THE INFLUENCE OF MARKETING MIX ON THE DECISION TO PURCHASE COFFEE DRINK AT AMMA SPOT COFFEE SIMPANG PERUMNAS LANGSA

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Abstract

This research aims to evaluate the influence of the marketing mix on the decision to purchase coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City. The method used was nonprobability sampling in the form of accidental sampling with a sample size of 96 people. To see the influence of the marketing mix (X_1) product, (X_2) price, (X_3) place, and (X_4) promotion on the variable (Y) decision to purchase coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City, the author uses the multiple linear regression method. Data analysis was carried out using SPSS 20 computer software. The research results showed that price (X_3) and place (X_4) had an authentic influence, and promotion (X_4) had a tangible impact on the decision to purchase coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City. Meanwhile, the product variable does not influence buying coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City.

Keywords: Marketing Mix, Coffee Shop, and Consumers

INTRODUCTION

Current business developments are greatly influenced by human thought patterns, which continue to change and develop. Along with changes in how humans think, both in terms of preferences, values , and demands, companies and organizations must adapt and respond swiftly. In the business world, various types of competition emerge, which cannot be separated from the marketing mix strategy implemented by business actors. Therefore, business actors must implement marketing mix strategies to face this competition. Companies need to make consumers a critical factor in the market because companies can outperform their competitors by understanding and meeting consumer needs and desires. This phenomenon is increasingly apparent with increasing competition in the business world, where every entrepreneur competes to improve how they serve consumers.

According to Kotler (2012), a marketing mix is a combination of marketing variables that a company can control to achieve the desired level of sales in the target market. These variables include product, price, promotion, and place, often known as the 4Ps. The right marketing strategy is essential because it directly influences progress and success in dominating the market. Effective marketing strategies can be analyzed to identify business strengths and weaknesses, which can be corrected and improved. Marketing strategies must also be able to face environmental changes and increasingly fierce competition in the market. One strategy used to increase sales is the marketing mix. In connection with the development of the times, the need for coffee is growing occasionally with the spread of coffee sellers, such as coffee shops or coffee shops. Coffee has become a trendy drink throughout the world, including in Indonesia. The country has a rich and diverse coffee culture, with many different types of coffee available from various regions. Apart from being a drink, coffee is also part of a valuable social and cultural experience.

Aceh Province is one of Indonesia's provinces with a rich coffee heritage. The increasing interest in coffee in Aceh is also reflected in the growing number of cafes. Amma Spot Coffee is a cafe operating in Langsa City, Aceh. They offer various types of coffee with different delicious flavors. Although interest in coffee is growing in Aceh, including in Langsa

City, aspects still need further study. One of them is the influence of the marketing mix on the decision to purchase coffee drinks in cafes such as Amma Spot Coffee. The marketing mix includes product, price, promotion, and distribution that can influence consumer preferences in choosing a cafe and the type of coffee they consume.

The coffee shop business has promising profit prospects for business people. Seeing the condition of the coffee shop business, which is increasingly mushrooming and becoming a trend, will undoubtedly increase competition in the coffee shop business industry. During intense competition, Amma Spot Coffee has emerged as a coffee shop offering products at higher prices than its competitors. Even so, Amma Spot Coffee still manages to attract the attention of many visitors, which raises important questions about what makes Amma Spot Coffee still chosen by consumers even though the price is more expensive; with a more expensive product, this company may have implemented a unique and effective marketing strategy to attract and retain customers. In connection with the description above, the author wants to conduct research with the title "The Influence of the Marketing Mix on the Decision to Purchase Coffee Drinks at Amma Spot Coffee Simpang Perumnas, Langsa City.

RESEARCH METHODS
Research Location and Time

This research was conducted using a survey method from November 2023 to January 2024. The survey method is an investigative process that aims to obtain factual information about a phenomenon by collecting data from an area or location. The place that is the research area is a coffee shop called Amma Spot Coffee at Simpang Perumnas, Langsa City. The research area was determined purposively. The design uses causal research to see and prove the causal relationship between several variables.

Data Source Type

The sampling technique used in this research is nonprobability sampling in the form of accidental sampling. According to Sugiyono (2018), Nonprobability sampling is a technique that does not give each member of the population the same chance when being selected as a sample. Accidental sampling is a method carried out by chance, where researchers select respondents from people they meet by chance and who are considered suitable as data sources (Reza Bakharudin Yusuf, 2019).

