

Literature of Review Analysis of Place Selection Strategy Based on Comfortable, Clean Environment, Responsiveness of Service on Product Purchasing Decisions at Coffee Shop Fore

Putri Salsabilla Rahmawati

Student of Fakultas Ekonomi Bisnis Universitas Bhayangkara Jakarta Raya

Corresponding Author: Putri Salsabilla Rahmawati salsabillap549@gmail.com

A R Q I C L E I N F O

Keywords: comfortable, clean environment, responsiveness of service, purchasing decisions

Received : 03, Dec

Revised : 09, Dec

Accepted: 17, Dec

©2023 The Author(s): This is an open-access articles distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



A B S T R A C T

The convenience factor is an important combination of many different factors that influence the customer's purchasing decision process. The cleanliness factor also has a very big influence because customers everywhere have the same desire where to get their needs, especially food, the place must be really clean, healthy and free from germs. The population in the study was all Fore coffee shop consumers throughout Indonesia, while sampling in this study used side accidental techniques. Data collection techniques in research use observation and a list of questions. Data analysis techniques used in this research include validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis with the help of SPSS For Windows 22 software.

INTRODUCTION

In the current era of intense competition, competition between industries is increasingly felt, both in similar and dissimilar industries. This can be seen from the emergence of several new companies that provide similar quality with their own uniqueness. This situation requires companies to be more creative and innovative in offering products with something more than competitors do. In current conditions, of all the food and drinks available, ready-to-eat food and drinks are the favorites of modern society today because they are considered the most practical. This public choice is certainly a big opportunity for business people in the food and beverage sector, especially in the beverage sector, to continue to boost sales by implementing the right marketing strategy. Innovation that can meet consumer needs and tastes is absolutely necessary if business people do not want to lose their consumers and grow demand for their products.

The food and beverage industry is experiencing an extraordinary increase in sales. According to the Ministry of Industry, throughout 2018, the food and beverage industry was able to grow by 7.91 % or exceed national economic growth at 5.17%. In fact, production growth in large and medium manufacturing industries in the fourth quarter of 2018 increased by 3.90% (yon-y) compared to the fourth quarter of 2017, one of which was caused by an increase in beverage

industry production which reached 23.44%. Growth in the Food and Industry industry Beverage at the end of 2019 found it difficult to reach the target of 9 percent. The reason is the low consumption of lower and lower middle class consumers. The Ministry of Industry (Kemeperin) stated that the growth of the food and beverage industry during January-September only grew 7.9 percent . The Ministry assesses that the stifled growth of the food and beverage industry this year was caused by low growth in the first semester of 2019. Industry players held back investment in the first semester of 2019. As a result, growth in semester I/2019 was low. Even though growth in the third quarter of 2019 has returned, the Ministry of Industry hopes that the food and beverage industry can grow 8 percent annually. Even though this year's target has been lowered, this growth is still higher than the growth of the national economy and manufacturing.

Fore Coffee was founded in August 2018, then launched to revive the coffee industry which has been very vibrant in recent years. Fore is short for forest with the aim of providing benefits to people. To date, Fore Coffee has 134 branches spread across 4,444 islands in Java. All Fore Coffee branches use equipment that meets high standards. According to Fore.coffee, apart from using equipment that meets high standards, Fore Coffee also uses quality coffee beans from Indonesia, whose quality is better and controlled, starting from the upstream stage. , specifically coffee producers, to the roasting process. All of this is done so that Fore Coffee can provide the best quality coffee for consumers to enjoy. Since it was founded in August 2018 until now, this company has created various flavor variants. It is not surprising that Fore Coffee has become a choice among Indonesian people.

Fore Coffee is very competitive with Starbucks, which is increasingly promoting green marketing and creating a comfortable store atmosphere that is liked by many groups of people. Seeing that its position is starting to be overtaken by Starbucks, Fore Coffee is starting to make quite significant improvements. This improvement can be seen from the increasingly intensive green marketing campaign carried out by Fore Coffee in various media today. Studying the success of its competitor Starbucks which is able to target young people, Fore Coffee is currently also targeting more young people both through socialization about the environment and the comfortable store atmosphere.

The convenience factor is an important combination of many different factors that influence the customer's purchasing decision process. When making a purchase, customers should consider not only the goods or services offered but also environmental conditions that ensure customer comfort. Managing or customizing a store's atmosphere can greatly influence customer purchases. Apart from that, another factor is the customer's emotional state which is no less important.

The cleanliness factor also has a very big influence because customers everywhere have the same desire where to get their needs, especially food, the place must be really clean, healthy and free from germs. Cleanliness has a positive influence on consumer movement in determining where to purchase or where to shop (Yuliarsih, 2002). A similar thing was stated by Riyanto (2010) that

cleanliness can influence consumers in determining brand switching decisions in obtaining the desired goods or services.

