect of Marketing Mix on Loyalty through Customer Satisfaction at Happy Cow Steak Restaurant [thesis]. Bogor: Bogor Agricultural University.
11. Hair JF, Black WC, Babin BJ, Anderson RE. 2014. *Multivariate Data Analysis 7th Edition*. Upper Saddle River: Pearson Education.
12. Hermawan H. 2015. Analysis of the Influence of Marketing Mix on Decisions, Satisfaction and Consumer Loyalty in Purchasing Ceria Bread in Jember. *Indonesian Journal of Management and Business*. 1(2): 143-161. doi: 10.32528/jmbi.v1i2.21.
13. Hurriyati R. 2019. *Marketing Mix and Consumer Loyalty*. Bandung: Alfabeta Publisher.
14. [ICO] International Coffee Organization. 2020. *World Coffee Consumption*. <https://www.ico.org/prices/new-consumption-table.pdf> [May 28, 2022].
15. Istikhomah D, Nugraha HS. 2019. The Effect of Price and Service Quality on Revisit Decisions through Visitor Satisfaction as an Intervening Variable for Visitors to the Indonesian Water Park Ecotourism, Tlatar, Boyolali Regency. *Journal of Business Administration Science*. 8(4): 147-154. doi: 10.14710/jiab.2019.24831.
16. Kotler P, Armstrong G. 2018. *Principles of Marketing 17th edition*. United States: Pearson Education.
17. Kotler P, Keller KL. 2009. *Marketing Management: 13th Edition*. New Jersey: Upper Saddle River.
18. Kotler P, Keller KL. 2012. *Marketing management 14th ed*. New Jersey: Pearson.
19. Kotler P, Keller KL, Brady M, Goodman M, Hansen T. 2019. *Marketing Management*. Singapore: Pearson Education.
20. Layungsari M, Yuniati T. 2015. The Effect of Service Marketing Mix on Purchasing Decisions at Cafe Martpoint. *Journal of Management Science and Research*. 4(12): 1-15.
21. Lupiyoadi R. 2008. *Service Marketing Management*. Jakarta: Salemba Empat.
22. Malik MI, Wilopo, Mawardi MK. 2016. The Influence of City Branding "The Soul of

