

## **CONSUMER DECISIONS IN PURCHASING COFFEE DRINKS AT HUMBLE SALATIGA SHOP DURING THE *COVID-19* PANDEMIC**

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### **ABSTRACT**

This study aims to: Find out consumers' decision-making in buying coffee drinks at humble shops. This type of research is descriptive qualitative. Participants were selected based on 3 criteria, namely consumers who bought coffee drinks for a period of 2-3 times or even more in a month, loyally recommended to their friends or family, and would remain loyal to shopping at humble shops. Data analysis techniques in this study include (1) data reduction (2) data presentation (3) verification and (4) drawing conclusions. The results showed that: 1) The Covid-19 pandemic is not a problem for consumers at Kedai Humble, *and* the presence and absence of the *Covid-19* pandemic is not a threat to loyal consumers at Kedai Humble. Consumers will continue to shop *offline* at Humble stores while still complying with health protocols that have been set by the government 2) stages of consumer purchasing decision-making, namely problem recognition, information search, alternative evaluation and purchase decisions 3) Factors that influence consumer decisions, namely relatively affordable prices and local environmental conditions that make them comfortable.

**Keywords:** *Consumer purchasing decisions, Factors influencing purchasing decisions, consumers*

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### **INTRODUCTION**

The *Covid-19* pandemic has caused panic and anxiety at all levels of society around the world, including Indonesia. *Covid-19* in Indonesia was announced by the government for the first time in early March 2020 regarding the presence of Indonesian citizens who were positive for this virus (Kamagi et al., 2021). The *Covid-19* pandemic has hampered mobility at the level of our society. The inhibition of these activities is due to the government's policy to carry out large-scale social restrictions (PSBB).

In carrying out the *Covid-19* pandemic health protocol which has an impact on consumers' decisions in buying coffee drinks, coffee fans must reduce activities in groups in shops or *cafes*, they can no longer hang out together in coffee shops as usual, after the large-scale social restriction policy (PSBB) (Rahutami, n.d.). Based on the existing background, this research focuses on consumers' decisions in buying coffee drinks in the era of the *Covid 19* pandemic

Purchasing decisions are a decision-making process for consumers who will make purchases that combine knowledge to choose more than two alternative choices. It consists of several stages, namely problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior (Hutagaol, 2019). The decision was made by choosing one of several existing alternatives. A purchasing decision involves a sequence of choices formed by the consumer before making a purchase that begins after he or she has the will to meet the need. Consumers must make decisions regarding where to buy, what they want, model, number of purchases, time to buy, amount of money to spend and payment methods (Hanaysha, 2018).

Purchasing decisions are influenced by lifestyle which is a picture of a person's behavior, pattern or way of life that shows how a person's pattern in managing his time and money. Lifestyle affects a person's behavior which ultimately determines a person's consumption patterns and product quality also affects purchasing decisions because the level of quality of a product is one that is expected by consumers so that if the quality of the product does not match what is desired by consumers, it will affect the next purchase (Tirtayasa et al., 2021).

This research was designed to solve the 1st and 2nd problems, namely 1). How do consumers make decisions about buying coffee drinks at humble shops? 2). What are the factors that influence consumers' decisions in purchasing coffee drinks at Humble Salatiga stores? To solve these two problems, research was conducted on consumer decisions in purchasing coffee drinks at humble salatiga shops during the *Covid-19* pandemic.

## **METHOD**

The research was conducted in November 2021. The location of this study was conducted at the Kedai Humble business place, Sidorejo District, Salatiga City, Central Java Province. Sampling is carried out *purposively* by considering that Kedai Humble is a *coffe shop* business that is still operating in the era of the *Covid-19* pandemic and has quite a lot of visitors today.

This research uses a qualitative method with a descriptive approach, the participant determination technique used is This research uses 5 participants selected through *purposive* which means that data sources or informants are selected through certain considerations so that they are expected to answer problems in the research (Sugiyono, 2013).

