



## Research Paper

**The Role of Product Attributes to Consumer Purchase Intentions in The Coffeeshop**

Ronaldo Yolanda Putra<sup>1</sup>, Rakotoarisoa Maminiaina Heritiana Sedera<sup>2\*</sup>, Muhammad Ahmad Ali<sup>3,5</sup>, Muhammad Junaid Iqbal<sup>4</sup>

<sup>1</sup> Management, Yayasan Karya Inspiratif Milenial Kepulauan Riau, Indonesia

<sup>2</sup> ISCAM Business School, Antananarivo, Madagascar

<sup>3</sup> Business administration department, Bahauddin Zakariya University, Multan, Pakistan

<sup>4,5</sup> Business administration department, University of Layyah, Layyah, Pakistan

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**ABSTRACT**

Enjoying a banquet at a Coffeeshop has become a new phenomenon for executives and professionals to entertain business relationships or unwind after a day's work. The increasing public consumption of coffee is an opportunity for Coffeeshop entrepreneurs, thus encouraging the establishment of Coffeeshops in each region. The purpose of this study is to find out whether Product Attributes have an effect on Consumer Purchase Intentions at the Coffeeshop. The research was conducted using a survey approach. The population in this study was Coffee shop consumers with several samples using a purposive sampling approach, namely 135 respondents. The results of the study prove that Product Quality has a significant effect on Purchase Intention. Brand Equity has a significant effect on Purchase Intent. Facilities have a significant effect on Purchase Intention. Fourth, the Atmosphere has a significant effect on Purchase Intention. Quality of Service has a significant effect on Purchase Intention. Finally, the study results prove that Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality have a positive and significant effect on Purchase Intention.

**1. INTRODUCTION**

The coffee shop business in Indonesia continues to experience growth in various places, from remote villages to urban areas (DetikFinance, 2019). This has encouraged many entrepreneurs to open or create new businesses or develop existing ones, simultaneously creating intense competition between coffee shops. Coffee shops, better known as Coffee Shops, are usually used to relax with friends and family, and many even use Coffeeshops to socialize between business relations. Enjoying a meal at the Coffeeshop is a new phenomenon for executives and professionals to entertain business relations or unwind after working all day. Increasing public consumption of coffee is an opportunity for Coffee Shop entrepreneurs, thereby encouraging the establishment of Coffeeshops in each region.

The development of Coffee Shops in Tanjungpinang City has given rise to business competition. The development of this business can be seen in the many new Coffee Shops that have sprung up. Through the many Coffeeshops that have appeared, there have been many new brand names, thus making brand competition increasingly stringent in attracting consumer attention. Brands have assets and liabilities that can add or subtract from the value provided by a product or service, both for marketers or companies and customers, which is usually called brand equity (Firdaus & Suhaeni, 2021). When a coffee shop has good brand equity, brand resonance will be created, and they will not be reluctant to make future purchases (Hadiyono & Palumian, 2019). The role of the brand is no longer as a name or a differentiator from competing products (Hermawan & Haryanto, 2022). The brand is a consideration by a Coffee Shop at this time, especially with the increasingly sharp brand competition. The Coffeeshop is very aware of the importance of a brand for a product. Therefore, brand equity is highly considered by Coffeeshop.

Coffee shops, better known as coffee shops, began to appear among the people of Tanjungpinang City. Karinadewi (2012) states that a coffee shop is a place or building established for commercial purposes. This place provides good service to customers who come to enjoy food and drinks on the available menu. Coffee is not just to get rid of sleepiness, but part of a lifestyle where Coffeeshop is a popular gathering place. At this time, drinking coffee is not just a way to get rid of sleepiness but as part of a lifestyle where coffee shops are a very popular gathering place. Currently, in Tanjungpinang City itself, Coffee Shops are scattered everywhere, such as Backyard Coffee.id, Samanko Coffee Roasters, 89 Degrees Coffee & Roastery, and many more. This can be seen from the enthusiasm among young men and women visiting the Coffeeshop to enjoy the taste and Atmosphere offered by most coffee shops varies (Lorensa et al., 2020). So, now we can meet a group of millennials and adults at the Coffee

\*Corresponding author.

