



The Effect Of Multi-Sensory Marketing And Pleasure On Purchasing At Coffee Shop In Indonesia

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ABSTRACT

The increasing number of coffee shop in Indonesia simultaneously coupled of competition in endless new market entries. Every business needs to map out a strategy in order to sustain in this industry. This study aims to measure the effect of multi-sensory marketing and pleasure on customer purchasing decision at coffee shop in Indonesia. Sensory marketing creates stimulation based on external environmental factors that can appeal to consumer senses through touching, tasting, hearing, smelling and seeing a product. Then, customer's pleasure is one of emotional response which is considered as situational answer and becomes compliment variables that affect on purchasing. This research is an explanatory research with a quantitative approach. The sampling method has used convenience sampling as of 120 respondents. The research data has used primary data sourced from the dissemination of questionnaires to coffee shop customer. The data is analyzed by Partial Least Square (PLS) which is a variant based Structural Equation Model (SEM) that can simultaneously perform model testing as well as structural model testing. The result revealed that multi-sensory marketing has significant effect on purchasing decision. This results indicate that in the purchasing decision process, consumers consider multi-sensory as part of their purchasing evaluation. Beside that, customer's pleasure has significant effect on purchasing decision. This result clearly revealed that emotional response affect customer behavior.

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1. Introduction

Coffee shop business rapidly increase in Indonesia, this business continues to grow into an emerging business. Domestic coffee consumption grows 13.9 percent per year, exceeding world consumption by 8 percent. The number of coffee shops in the last three years has tripled from 1,083 outlets in 2016 to 3,000 outlets by the end of 2019 (Dahwilani, 2019). Nevertheless, coffee shop sales decreased significantly during Covid-19 pandemic. Coffee shop owners innovate to keep their business afloat by offering coffee in larger packages and cost-effective delivery services. Evidently, the coffee business continues to survive in the midst of the pandemic (Jauhary & Widayanti, 2022). Drinking coffee in Indonesia has become culture and the part of daily life for various generation and circles of society (Dhisasmito & Kumar, 2020). This phenomenon indicate that coffee shop business is expected to grow significantly in the future.

The coffee shop industry will certainly competitive where there is an endless number of new market entries (Jang & Lee, 2019). Every business needs a strategy in order to survive. However, marketing strategy is one of the important aspects for maintaining a business. Modern consumers focus on unique and sensory experiences (Kim & Jung, 2019). Multi sensory marketing is a stimulation that can positively affect a person's consumption activities. Hultén (2009) argued that sensory marketing induces positive emotions that ultimately lead to behavioral reactions such as purchases or re-visits. Kuczamer-Kłopotowska (2017) agree that sensory marketing influences consumer purchasing decision-making. Rodrigues et al., (2011) assume that the value of a brand emerges when interactions occur through the customer's multi-sensory experiences



in the value-generating process, creating a symbiosis between individual and brand. As a consequence, business owners forced to provide propitious stimuli to enhance customer purchasing.

As humans being, they have psychological stimuli that can arouse passion in their life. Through existing sensors, it can be analyzed the factors that psychologically influence the decisions made. Each individual has senses and human brain that the sensory information is stored (sensory memory) and an image is created in terms of mental conceptions and imagination (short-term memory) to be further activated by long-term memory. This image is the result of the positive or negative sensory experiences an individual derives from a service that is synonymous with the brand (Grönroos, 2007). Erdil (2015) explained the application mechanism of sensory marketing: it creates stimulation based on external environmental factors that can appeal to consumer senses. Sensory marketing is considered an important marketing strategy because it allows consumers to differentiate a particular product or brand in various decision-making situations related to consumption activities (Krishna, 2017). The purchasing decision is a selection process between product choices or alternatives services, so that the one that best suits the needs and desires of the buyer is selected. Sabeehullah et al., (2013) defined that consumer purchasing behavior is way through individual purchase and use the product which satisfy there need and wants. There is not only about tangible reason to make decision making, but also emotional response and desire appeal the intention to buy. Sensory marketing is one of the innovative solutions that give the consumer opportunities to percept and experience the product and services. Jang & Lee (2019) stated that coffee shops' sensory marketing factors could possibly enhance customers' behavioral intentions, they indicate that although the coffee shop industry is currently facing a saturated market situation, effective sensory marketing could be used as a strategy to attract more customers. The five senses, smell, touch, taste, sight, and sound have a tremendous impact on how consumers purchase and experience products, services, and brands (Randhir et al., 2016).

The responses of customers to the set of stimuli are influenced by emotional including pleasure and non pleasure (Hoffman & Turley, 2002). Ideally, coffee shop have to develop atmosphere to appeal customer pleasure. The significant effect of pleasure on consumer's attitudes that consequently influenced their intention to re-visit and patronage (Ha & Lennon, 2012). High level of pleasure elicited by environmental stimuli enhanced approach behavior such as desire to shop (Ha & Lennon, 2010). In purchasing decision, the desire are important besides needs, quality, price or intangible factors. The emotion become more important with the emergence of the principle of the consumer pleasure (Kuong & Tram, 2015). Zeng & Durif (2019) stated, value in the purchasing decision process includes enjoyment and excitement or pleasure during consumer experience. Consumer who are pleased may have a strong desire to make a purchasing decision.