The data collection technique in this study uses primary data sources obtained directly from the original source in the form of direct interviews with participants in order to obtain complete data and information that is appropriate to the research focus, then data collection can be carried out by methods: in-depth interviews and documents (Rukajat, 2018). Data analysis techniques in this study are: data reduction, data presentation, verification and drawing conclusions.

## **RESULTS AND DISCUSSION**

### **Participant Profile Overview**

The participants used in the study were 5 (five) people, namely Leri (P1), Fira (P2), Nana (P3), Mal (P4), and Nining (P5). Leri is a 22-year-old college student. In meeting his needs in drinking coffee, it is done by shopping directly at the Humble shop and this has been done both under normal circumstances and during the *Covid-19* pandemic, while the intensity of shopping for coffee drinks in a week can be 2-3 times depending on the mood. The 23-year-old P2 is a student at UKSW. In meeting the need to drink coffee, it is done by visiting directly at the Humble shop both under normal circumstances and during the *Covid-19* pandemic as it is today, P2 visits and purchases coffee drinks at the Humble shop in 1 month can be 2-3 times. P3 aged 24 years is a student at UKSW who in meeting the need for coffee is done by visiting directly at the Humble shop both under normal circumstances and the *Covid-19* pandemic as it is today, P3 made purchases of coffee drinks at the Humble shop in 1 month as many as 3 times. The 23-year-old P4 is a student at UKSW. In meeting the need to drink coffee, it is done by visiting directly at the Humble shop both under normal circumstances and the *Covid-19* pandemic, in 1 month P4 makes purchases of coffee drinks can be 2-3 times. The 23-year-old

P5 is a student at UKSW. In meeting the need to drink coffee, it is done by visiting directly at the Humble shop both under normal circumstances and during the *Covid-19* pandemic such as, P3 visiting the Humble shop and purchasing coffee drinks in 1 month can be 2-3 times.

Table. 4.1. Identity of the Participant.

Sources	Name	Gender	Age	Work	Intensity of beverage shopping coffee at humble shop
Participant 1 (P1)	Lerik	Man	22 Years	Student	2-3 times/week
Participant 2 (P2)	Fira	Woman	23 Years	Student	2-3 times/month
Participant 3 (P3)	Nana	Woman	24 Years	Student	2-3 times/month
Participant 4 (P4)	Mall	Man	23 Years	Student	2-3 times/month
Participant 5 (P5)	Sintia	Woman	23 Years	Student	2-3 times/month

Source: Primary Data 2021.

#### Stages of Consumer Purchasing Decision Making

Purchasing decisions are one way of determining an action in making a decision, there are several stages before the decision is taken. Consumers first take the initial steps, namely: consumers need to take time to make routine decisions. According to Maharani (2015) the consumer decision process has three stages in the purchase decision making process:

##### a. Information Search

Searching for information is very important before making a purchase process. The search for information includes about the product or item to be purchased. If these needs are needed, the consumer is also increasingly active in conducting searches related to the desired product/item. This was conveyed by Participant 1 (P1) who said that before making the purchase process first find out information about the products marketed at Kedai Humble, when they have received extensive information and many PIs will share information about the products sold by the Humble shop by following IG the Humble tavern and share it again so that you can dance to other friends to come to the Humble tavern.

*O yes, sis, previously I knew the humble shop info from my friend, so after that I was invited to stop by and enjoy the coffee provided at the Humble shop My friend also showed me the Humble shop Instagram for me to follow so that I could share the information with other friends so that friends would also be interested in going to the Humble shop.*

(P1-A-TKK- PI-1)

P2 which says that the search for information is important before making a purchase, this is certainly to make it easier for consumers themselves to decide whether to buy the desired product.

*"Before making a purchase, I usually follow their social media such as Instagram, so from there I will get more information, usually like that, so type (P2-A-TKK-P1-4).*

A similar thing was conveyed by P3 who said that finding information will be very important before making a purchase, this is of course to make it easier for consumers themselves to make the purchase process.