E-mail: sedera.r@iscam.mg

Shop. Of course, with the continued increase of competitors, Coffeeshop has updated its product attributes to win in the Coffee Shop business competition in Tanjungpinang City. Besides that, the intention of consumers to buy is also very important because it determines the decision to buy or not. Consumers who have a positive perception of the value of a product can influence consumer behavior or attitudes related to purchasing intentions (Fenitra & Haryanto, 2019).

Purchase intention is a passion or encouragement from within a person to purchase a product. The intention to buy reflects real buying behavior (Kusuma, 2021). Therefore, purchase intention should continue to be stimulated by a business to increase the likelihood of purchasing a product (Putra & Pramudana, 2018). Purchase intention is a very important concept in the marketing literature and is the main concept studied in marketing. A Coffeeshop's success in marketing products is inseparable from product attributes that suit consumer tastes, which is one of the keys to success in marketing a product or service. Kotler & Armstrong, (2012) define product attributes as the development of a product or service that involves determining the benefits to be provided to consumers. Trust that the attributes of a product will certainly vary according to the ingenuity of the producer to see the desires of consumers for a product.

Consumers' views on coffee shop product attributes currently have their differentiating powers that highlight their products to consumers, so most coffee lovers go through the stages of selecting products that involve what is considered in planning to buy and pay attention to the type of coffee they want according to their wishes. Kotler & Keller (Yahya & Gunawan, 2021) stated that the product attributes in the Coffee Shop business are: product quality, brand equity, facility, service quality, and Atmosphere. Differences in consumer views that there are various similar products offered by various Coffeeshops result from consumers' perceptions and experiences of these product attributes. In terms of product quality is one of the issues that must be monitored continuously by every Coffeeshop and explained that product quality is a set of characteristic features of goods and services that can meet needs and is an understanding of the combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. Coffeeshop product quality is the ability of a product to meet and satisfy the needs of a customer who buys or uses the goods or services. Product quality is also an assessment of a product (Haryanto & Farih, 2022). Product quality is related to the sacrifice's customers incur relative to what they receive. According to Kotler & Armstrong (2016), product quality is a potential strategic weapon to beat competitors.

In addition to brand equity, the factors influencing purchase intentions at Coffeeshop are facilities. Facilities are features available in physical form to meet visitor needs so that visitors feel satisfied and all consumer expectations can be fulfilled (Kwan, 2016). Meanwhile, facilities are any facility provided by service sellers to be used and utilized by consumers to fulfill their satisfaction (Kotler et al., 2019). Facilities are facilities that make it easier for consumers to carry out an activity. Facilities are one of the considerations for consumers in choosing to visit the coffee place they want. The more complete the facilities provided, the more satisfied the customer will be and will choose the Coffeeshop as a priority based on the perceptions of the available facilities. In addition, one of the ways to create a Coffeeshop's signature is to build an atmosphere or Atmosphere as a strategy for providing a comfortable and pleasant atmosphere. The atmosphere is a combination of messages arranged according to plan, which can be reflected as a change in purchasing considerations that present an emotional touch to encourage consumers to make purchasing decisions (Kotler & Amstrong, 2016). This understanding means that the Atmosphere is used to form an impression and interest consumers. Three elements in the Atmosphere can form an impression and comfort for consumers: exterior, interior, and layout.

An important step for placing a Coffeeshop to be superior is that one must be able to provide quality services. Coffeeshop is currently required to continue to make improvements, especially in the quality of service. Service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of delivery in balancing consumer expectations (Kim et al., 2020). Service quality encourages customers to commit to the products and services of a business so that it has an impact on increasing the market share of a product. Service quality is very crucial in retaining customers for a long time. A coffee shop with superior service will be able to maximize the financial performance of its business. The following is a picture of several local coffee shops in Tanjungpinang, namely the Backyard of Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery have their uniqueness in terms of logo, location, and coffee products.

Seeing this phenomenon, the researchers conducted pre-research on Coffee shop consumers, namely Backyard Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery by taking a sample of five respondents, each with a total of fifteen respondents. Based on the results of the pre-survey on Coffee shop consumers, namely coffee.id Backyard, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery. The average Coffee shop purchase intention is 3.69. So, it was found that Coffee shop consumers' views of product attributes were obtained from the results of a temporary survey which included (product quality, brand equity, facilities, Atmosphere, and service quality) Coffee shops were quite good. The 15 respondents who answered the pre-survey got the lowest average, namely 3.13, for service quality. This shows that the quality of services provided by Coffee shops (Backyard Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery) could be better, so the service consumers expect is

different from what consumers get. The results of the pre-survey show that product quality, brand equity, facilities, Atmosphere, and service quality can influence coffee shop consumer purchase intentions.