- Madura" and Tourist Motivation on Visiting Decisions to Sumenep Regency. *Journal of Business Administration*. 37(1): 73-79.
23. Octaviany. 2016. The Effect of Tourism Product Quality on Visiting Decisions at Bale Seni Barli-Kota Baru Parahyangan. *Tourism Scientific Journal*. 1(2): 184-195. doi: 10.32659/tsj.v1i2.11.
24. Pangestu SD, Suryoko S. 2016. The Influence of Lifestyle and Price on Purchasing Decisions (Case Study on Peacockoffie Semarang Customers). *Journal of Business Administration*. 5(1): 63-70.
25. Patimah E, Nurfauzan MI. 2022. The Effect of Marketing Mix on Consumer Loyalty at Alfamart Banjara, Majalengka Regency. *Indonesian Multi Disciplinary Scientific Journal*. 2(3): 528-539.
26. Primasari D, Farida N, Kartini A. 2021. Analysis of the Revisit Decision Model on Customer Loyalty. *Higeia Journal of Public Health Research and Development*. 5(2): 204-215. doi: 10.15294/higeia.v5i2.40226.
27. Putri A, Hasnah, Paloma C, Yusmarni. 2021. Consumer Behavior in Buying Coffee during the Covid-19 Pandemic at Coffee Shop in Padang City. *Journal of Agricultural Economics and Agribusiness*. 5(4): 1308-1321. doi: 10.21776/ub.jepa.2021.005.04.32.
28. Putri JR, Trimo L. 2020. Benchmarking Analysis of the Position of Franchise Coffee Shop X against Franchise Coffee Shop Y in Jatinangor. *Journal of Business Behavior and Strategy*. 8(1): 1-15.
29. Rahmah K, Sumarwan U, Najib M. 2018. The Effect of Brand Equity, Marketing Mix, and Lifestyle Toward Purchase Decision at Coffee Shop in Bogor. *Journal of Consumer Sciences*. 3(2): 01-15. doi: 10.29244/jcs.3.2.01-15.
30. Ramadhanti A. 2017. The Effect of Marketing Mix (7P) on Purchasing Decisions at Giant Supermarket Mall Mesra Indah in Samarinda. *eJournal of Business Administration*. 5(2): 269-282.
31. Ratnaningtyas H, Nurbaeti, Asmaniati F, Amrullah. 2022. The Effect of People, Physical Evidence and Process on Visits. *Journal of Accounting and Management*. 17(2): 75-87. doi: 10.32534/jv.v17i2.2878.
32. Santoso R, Shinta R, Fianto AYA. 2019. The Effect of Service Marketing Mix on Visiting Decisions to East Java Maritime Tourism. *MEBIS: Journal of Management and Business*. 4(2): 73-86. doi: 10.33005/mebis.v4i2.56.
33. Sari DP, Marwan, Rahmidani R. 2018. The Effect of Service Marketing Mix on Tourist Visiting Decisions at Waterboom Tourism Objects in Swahlunto City. *Ecogen Journal*. 1(1): 123-133. doi: 10.24036/jmpe.v1i1.4731.
34. Selvi, Ningrum L. 2020. Coffee Drinking Lifestyle in Coffee Purchasing Decision Making (Case Study at Kopi Kenangan Gandaria City - Jakarta). *Tourism: A Scientific Journal*. 14(1): 23-30. doi: 10.47256/kji.v14i1.43.
35. Setiawan PYB, Fudholi A, Satibi. 2016. The Effect of Marketing Mix on Product Customer Satisfaction and Loyalty. *Journal of Pharmaceutical Management and Services*. 6(2): 115-124.
36. Simanjuntak M, Sumarwan U, Situmorang AD. 2020. The Effect of Marketing Mix and Brand Image on Customer Loyalty of Remixed Mortar. *Independent Journal of Management & Production*. 11(2): 450-472. doi: 10.14807/ijmp.v11i2.963.
37. Sukmawati R. 2018. Analysis of Tourist Decisions in Visiting Kaliwatu Rafting Tourist Attractions in Batu City. *Journal of Management Science*. 4(2): 44-61.
38. Sumarwan U. 2015. *Consumer Behavior 2nd Edition: Theory and Application in Marketing*. Bogor: Ghalia Indonesia Publisher.
39. Suryani CD, Kristiyani DN. 2021. The New Lifestyle of Young People Who Like to Visit Coffee Shops (Phenomenological Study on Young People Visiting Coffee Shops in Salatiga City). *PRecious: Public Relations Journal*. 1(2): 177-201.
40. Sustiyatik E, Setiono BA. 2019. The Effect of Product, Price, Promotion, and Place on Consumer Loyalty. *Journal of Shipping and Port Applications*. 10(1): 75-84. doi: 10.30649/japk.v10i1.75.
41. Tobing TA, Nurmalina R, Jahroh S. 2021. The Effect of Marketing Mix on Customer Loyalty at Waroeng Hotplate Odon Bogor Restaurant. *Journal of Indonesian Agribusiness*. 9(1): 43-54. doi: 10.29244/jai.2021.9.1.43-54.
42. Toffin. 2019. *Brewing in Indonesia: Insights for Successful Coffee Shop Business*. <http://toffin.id/index.php/research/>. [June 10, 2022].

43. Yuliawati Y. 2016. The Effect of Motivation and Attitude on Consumer Loyalty at Jonas Photo Studio. *Strategic Journal of Business Management Education*. 11(20): 11-14. doi: 10.17509/strategic.v16i2.7072.
44. Yurindera N. 2020. Motives of Coffee Shop Visitors in Jakarta. *ESENSI: Journal of Business Management*. 23(1): 20-29. doi: 10.55886/esensi.v23i1.193.
45. Yusuf M. 2020. The Effect of Marketing Mix and Destination Image on Tourist Decisions to Visit Sharia Tourism in Lima Puluh Kota Regency, West Sumatra Province. *JIAP: Journal of Religion and Science*. 17(2): 26-38. doi: 10.25299/al-hikmah:jaip.2020.vol17(2).4951.

How to cite this article: Miftahul Jannah, Ujang Sumarwan, Nur Hasannah. The effect of motivation and marketing mix on the visit decision and consumers loyalty at the coffee shop. *International Journal of Research and Review*. 2023; 10(3): 601-615.  
DOI: <https://doi.org/10.52403/ijrr.20230367>

\*\*\*\*\*