Service quality is the company's ability to satisfy consumer needs and desires . The service provided must be of high quality because it will make consumers feel satisfied in transactions. A purchasing decision is a thought in which an individual evaluates different options and decides on a product among many options. The purchasing decision is the stage in the buyer's decision-making process where consumers actually make a purchase. Purchasing decisions are something that needs to be considered, because this will of course be an important factor to pay attention to in implementing the marketing strategy that will be implemented by the company in the future. Every consumer has different purchasing decision behavior, which will produce satisfactory or unsatisfactory results for the decisions they have made.

According to Kotler and Armstrong (2009) consumer purchasing decisions are to buy the most preferred brand from various existing alternatives, but two factors can be between purchasing intentions and purchasing decisions. The first factor is the attitude of other people and the second factor is situational factors. Therefore, preferences and purchase intentions do not always result in actual purchases. Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process.

Another understanding of purchasing decisions according to Schiffman and Kanuk (2013) is "*the selection of an option from two or alternative choices*" which can be interpreted, a purchasing decision is a person's decision where he chooses one of several available alternative choices.

The variables that have been mentioned can help Fore coffee shops understand the extent to which they compete with competitors. By combining the variables in this research, it can help Fore coffee shop owners to understand more about the key elements in customer purchasing decisions. Fore coffeeshop owners can also design more effective strategies to improve the quality of Fore's services and products . .

THEORETICAL REVIEW

Selection of Business Place

Tjiptono (2014:159) place of business is a physical location or area where a person or business carries out commercial activities, production or providing services. Business premises can include various types of locations, ranging from offices , shops, factories, warehouses, restaurants, to storage rooms or parking lots. It is a place where a business operates and interacts with customers, employees and service providers.

Choosing the right place of business can have a significant impact on business success. This can impact visibility, accessibility, operational costs, and many other aspects of business operations. Therefore, selecting a business location is usually an important strategic step in business planning.

Comfortable

According to Setyaningsih Sri Utami (2016) Comfort is a condition where a person feels comfortable, free from disturbances or physical and emotional burdens. This is a positive feeling that is often associated with a sense of relaxation, calm, and happiness. Comfort can be related to various aspects of life, such as physical, psychological, social and environmental. Comfort in business has significant urgency because it can influence various aspects of a business owner's business, including productivity, employee welfare, customer satisfaction, and ultimately the success of the business owner's business.

Clean Environment

The environment refers to all physical, biological, and chemical systems that exist around us, including natural and man-made elements. It includes everything that surrounds and influences life on Earth. The environment is very complex and involves relationships between living and non-living things, as well as interactions between them. Maintaining cleanliness in the business is an important step to maintain the business owner's business reputation, provide a safe and healthy environment for employees and customers, and comply with health and safety regulations.

Responsiveness of Service

Promptness in service (or responsiveness in English) is an important aspect of customer service quality. It refers to a service provider's ability and willingness to respond to customer needs, requests, questions, or problems quickly, efficiently, and effectively. Promptness in service according to Houralli, Fatiah and Montazeri (2008) emphasizes the importance of answering and addressing customer needs proactively, paying attention to time, and providing solutions that satisfy customers.

Purchasing Decisions

Kotler (2011:159) states that purchasing decisions refer to the process carried out by consumers or customers in selecting and purchasing the products or services they need. It includes a series of stages that individuals go through before they finally decide to make a purchase. Purchasing decisions involve psychological, social, economic, and personal factors that influence the selection of a particular product or service. This process can vary from one individual to another, depending on their unique needs, preferences, and circumstances.

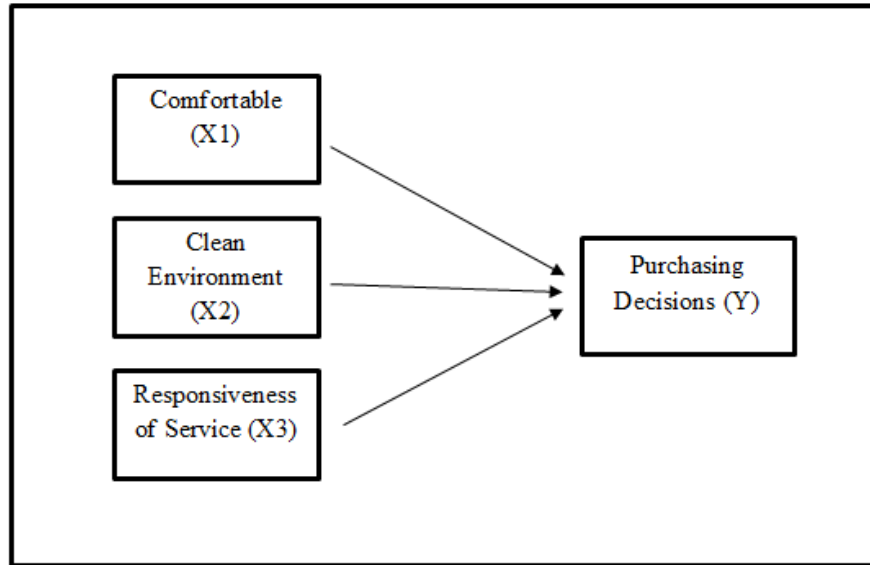


Figure 1. Conceptual Framework

A hypothesis is a statement or prediction proposed as a temporary answer to a research question. Hypotheses are used in scientific research to formulate predictions about the relationship between two or more variables or to test certain assumptions. Based on conceptual framework, the hypothesis in this research is:

H1: There is a influence between comfort and the decision to purchase Fore products

H2: There is a influence between environmental cleanliness and the decision to purchase Fore products

H3: There is a influence between service responsiveness and the decision to purchase Fore products

METHODOLOGY

This research is included in the type of field research , using a quantitative approach. Quantitative research is research that explains phenomena by collecting numerical data which is analyzed using mathematics-based methods, especially statistics (Duli, 2019). This research aims to determine the causal relationship between the independent (free) variables consisting of comfort (X1), clean location (X2), service responsiveness (X3) and the dependent (bound) variable, namely consumer purchasing decisions (Y). The object of this research is the influence of a place selection strategy based on comfort, clean environment, and responsiveness of service on product purchasing decisions at the Fore coffee shop . The population in the study was all Fore coffee shop consumers throughout Indonesia, while sampling in this study used *side accidental techniques* , considering that the population of respondents was unlimited (*infinite population*) and there was no previous data regarding Fore coffee shop consumers as a population.

The data sources used in this research are primary data sources and secondary data sources. Primary data "is data obtained or collected directly in the field by the person conducting the research or the person concerned who needs it (Hasan in Sakinah, 2022). This data is obtained through interviews or questionnaires. This data comes from Fore coffeeshop consumers . Meanwhile, secondary data according to Sugiyono (2016) is a source that does not directly provide data to data collectors, for example from other parties or through documents. Secondary data generally takes the form of evidence, notes or historical reports that have been compiled in published archives (document data) and unpublished data or data obtained.

Data collection techniques in research use observation *and a questionnaire* . Data analysis techniques used in this research include validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis with the help of SPSS For Windows 22 software .

CONCLUSIONS AND RECOMMENDATIONS

Based on the explanation above, it can be concluded that Fore Coffee is very competitive with Starbucks, which is increasingly promoting green marketing and creating a comfortable store atmosphere that is liked by many groups of people. Studying the success of its competitor Starbucks which is able to target young people, Fore Coffee is currently also targeting more young people both through socialization about the environment and the comfortable store atmosphere.

The convenience factor is an important combination of many different factors that influence the customer's purchasing decision process. The cleanliness factor also has a very big influence because customers everywhere have the same desire where to get their needs, especially food, the place must be really clean, healthy and free from germs. Purchasing decisions are also something that needs to be considered, because this will of course be an important factor to pay attention to in implementing the marketing strategy that will be implemented by the company in the future. Therefore, this research will examine the results of the analysis of place selection strategies based on comfort, clean environment, responsiveness of service on product purchasing decisions at the Fore coffee shop using multiple linear regression statistical analysis with SPSS For Windows 22.

ACKNOWLEDGMENT

The author prays praise and gratitude for the presence of God Almighty, because thanks to His mercy and grace the author was able to complete the course assignment entitled "Analysis of Place Selection Strategies Based on Comfort, Clean Environment, Service Alacrity on Product Purchasing Decisions at Coffee Shop Fore". During the writing of this assignment, the author experienced many obstacles, but thanks to the help, encouragement and guidance from various parties, this assignment was finally completed well. However, the author realizes that it is possible that there are shortcomings. Therefore, the author really hopes for constructive criticism and suggestions .

REFERENCES

- Sakinah, N. (2022). The Influence of Location Convenience, Product Diversity, Service Quality and Promotion on Consumer Purchasing Decisions in Pekanbaru Family Pharmacy Businesses According to an Islamic Economic Perspective (*Doctoral dissertation, Sultan Syarif Kasim Riau State Islamic University*).
- Sugiyono. (2011). Qualitative Quantitative Research Methods and R & B, 14th Edition Bandung: Alfabeta.
- Sugiyono. (2017). Quantitative , Qualitative and R&D Research Methods, 25th Print. Bandung: Alfabeta Publishers.
- Syabillah, N. (2021). The Influence of Product Completeness and Shopping Convenience on Consumer Purchasing Decisions CV Case Study. Happy Shop, Sunggal District, Deli Serdang Regency (*Doctoral dissertation, Medan Area University*) .
- Tersiana, Andra. (2018). Research methods. Yogyakarta: Start Up