
Consumer Buying Interest In Old Coffee's Marketing Strategy

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Abstract. *The goal is to get a sense of the shop ambiance, promotions, and customer purchasing interest at Kopitema. The study technique employed is a descriptive and verification strategy. The procedure of gathering data by delivering questionnaires to Old Coffee customers as responses. Even while respondents' answers to promos are fairly positive, there are still low ratings, indicating that they still need to be improved. Similarly, consumer purchasing interest in Old Coffee based on respondents' comments is deemed strong, but the evaluation remains low and has to be improved. Partially, it was discovered that the shop environment impacts customer purchasing interest.*

Keywords: *store atmosphere, promotion, consumer interest.*

INTRODUCTION

Coffee exports in Manado are one of the locations with a significant contribution to coffee output, at 125 kg/ha. This is inextricably linked to the city of Manado, which is noted for its gastronomic variety, since the city offers a wide range of culinary pleasures, from traditional to contemporary.

Manado has a variety of cafes, each with its own distinct character, including coffee shops, urban bistros, brasseries, and buffets. The most popular sort of café is the coffee shop.

The Old Coffee coffee shop in Manado City has an innovative co-working space idea. This coffee shop is easily accessible from many educational institutes and workplaces. Old Coffee Manado has been open since August 2021, with a co-working space idea. The bulk of visitors are students who like discussing and working on homework together.

However, Old Coffee's sales percentage has declined each quarter since the shop's inception. There is a large disparity between the pre-survey done on physical evidence and promotional factors.

LITERATURE REVIEW

Kotler & Armstrong (2016:52) define promotion as a corporate action that communicates client value. Kotler and Keller (2016: 252) define promotion indicators as the frequency, quality, amount, duration, and reach of product marketing.

Moridu (2014) defines purchasing interest as: "A post-purchase evaluation or

evaluation result after comparing what one feels with one's expectations." According to Kotler (2016: 165), the indications of purchasing interest to utilise include attentiveness (attention), interest (attraction), and desire.

Framework of Thought

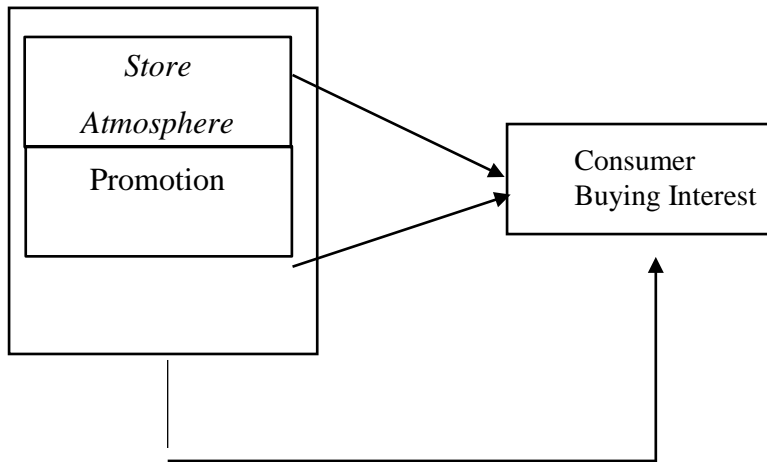


Figure 1 Framework of Thought

RESEARCH METHOD(S)

The population and sample collection are based on the number of visits each week, which is roughly 510, utilising Arikunto's (2013: 154) methodology, which indicates that the sample is part/representative of the study population.

FINDINGS AND DUSCUSSION

Results

Analyze the following table:

Table 1 Multiple Regression Test

UnstandardizedCoefficients			Standardized Coefficients	T	Sig.	Correlations	
Model	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.024	1.556		4.564	.000		
Store atmosphere	.304	.125	.352	2.430	.015	.256	3.545
Promotion	.415	.144	.416	2.656	.005	.256	3.545

a. Dependent Variable: consumer buying interest

The equation model for the aforementioned multiple linear regression model is as follows:

$$Y = 0.6024 + 0.304X1 + 0.415X2$$

Next, SPSS is used to investigate the association between shop environment, promotions, and customer interest. The correlation calculation yielded the following results:

Table 2 Correlation Coefficient Model Summary

	Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534 ^a	.546	.534	3.65206

- a. Predictors: (Constant), Promotions, Store Atmosphere
- b. Dependent Variable: Consumer Purchase Interest

The computation indicates that the RS value is 0.534. It is clear that shop environment and marketing have a high correlation with customer purchasing interest in the 0.60 - 0.544 range.

Discussion

According to research, Old Coffee's retail environment meets customer expectations, with an average rating of 3.16. Meanwhile, the results of the hypothesis test suggest that t count is 2.430 >> t table 1.440.

CONCLUSION AND RECOMMENDATION

1. The store environment received a score of 3.52, whereas the statement "I think the lighting at Old Coffee is bright" received a score of 2.41.
2. The promotion on Kopinema is 3.35. The statement "The promotion of the Old Coffee Café on social media directly attracted me to find out more" has the highest rating (3.54), while the statement "The promotions carried out by the Old Coffee Café are easy to understand by anyone who reads it" has the lowest rating (3.04).
3. The consumer purchasing interest rate is 3.46. The statement "the menu at the Old Coffee Café caught my attention" had the highest rating of 3.55, while the statement "I want to feel comfortable when enjoying food and drinks at the Kopitema Café" received the lowest rating of 3.14..

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