*Hmmm, this is not a coincidence when my friend came to the boarding house and he brought me a coffee drink which happened to be said to be bought at the Humble shop, well after that, I tried it turned out to be delicious too. From there, I was curious to stop by the Humble shop, just curious about the place. Now after arriving at Humble's shop, it turns out that the place is really cool.*

(P3-A-TKK- PI-7)

Likewise, P4 said that before doing thep-labeling, first do a search for information about the Humble shop through IG and ask friends who have been to the shop. This aims to make it easier to make purchasing decisions.

*Yes, usually before making a purchase, I find out first through Kedai Humble's Instagram, well after that I will know what drinks/foods are marketed at the shop. Usually I also Ask a friend who has been to the Humble shop to make it easier for me to make purchase decisions.*

(P4-B-TKK-PI-10)

P5 said that before making a purchase, first search for information related to the menus marketed to make it easier when making a purchase.

*It just so happens that my residence is near humble tavern sis. Most information I am looking for is related to what menus are provided. I'm one of those people who often hang out at the tavern, sis, including for errands. I can't if I only do errands at home, sis, because I get bored quickly. (P5-B-TKK-PI- 13)*

Information search is one of the actions to get as much information as possible related to the purchase process, when the information is deemed sufficient by consumers, then the information will be used for the next stage related to the purchase process. This is in line with Maharani (2015) who said that information search is very important before making a purchase process, information search includes about the product or item to be purchased. The more consumers' needs for these products, the more active consumers are to conduct searches related to the desired product/item.

#### b. Alternative Evaluation

After conducting an information search process about humble shops, consumers will then carry out alternative evaluation stages. Consumers will use the information to take action on purchase decisions. This alternative evaluation relates to the existence of other options/options such as price comparisons between humble shops and other places of sale of food or drinks, in this case including place, price and quality. This was immediately revealed by P1 who said that the evaluation is part of the purchase stage before actually decided to make a purchase, when it has made an evaluation such as a clean place, the taste that suits the desired and also an affordable price so that of course it will be easier to determine the purchase.

*Hmmmm, sis, from the info I got from my friend earlier I was quite satisfied and this made me interested in going to humble shop to buy coffee, karena incidentally I like to explore coffee places kak hehe. But it is true that after I tasted the coffee at the Humble shop, it turned out to*

*be delicious and the taste was in accordance with what I liked, the price was also affordable and the place was clean. That's it from me, sis.*

(P1-A-TKK-EV-2)

This was also conveyed by P2 who said that before making the purchase process, first evaluate information related to the location such as a comfortable place, and the quality of the appropriate product so that it will be easier to determine the next purchase.

*After getting the information and stopping by the Humble shop I usually do an evaluation. For example, after drinking the coffee that I have ordered and tasted, from here I can consider if the coffee fits my tongue or where it makes comfortable, this is what actually helps or makes me; whether I still make the Humble tavern my hangout or ga.*

(P2-A-TKK-EV- 5)

P3 said that before making the purchase process, what is done is to evaluate the information that has been obtained from the search for information to make it easier to determine the next purchase.

*Yes, this Humble shop seems to me to be very recommended to make tasks, especially while drinking coffee, plus there is a game that has its own selling power to attract other customers.*

(P3-A-TKK-EV- 8)

The same thing was also conveyed by P4 who said that before making the purchase process, what is done is to evaluate information related to places, products and prices to make it easier to buy.

*Yes, usually before I go to a café or shop, usually the information that has been obtained will be obtained by me, for example, related to places, products, prices, well when I get information that is really felt to be enough, it will be easier to make purchases usually like that.*

(P4-B-TKK-EV-11).

P5 which says that before making the purchase process, first evaluate the information that has been obtained to make it easier to make the next purchase.

*Yes, that's usually it, sis. Incidentally, as I said earlier (I've been there many times) so I'm very compatible and safe with every product provided at the Humble shop including the coffee.*

(P5-B-TKK-EV-14).

Alternative evaluation is an important part before actually deciding to make a purchase process, by first evaluating the information that has been obtained, of course this will make it easier for consumers to make purchases using existing information. This is in line with Suhartini et al (2020) who said that conducting evaluations related to the information that has been obtained is very important because the information is used to decide the stages of purchase, so it must be absolutely accurate so that the information can be used if you want to carry out the next purchase process.