Data Analysis

To determine a large sample using the Lemeshow formula, the Lemeshow formula is used because the population size is unknown or unlimited; the Lemeshow formula is as follows:

$$n = \frac{Z^{2\,P\,(1-P)}}{d^2}$$

Information :
n = number of samples
z = z score on trust 95% = 1,96
p = maximum estimate = 0,5
d = sampling error = 10%

Using the formula above, the number of samples to be used can be calculated as follows:

$$n = \frac{Z^{2\,P\,(1-P)}}{d^2}$$
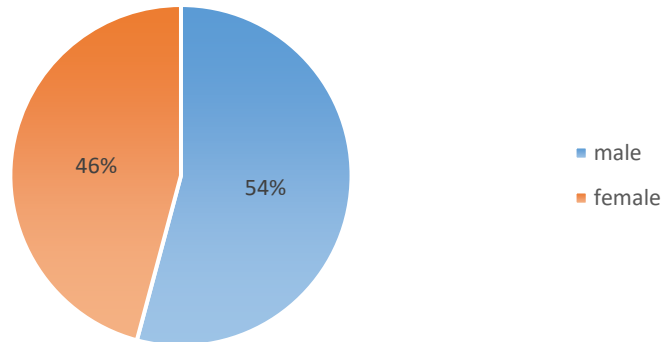
$$n = \frac{1,96^2 . 0,5\,(1-0,5)}{0.1^2}$$

$$n = \frac{3.8416 . 0,25}{0,01}$$

$n = 96,04$

RESULTS AND DISCUSSION
Characteristics of Respondents Based on Gender

The characteristics of respondents based on gender can be observed from the diagram attached below.
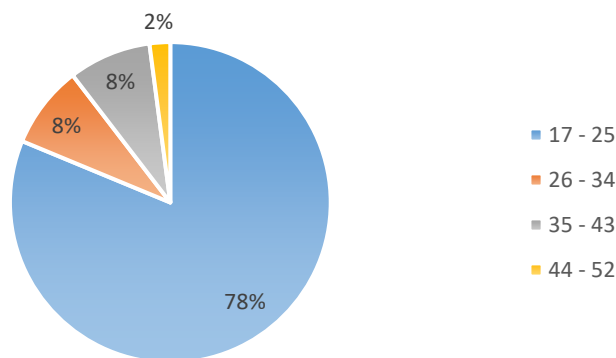

Figure 1. Characteristics of Respondents Based on Gender
Source: Primary Data, 2024

It can be seen in the picture above that the percentage of Amma Spot Coffee consumers who were then used as respondents were mainly male, with a rate of 52%. Meanwhile, only the % of Amma Spot Coffee consumers are female is only 44%. This shows that Amma Spot Coffee is not a coffee shop that only focuses on one gender. This statement is reinforced by Jamal (2020), who states that the culture of drinking coffee in coffee shops has transformed into a lifestyle that is applied to daily life for all groups regardless of age and gender.

Characteristics of Respondents Based on Age

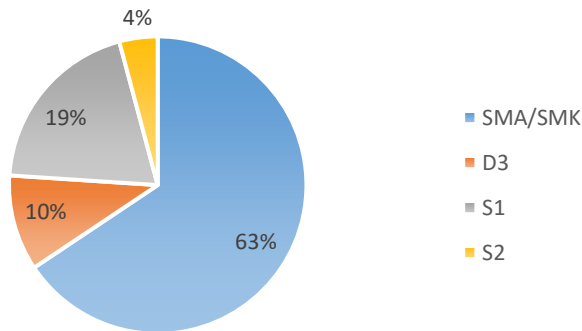The characteristics of respondents based on age can be observed from the diagram attached below.

Figure 2. Characteristics of Respondents Based on Age
Source: Primary Data, 2024

Based on Figure 2, it can be seen that the distribution of the age percentage of respondents who visited Amma Spot Coffee ranged from 17 to 52 years old. This visualization shows that most respondents who visited Amma Spot Coffee were aged 17-25 years, reaching 78%. Several factors might cause this because the coffee shop provides a comfortable environment with free internet access. Apart from that, coffee shops have become part of a

popular lifestyle, a cozy place to meet friends or gather with study groups, enjoy coffee and snacks, look for creative inspiration, and escape the limitations of their home or campus environment. Meanwhile, ages 26-34 accounted for 8%, age 35-43 reached 8%, and 44-52 years amounted to 2%. The lowest number of respondents was in the age range of 44-52 years. This analysis shows that the Amma Spot Coffee consumers who are the research subjects are adults aged over 17 years. This indicates that they have reached physical and cognitive maturity, which allows them to understand and evaluate the statements put forward by the authors in this research well (Ainin et al., 2020).

Characteristics of Respondents Based on Last Education

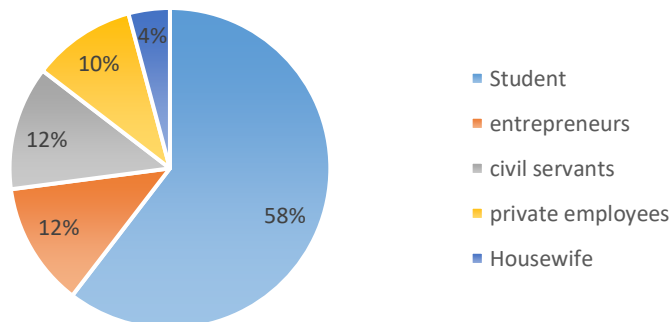The characteristics of respondents based on their latest education can be observed from the diagram attached below.