**Table 1.** Coffee Shop Pre-Consumer Survey

Question	Average
Do you consider the quality of coffee from (Backyard Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery)	3,80
What is your interest in the name Coffee shop (Backyard Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery)	3,80
Does the facility influence you to buy a Coffee shop (Backyard of Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery)	4,27
Does the Atmosphere of the Coffee shop (Backyard of Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery) affect your purchase intention?	3,47
Does the quality of Coffee shop services (Backyard Coffe.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery) affect your purchase intention?	3,13

Seeing the reality of product quality, brand equity, facilities, Atmosphere, and service quality is important for creating purchase intentions at a coffee shop. Therefore, product attributes are an important factor in winning the Coffee Shop competition in Tanjungpinang City. The formulation of the problem in this study, based on the background of the purpose of this study, will identify the factors that influence consumer purchasing intentions at the Coffee Shop in Tanjungpinang City. The results of this study can add experience and insight into marketing management research related to product attributes, including product quality, brand equity, facilities, Atmosphere, and service quality on purchase intention. Then, the results of this study are expected to provide an overview of the factors of consumer purchase intention at the Coffee Shop in Tanjungpinang City so that it can be input for the Coffeeshop to find out the factors that can influence consumers in making purchases. So that later it can be used as a consideration for Coffee Shop to solve problems faced in retaining consumers.

Every company tries to satisfy the needs and wants of consumers through the products it offers, while consumers look for certain benefits in a product. Consumers see each product as a collection of certain characteristics reflected in the attributes attached to a product in product quality, brand equity, facilities, service quality, and Atmosphere. Most consumers see attributes as the overall content of the product they are about to buy. Attributes are attributes considered important by consumers and are used as a basis for satisfying every desire for the product. Consumers view attributes as an important part of a product; therefore, companies try to design, create and then realize a product attribute contained in the product. The consumer, before consuming a product, begins with introducing a problem to find out what they want. Product attributes influence consumers' purchasing decisions, so product attributes have a relationship with purchasing decisions. Based on the research results of Purna Sari et al. (2018), followed by Falah et al. (2019), show that product attributes affect purchase intentions.

Based on the previous arguments and the results of the research above, this study formed the following hypothesis:

*H<sub>1</sub>*: Allegedly Product Quality has a significant effect on Purchase Intentions

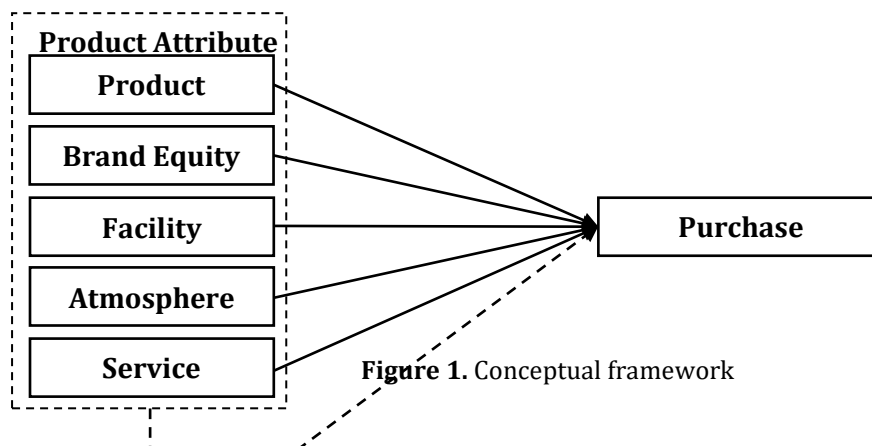
*H<sub>2</sub>*: It is suspected that Brand Equity has a significant effect on Purchase Intentions

*H<sub>3</sub>*: Allegedly, Facilities have a significant effect on Purchase Intentions

*H<sub>4</sub>*: It is suspected that Atmosphere has a significant effect on Purchase Intentions