### c. Purchasing Decisions

Purchasing decisions are stages carried out by consumers when they will actually carry out the process of purchasing the desired product or item. This was immediately conveyed by P1 who said that when they got enough information, they could make a decision to make a purchase and make the Humble shop a favorite hangout.

*Yes, that's right, because for me the price is affordable and the comfortable place makes me to continue to like the Humble shop and the Humble shop has become my favorite hangout place.* (P1- A-TKK-KP-3)

A similar thing was conveyed by P2 that when you have obtained information related to product prices and comfortable environment, it will be easier to decide on the next purchase

*I usually make a purchase right away, if you have got information about the price of the product and the place of the Humble shop, because the quality and comfortable place in my opinion affects whether I will still stop by the Humble shop. (P2-A-TKK-KP-6)*

P3 said that the Humble shop has its own charm and good service this allows consumers to continue shopping at the Humble shop.

*A place that has its own marketability is unlikely to not make me and other friends to continue to stop by the Humble shop. Besides that, the service here is also good. (P3-A-TKK-KP-9)*

P4 which says that when you have obtained information related to price and place, it will be easier to decide on a purchase.

*"Yes, it's true that if you have information related to prices and places, I think it's enough for me to make a decision to make a purchase, usually like that." (P4-B-TKK-KP-12)*

The same thing is also conveyed by P5 that when you have got a match with the place and quality of the product, it will be easier to decide on a purchase.

*Yes, that's right. If it fits the place that makes it comfortable in addition to the quality of the product, I usually don't think long to buy the product and hang out there, sis. (P5-B-TKK-KP-15)*

Based on the three stages (3) of consumer purchasing decisions above, it is known that before making the purchase process consumers will first look for information and collect as much information as possible related to prices and the environment at humble shops. After searching for information, consumers evaluate the place/product marketed by the Humble shop to make it easier in the decision-making stage. From the results of research that researchers have done, it was found that there was a significant influence in the decision-making process to choose a Humble shop to be the participant's destination shop/*café*, namely:

#### 1. Price

One of the main factors for buying a product or item is price. Price is part of the buying and selling process if the price is too expensive, of course, consumers will not buy the product or item, it could be that consumers are likely to look for a business or store that can provide affordable prices. Kedai Humble is a *café* / shop whose quality and price of food or drinks offered are affordable in all circles. This was immediately revealed by P1 who said that the price and quality of food/drinks are relatively more affordable so that for consumers who are looking for quality, of course, at Kedai Humble.

*If it is for the price of coffee drinks in the Humble Shop. the price is worth it si kak with the same food and drinks served, so it is also suitable for our pockets (P1-A-FMKK-H-16)*

A similar thing was conveyed by P2 who said that the price of coffee drinks owned by the Humble shop does not drain the pocket and can be reached by students, so for consumers who are looking for prices that do not drain the pocket, one of them is at the Humble Shop which provides various types of drinks and *snacks* that can be purchased by consumers at relatively more affordable prices.

*When talking about the price of coffee drinks at Kedai Humble, yes, it doesn't drain your pockets, the price is arguably affordable, yes, the price of students is brother hehe. (P2-A-FMKK-H-18)*

The same thing was also conveyed by P3 who said that the price of Kedai Humble's coffee drinks is relatively cheaper and affordable for all circles.

*The price of drinks at the Humble tavern is cheap.*

(P3-A-FMKK-H-20)

Similarly, P4 said the same thing that the price of coffee drinks offered by Kedai Humble is relatively cheaper and affordable for all circles, both employees and students.

*"When it comes to the price of coffee drinks in the Humble shop, it's still relatively cheap, the price is still worth it for the students, so you can say that this is one of the recommended places for those who like a quiet atmosphere and cheap coffee drink prices.*

(P4-B-FMKK-H-22)

P5 said that the price of Humble Shop's coffee drinks is *recommended* so that for consumers who are looking for affordable prices and a cool environment, Humble shops can be used as destination shops.