Figure 3. Characteristics of Respondents Based on Last Education
Source: Primary Data, 2024

Based on the picture, it can be seen that the respondents' final educational characteristics are dominated by SMA/SMK graduates, reaching a percentage of 63%, followed by Bachelor/S1 graduates with a percentage of 19% and Diploma/D3 10%. Meanwhile, the characteristics of respondents who had a Master's/Master's level of education only reached a percentage of 4%. Overall, recent education can significantly influence coffee drink purchasing decisions. From understanding coffee to value and quality, taste preferences, and awareness of health and sustainability issues, education shapes how a person views and chooses coffee products at Amma Spot Coffee (Greenberg, M. 2018).

Characteristics of Respondents Based on Main Job

The characteristics of respondents based on main occupation can be observed from the diagram attached below.

Figure 4. Characteristics of Respondents Based on Main Job

Source: Primary Data, 2024

Figure 4 shows the distribution of the primary jobs of consumers at Amma Spot Coffee who were respondents. This data shows that most respondents are students, reaching 58%; this indicates that Amma Spot Coffee has a strong appeal for students and college students. Several factors that might cause this are a comfortable atmosphere for studying or hanging out with friends and various menus and drinks that suit student tastes and budgets. Furthermore, there is a percentage of 12% of respondents work as civil servants and entrepreneurs, and 10% work as private employees; this shows that Amma Spot Coffee has also succeeded in attracting the attention of workers or professionals who are looking for a place to relax or discuss outside working hours and an atmosphere which is relaxed and suitable for discussions, as well as the availability of facilities such as Wi-Fi for work purposes or informal meetings. The number of respondents who work as housewives is the smallest, with a percentage of 4%; this may be due to their preference to spend time at home or choose a place more suited to their family's needs.

These results confirm that Amma Spot Coffee does not target only one specific group or profession but can attract attention and be enjoyed by various groups and occupations.

Multiple Linear Regression Analysis

The multiple linear regression analysis method aims to estimate changes in the response of the dependent variable to several independent variables. The results of the multiple linear regression analysis can be seen as follows:

Table 1. Multiple Linear Analysis Test Results, 2024

	Unstandardized Coefficient		*Standard Coefficient*	*t*	*Sig.*
	B	**Std.Error**	**Beta**		
Constant	7,768	1,951		3,982	0,000
Produk	-0,61	0,073	-0,068	-0,830	0,409
Harga	0,399	0,100	0,383	3,971	0,000
Tempat	0,348	0,118	0,307	2,963	0,004
Promosi	0,141	0,070	0,186	2,023	0,046

Source: Primary Data, 2024

Based on the table above, the values listed are used to describe the regression equation as follows:

$Y = 7.768 - 0.61 X1 + 0.399 X2 + 0.348 X3 + 0.141$

Y = Decision to Purchase Coffee Drinks (Score)

a = Independent Variable Regression Constant

b1 = Product variable regression coefficient (X_1)

b2 = Price variable regression coefficient (X_2)

b3 = Place variable regression coefficient (X_3)

b4 = Promotion variable regression coefficient (X_4)

Based on the multiple linear regression equation above, the regression coefficient values can be interpreted as follows:

1. The constant value of consumer purchasing decisions (Y) is 7.768, which means that all the independent variables, namely product, price, place, and promotion, are equal to 0, so the decision to purchase coffee drinks at Amma Spot Coffee at Simpang Perumnas, Langsa City is 7.768 in one year final.

2. The magnitude of the product regression coefficient (X_1) is -0.61, meaning that if the taste, product appearance, quality, quantity, menu variations, and product measurements of Amma Spot Coffee increase by one score, the decision to purchase coffee drinks at Amma Spot Coffee will be reduced by -0.61 score. A mismatch between these improvements and customers' expected product quality standards may cause this. Therefore, it is necessary to deeply understand customer preferences to ensure that product quality improvements align with customers' wants.

3. The size of the price regression coefficient (X_2) is 0.399, meaning that if price suitability, affordability, relatively lower prices compared to other coffee shops, ease of payment, and the varying price levels of Amma Spot Coffee increase by one score, it will increase the decision. Purchasing coffee drinks at Amma Spot Coffee is a 0.399 score.

4. The magnitude of the place regression coefficient (X_3) is 0.348, meaning that if the cleanliness of the place, large parking area, strategic location, adequate facilities, and aesthetic design of the place owned by Amma Spot Coffee increases by one score, it will increase the decision to purchase coffee drinks at Amma Spot Coffee is 0.348 score.

5. The magnitude of the place regression coefficient (X_4) is 0.141, meaning that if Amma Spot Coffee's online product introduction system via social media or offline increases by one score, it will increase the decision to purchase coffee drinks by 0.141 score.

CONCLUSION

From the results of research on the influence of the marketing mix on the decision to purchase coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City, several tests have been carried out and resulted in the conclusion that price (X_2), place (X_3), have an authentic influence on the decision to purchase coffee drinks in Amma Spot Coffee Simpang Perumnas Kota Langsa, where the price variable (X_2) has a significance value of (0.000), place (X_3) has a significance value of (0.004). In contrast, promotion (X_4) has a fundamental influence with a significance value of (0.046). However, product (X_1) does not influence the decision to purchase coffee drinks at Amma Spot Coffee Simpang Perumnas, Langsa City. The product significance value (X_1) is (0.409).

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