*H<sub>5</sub>*: It is suspected that Service Quality has a significant effect on Purchase Intentions

*H<sub>6</sub>*: Allegedly, Product Attributes (Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality) simultaneously (simultaneously) have a significant effect on Purchase Intentions



## 2. METHODS

### 2.1 Data Collection and technic

The type of research conducted was survey research on coffee shop consumers in Tanjungpinang City. This research is quantitative. This study uses primary data, which refers to information obtained from researchers regarding variables for research purposes (Sekaran & Bougie, 2016). In this study, the data were obtained from primary data using a questionnaire, either in the form of an online questionnaire using a Google form or a survey application aimed directly at the research respondents. Data collection techniques are used in research by giving respondents a set of questions or written statements. Questionnaires are also an efficient data collection technique when researchers know with certainty the variables to be measured and what is expected of respondents (Sugiyono, 2012).

### 2.2 Population and Sample Description

The population in this study is coffee shop consumers. The survey was conducted at three coffee shop research objects around Tanjungpinang City, Indonesia. As follows: Backyard Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery. The sampling technique used in this study is probability sampling. According to Sekaran and Bougie (2016), probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. Then researchers can use samples taken from the population. The probability sampling technique used for this study also includes purposive sampling. According to Sekaran and Bougie (2016), purposive sampling is divided into two categories: sampling based on certain considerations and entering the criteria determined by the researcher. The characteristics of the selected sample are as follows: Coffee shop consumers: Backyard of Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery. Have visited or visited the Backyard of Coffee.id, Samanko Coffee Roasters, and 89 Degrees Coffee & Roastery in the last two months. Consumers domiciled in Tanjungpinang City. In this study, the Z obtained from the normal distribution table is 1.96, the acceptable error is not (E) is not more than 8.6% and the standard deviation used is 0.50 so that the following calculation is obtained:  $n = 0.25 (1.96 / 0.086)^2 = 135$ . Thus, the sample used in the study was 135 respondents who were obtained from the required sample to obtain more accurate data.

**Table 2.** Profile of Respondents

		Frequency	Percentage
Gender	Man	113	83.7
	Women	22	16.3
Age	17-20 Year	13	9.6
	21-25 Year	66	48.9
	26-30 Year	45	33.3
	> 30 Year	11	8.1
Total		135	100.0

## 3. RESULTS AND DISCUSSIONS

### 3.1 Validity test

The validity test was carried out to determine whether the measuring instruments that had been prepared could measure what should be measured. According to Priyatno (2016), a validity test is the accuracy or accuracy of an instrument in measuring what is being measured. Determining whether or not an item is feasible using a significant test of the correlation coefficient at a significant level of 0.05 means that an item is considered valid if it has a significant correlation with the total score. The thing that was done before showing that all statement indicators were worthy of being used as research instruments were to test a large sample of 135 respondents. The significance level is 5%; the statement is valid if  $r_{\text{count}} > r_{\text{table}}$ . Meanwhile, if  $r_{\text{count}} < r_{\text{table}}$ , the statement is invalid. The following are the results of the validity test:

**Table 3.** Validity Test Results

Variable	Grain	R Count	R Table
Product Quality	x1p1	0.736	0.168
	x1p2	0.847	0.168
	x1p3	0.901	0.168
	x1p4	0.904	0.168
	x1p5	0.888	0.168

Brand Equity	x1p6	0.878	0.168
	x2p1	0.853	0.168
	x2p2	0.784	0.168
	x2p3	0.885	0.168
	x2p4	0.852	0.168
	x2p5	0.817	0.168
Facility	x2p6	0.797	0.168
	x3p1	0.894	0.168
	x3p2	0.897	0.168
	x3p3	0.901	0.168
	x3p4	0.875	0.168
	x3p5	0.932	0.168
Atmosphere	x3p6	0.915	0.168
	x4p1	0.886	0.168
	x4p2	0.871	0.168
	x4p3	0.915	0.168
	x4p4	0.904	0.168
	x4p5	0.785	0.168
Service Quality	x5p1	0.857	0.168
	x5p2	0.860	0.168
	x5p3	0.861	0.168
	x5p4	0.869	0.168
	x5p5	0.873	0.168
	x5p6	0.837	0.168
Purchase Intentions	x5p7	0.858	0.168
	x5p8	0.869	0.168
	yp1	0.894	0.168
	yp2	0.883	0.168
	yp3	0.913	0.168
	yp4	0.905	0.168
	yp5	0.925	0.168
	yp6	0.930	0.168
	yp7	0.911	0.168

Based on Table 3 the results of the validity test with a total of 135 respondents all variable statements submitted to respondents are valid because it is seen from the value of  $r \text{ count} > r \text{ table}$  (0.168) so it can be concluded that all statements in the questionnaire can be said to be feasible as instruments to measure research data.