*The price is really recommended, sis, it is added again for those who like a cool atmosphere.*

(P5- B-FMKK-H-24)

## 2. Milieu

The environment is an important factor in the marketing mix. By creating a comfortable environment with the facilities that have been provided, it will create an atmosphere that makes consumers like the shop / *coffee place*. This was immediately conveyed by P1 who said that the environment in the Humble shop can be comfortable with all the facilities that have been provided so that we as consumers do not get bored quickly if we want to linger in the Humble shop.

*The environment is really, I think it's delicious, yes, I mean it's not too rame, nor is it too quiet. Yes, when you want to hang out, you can, sometimes there are hangouts that can't be made to chat seriously, because it's too rame, maybe here can be an option when you want to hang out and talk serius. Not only that, here are also provided some of those games that make us not saturated also if we linger here like the brother.* (P1-A-FMKK-L-17)

A similar thing was conveyed by P2 who said that the environment in the Humble shop does not make you bored because there are several game facilities to play that make consumers not easily saturated / bored at the Humble shop.

*The environment doesn't make you bossy because there isa game. To hang out and talk seriously is also cool because sometimes there are hangouts that can't be used to chat seriously, because it's too crowded and so on. But if it's delicious here, it's delicious. maybe here can be an option when you want to hang out and talk seriously and also provide some of it that makes us not bored / bored Mbak* (P2-A-FMKK-L-19)

P3 says that the neighborhood at the Humble tavern is a great choice for those who also want to do assignments and other discussions.

*The environment in the humble tavern is the right choice for doing assignments because other students also do a lot of assignments and other discussions. In addition to students, there are also employees and lecturers who have time to hang out at the Humble shop so that's what makes it exciting and fun.*

(P3-A- FMKK-L-21)

A similar thing was conveyed by P4 who said that the comfortable environment at Kedai Humble with several facilities that have been provided makes consumers not easily saturated / bored if they want to linger in the Humble shop.

*"The environment is comfortable, it doesn't make you feel like you. kalua to hang out and talk seriously like Mbak, sometimes there are hangouts that can't be made to chat serius, because it's too rame. But if it's delicious here, it's delicious. maybe here can be an option when you want to hang out and talk seriously and also provided some games so that we don't get bored easily. (P4-B-FMKK-L-23)*

The same thing was immediately conveyed by P5 who said that the environment in the Humble tavern is not too crowded and not too quiet and can be used as a place for discussion.

*The environment is really, I think it's delicious and not too rame, it's also not too quiet, so if the discussion in the Humble shop is not fast, it makes you saturated.*

(P5-B-FMKK-L-25)

Based on research conducted by researchers, it was found that in the stages of purchasing decisions including faktor-factors that influence purchasing decisions include: product prices and safe and comfortable environmental conditions for consumers. This is supported by Kotler & Keller (2009) who stated that price is one of the most influential in the world of buying and selling, when the price is too expensive consumers will automatically reconsider whether to buy the item or not and it will affect consumer satisfaction with the goods they buy. Consumers will dare to pay for expensive goods if consumers assess the expected satisfaction contained in the goods they buy. Conversely, if consumers rate satisfaction with the goods as low, consumers will not buy or are willing to pay for the goods at a high price.

## **CONCLUSION**

The decision making of purchasing coffee drinks at the Humble Salatiga store includes several stages before the consumer actually decides to buy a desired product: 1) information search, 2) evaluation of alternatives, 3) consumer purchasing decisions. Decision-making made by consumers in buying coffee drinks at Humble stores is influenced by several factors, namely price and environment. These factors are obtained significantly by consumer behavior towards decision making so that consumers have satisfaction in purchasing products based on their needs. This can also have an impact on the process of selling and repurchasing by consumers.

### **Suggestion**

1. From research, it is hoped that it can become a guideline for doing business in agriculture.
2. Consumers are expected to be more active in finding the desired product information, either through the Humble shop catalog, IG, *Whatsap* or through the internet.
3. For consumers to reassure whether the information that has been obtained is really enough about the place, price and quality so that when making the purchase process will be easier.

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