### 3.2 Reliability test

According to Priyatno (2016), reliability measures the stability and consistency of respondents in answering questions related to the constructs of questions which are the dimensions of a variable arranged in a questionnaire form. The reliability test can be carried out simultaneously on all questions. A reliable scale measurement should have Cronbach Alpha properties of at least 0.60. According to Priyatno (2016), the questions declared valid in the validity test will determine their reliability with the criteria if the Alpha value  $> 0.60$  is reliable and the Alpha value  $< 0.60$  is unreliable. The thing to do after showing that all statement variables are worthy of being used as research instruments is to test a large sample of 135 respondents. Statements are reliable if Cronbach's Alpha value is  $> 0.60$ . Based on Table 4.4, the results of the reliability test of 135 respondents, all the variables in the statement are declared reliable because they have fulfilled the required values, namely with Cronbach Alpha values  $> 0.60$ .

**Table 4.** Research Variable Reliability Test Results

Variable	Cronbach's Alpha	Information
Product Quality	0.921	Reliable
Brand Equity	0.910	Reliable
Facility	0.954	Reliable
Atmosphere	0.919	Reliable
Service Quality	0.950	Reliable
Purchase Intentions	0.965	Reliable

### 3.3 Normality test

According to Ghozali (2016), the normality test determines whether each variable is normally distributed. The normality test is needed to test other variables by assuming that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid and parametric statistics cannot be used. The statistical test used for the normality test or the Kolmogorov-Smirnov sample. To detect normality, it can be tested with Kolmogorov-Smirnov (Ghozali, 2016). This test is to test whether the observations are normally distributed or not. This test uses Kolmogorov Smirnov. Normality test results can be seen in the table below. Based on Table 5, the asymp.sig value is  $0.141 > 0.05$ , so it can be concluded that the data is normally distributed.

**Table 5.** Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

		Unstandardized Residual
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.03115763
Most Extreme Differences	Absolute	.099
	Positive	.056
	Negative	-.099
Test Statistic		.099
Asymp. Sig. (2-tailed)		.141 <sup>c</sup>

### 3.4 Multicollinearity test

Priyatno, (2016), multicollinearity is a condition with a perfect or near-perfect linear relationship between the independent variables in the regression. The multicollinearity test is used to determine whether or not there is a linear relationship between the independent variables in the regression model in the absence of multicollinearity. Priyatno, (2016), in this study the technique for detecting the presence or absence of multicollinearity in the regression model can be seen from the tolerance value and variance inflation factor (VIF), if the VIF value is below 10 and the tolerance value is greater than 0.1, then it is stated that no multicollinearity. The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. A good regression model should not correlate with independent variables. It can be seen from the Variance Inflation Factor (VIF) and tolerance ( $\alpha$ ) values to find out whether multicollinearity exists. Based on Table 6, the tolerance value  $> 0.10$  or the VIF value  $< 10$  means multicollinearity does not occur.

**Table 6.** Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Product Quality	0.276	3.628	There is no multicollinearity
Brand Equity	0.288	3.469	There is no multicollinearity
Facility	0.263	3.807	There is no multicollinearity
Atmosphere	0.220	4.457	There is no multicollinearity
Service Quality	0.177	5.663	There is no multicollinearity

### 3.5 Partial Hypothesis Testing (t-test)

The t-test is used to determine whether, in the regression model, the independent variables partially have a significant effect on the dependent variable. Table 6 shows the results of the value  $n = 135$ ,  $\alpha = 5\%$  (2-sided test) where  $n$  = a number of samples, to find out the value of t table with sample 135 can be seen by degrees of freedom ( $df$ ) =  $n-k-1$ , where  $n$  (number data) and  $k$  (the number of independent research variables so that ( $df$ ) =  $135-1-1 = 133$  so that the degree of freedom = 133, where the t table value for  $df = 133$  is 1.977.

**Table 7.** Partial Test Results (t-test)

Variable	B	t count	Sig	Information
(Constant)	0.140			
Product Quality	0.310	2.206	0.029	Significant
Brand Equity	0.235	2.386	0.018	Significant
Facility	0.220	2.275	0.025	Significant
Atmosphere	0.310	2.285	0.024	Significant
Service Quality	0.189	2.064	0.041	Significant

The partial t-test was carried out to determine the partial effect between the independent and dependent variables as follows: (1). Based on Table 6 above, the significance test results indicate a probability value of 0.029 < 0.05. This value can prove that H1 is accepted, which means that "Product Quality has a positive effect on Purchase Intentions." (2). Based on Table 6 above, the significance test results indicate a probability value of 0.018 < 0.05. This value can prove that H2 is accepted, which means that "Brand Equity is suspected of having a positive effect on Purchase Intentions." (3). Based on Table 6 above, the significance test results indicate a probability value of 0.025 < 0.05. This value can prove that H3 is accepted, which means that "Facilities are suspected of having a positive effect on Purchase Intentions." (4). Based on Table 6 above, the significance test results indicate a probability value of 0.024 < 0.05. This value proves that H4 is accepted, meaning that "Atmosphere is suspected of having a positive effect on Purchase Intentions." (5). Based on Table 6 above, the significance test results indicate a probability value of 0.041 < 0.05. This value can prove that H5 is accepted, which means that "Service Quality is suspected of having a positive effect on Purchase Intentions."

### 3.6 Simultaneous Hypothesis Testing (Test F)

This test shows whether all the independent variables included in the regression equation simultaneously affect the dependent variable. From the results of the F test in Table 8, the F count is 86,395, and the probability is 0.000. Because  $\text{sig } 0.000 < 0.05$ , it can be concluded that the variables Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality influence Purchase Intentions.

**Table 8.** Simultaneous Test Results (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4122.790	5	824.558	86.395	.000 <sup>b</sup>
	Residual	1231.181	129	9.544		
	Total	5353.970	134			

### 3.7 Determination Coefficient Test (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) aims to see how much influence each independent variable has on the dependent variable to determine the percentage contribution of the (Independent) variable to the (Dependent) variable. Based on table 9 shows the magnitude of the coefficient of determination (Adjusted R<sup>2</sup>) = 0.761, meaning that the variables Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality together affect Purchase Intention by 76.1%, the remaining 23.9% influenced by other variables not included in research models.

**Table 9.** Test Results for the Coefficient of Determination (R<sup>2</sup>)

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>
1	.878 <sup>a</sup>	.770	.761

### 3.8 Discussion

It is known from the results of the significant value test indicating that there is a probability value of 0.029 < 0.05. This value can prove that H1 is accepted, which means that "Product Quality has a positive and significant effect on Purchase Intentions." The results of this study prove that Product Quality has a positive or significant influence on Purchase Intentions, where the presence of attractive Product Quality can form high Purchase Intentions. Based on the study's results, the first hypothesis, "Product Quality has a significant effect on Purchase Intentions of Coffeeshop consumers," is accepted and proven true. This study's results support previous research conducted by Ekaprana *et al.* (2020) and Yahya & Gunawan (2021), where Product Quality significantly affects Purchase Intentions. This shows that the purchase intention of Coffeeshop consumers can be influenced by the quality of the products produced by the Coffeeshop.

It is known that the results of the significance test show that there is a probability value of 0.018 < 0.05. This value can prove that H2 is accepted, which means that "Brand Equity is suspected of having a positive and significant effect on Purchase Intentions." The results of this study prove that Brand Equity has a positive or significant influence on Purchase Intentions, where the presence of attractive Brand Equity can form high Purchase Intentions. Based on the research results, the first hypothesis, "Brand Equity has a significant effect on Coffeeshop consumers' Purchase Intentions," is accepted and proven true. This study's results support previous research conducted by Firdaus & Suhaeni (2021) and Yahya & Gunawan (2021) where Brand Equity has a significant effect on Purchase Intentions. This shows that the better the Brand Equity of a product, the better the Coffeeshop consumer's Purchase Intention tends to be.

It is known that the results of the significance test show that there is a probability value of 0.025 < 0.05. This value proves that H3 is accepted, meaning that "Facilities are suspected of having a positive and significant effect on Purchase Intentions." The results of this study prove that facilities have a positive or significant influence on Purchase Intentions, where the presence of attractive Facilities can form high Purchase Intentions. Based on the research results, the first hypothesis "Facilities have a significant effect on Coffeeshop consumers' Purchase

Intentions" is accepted and proven true. This study's results support previous research conducted by Hadiyono & Palumian (2019) and Julianti *et al.* (2014), where facilities significantly affect purchase intention. This shows facilities regarding everything that supports consumer desires as long as they want the selected Coffeeshop so that consumers' purchasing intentions can increase.

It is known that the results of the significance test show that there is a probability value of  $0.024 < 0.05$ . This value proves that H4 is accepted, meaning that "Atmosphere is suspected of having a positive and significant effect on Purchase Intentions." The results of this study prove that Atmosphere has a positive or significant influence on purchase intention, where high purchase intention can be formed by an attractive atmosphere. Based on the study's results, the first hypothesis, "Atmosphere has a significant effect on Purchase Intentions of Coffeeshop consumers," was accepted and proven true. This study's results support previous research conducted by Hadiyono & Palumian (2019), and Paila *et al.* (2018) atmosphere significantly affects purchase intention. This shows that consumers will feel comfortable when they want a place to gather or hang out if the Coffeeshop has a good atmosphere.

It is known that the results of the significance test show that there is a probability value of  $0.041 < 0.05$ . This value can prove that H5 is accepted, which means that "Service Quality is suspected of having a positive and significant effect on Purchase Intentions." The results of this study prove that Service Quality has a positive or significant influence on Purchase Intentions, where good Service Quality can form high Purchase Intentions. Based on the research results, the first hypothesis, "Service Quality has a significant effect on Coffeeshop consumers' Purchase Intentions," is accepted and proven true. This study's results support previous studies conducted by Yahya & Gunawan (2021) and Albi *et al.* (2021), where service quality significantly affects purchase intention. This shows that to grow Purchase Intentions, it is necessary to improve Service Quality because a good server will form an evaluation of the product or service.

Testing the influence of Product Attributes (Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality) on Purchase Intentions proved positive and significant. This is obtained based on the calculated F of 86,395 and a probability of 0.000. Because  $\text{sig } 0.000 < 0.05$ , it can be concluded that the variables Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality influence Purchase Intentions. The results of this study support the findings of previous research conducted by Paila *et al.* (2018), Hadiyono & Palumian (2019), Ekaprana *et al.* (2020), and Yahya & Gunawan (2021), where the coffeeshop product attributes include Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality consumers can improve shop to increase consumer Purchase Intentions at Coffeeshop.

#### 4. CONCLUSION

Based on the results of the research and discussion carried out in the previous chapter, it can be concluded in the research as follows: First, the results of the research prove that product quality has a significant effect on purchase intention. Second, the results of the study prove that Brand Equity has a significant effect on Purchase Intentions. Third, the results of the study prove that facilities have a significant effect on purchase intentions. Fourth, the results of the study prove that Atmosphere has a significant effect on purchase intentions. Fifth, the results of the study prove that Service Quality has a significant effect on Purchase Intentions. Finally, the results of the study prove that Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality together have a positive and significant effect on Purchase Intentions. Based on the results of the research and discussion as well as the conclusions in this study, the suggestions that can be given are as follows: Suggestions that can be given to the local Coffeeshop in Tanjungpinang City must pay attention to Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality in businesses Coffeeshop, therefore as the owner of the Coffeeshop in Tanjungpinang City must clearly describe Brand Equity, Facilities, Atmosphere, and Service Quality offered by Coffeeshop in the eyes of consumers through their products so that consumers can recognize the characteristics of Coffeeshop products Shop local and interested in making a purchase. Then, this research is used as material for consideration in improving product quality, brand equity, facilities, Atmosphere, and service quality at local coffee shops to compete with similar coffee products. Furthermore, future writers to be able to review more about the problem of Coffeeshop Product Attributes in increasing consumer Purchase Intentions so that they can broaden and deepen existing studies through various other points of view.

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