Consumer have different bases in making purchasing decisions, each consumer is a personal unique, where between consumers have different needs and desires determine the products or services consumed. Consumer go through a few stages weighing up options and looking at alternatives before they come to the decision to make a purchase (Maria et al., 2016). Purchase decision making as process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision (Sallam, 2014). Purchasing decision is a process of problem solving that consist of analyzing the need and desire, search the information, assessment of the selection sources on the purchase alternative, purchase decision, and behavior after purchase (Harahap et al., 2017). Customer's pleasure is one of emotional response which is considered as situational answer and becomes compliment variables that affect on purchasing. The emotional states play an intervening role in customer's attitude, satisfaction, and various approach or avoidance behaviors. The emotional states are the crucial determinant to acceptance intention for a product. The aesthetic design of place or ambience of coffee shop can affect the sensory of pleasure.

Based on this rationale, the purpose of this study aims to examine the effect of multi sensory marketing and customer's pleasure on purchasing behavior of coffee shop consumers in Indonesia. The research results is empirically able to contribute recommendations for sustainability of the coffee shop business.

2. Research Method

This research is an explanatory research with a quantitative approach. This research was conducted through a survey of coffee shop consumers in Indonesia. The coffee shop selection is determined in Excelso Coffee, Jco Coffee, Tanamera Coffee & Roastery, Kopi Kenangan and Kopi Janji Jiwa. The respondent selection is choosen based on customer who have purchased. The sampling technique has used non-



probability sampling in that the number of population cannot be determined. The sampling method has used convenience sampling. The minimum number of research objects is determined through multiple regressions, based on Hair et al (2006), the minimum number of samples is five multiple number of indicators in each research variable as of 120 respondent. The variables and indicators of this study are described in detail in table 1 as follow.

Table 1
Operational Variables

Variables	Dimensions	Indicators
Multi-sensory Marketing	Smell Sensors	Product, intensity, atmosphere, advertency, theme, scent, signature
	Sound Sensors	Jingle, voice, music, theme signature, sound brand
	Sight Sensors	Design, packaging, style, color, light, graphic, interior, exterior
	Taste Sensors	Interplay, symbiosis and synergies name, presentation, environment, knowledge, lifestyle, delight
Customer Pleasure	Touch Sensors	Material, surface, temperature, weight, steadiness
	Emotional response	Satisfied, happy, pleasant, relax
Purchasing Decision	Decision making	Stability, habit, own decision, product excellence, confidence

The research data has used primary data sourced from the dissemination of questionnaires on the object of research. Questionnaires has used questions that are measured by option scale 1 as strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree. The data is analyzed by Partial Least Square (PLS) which is a variant based Structural Equation Model (SEM) that can simultaneously perform model testing as well as structural model testing. PLS is a powerful tool used to test prediction models. Measurements using PLS will present the results of outer model evaluation and inner model. Outer model is a model of measurement to assess the validity and reliability of the model, whereas the inner model is a structural model to predict the causality relationship between latent variables. The conceptual model and hypothesis is figured out as follow:

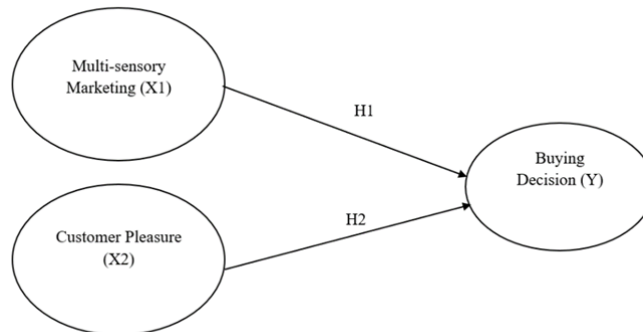


Figure 1. Conceptual Model and Hypothesis

3. Result and Discussion

Based on the questionnaires distributed to the respondents, the descriptive data of respondents are described in table 2 as follows:

Table 2
Respondent Description

Description	Result
Gender	63.9% Female 36.15% Male
Age	94.4% 25-40 years old 2.8% 17-25 years old 2.8% > 40 years old
Job	72.2% Employee 13.9% Entrepreneur 8.3% Lecturer/Teacher 2.8% Consultant 2.8% Housewife

Domicile	40% Central of Jakarta 25% West Java 20% East Java 15% Central Java
Interval of visiting coffee shops before the Covid-19 pandemic	63.9% < 3 times a month 36.1% > 4 times a month
Interval of visiting coffee shops after the Covid-19 pandemic	57.15% 1-2 times a month 25.7% never 17.1% > 3 times a month
The average of time spending in one visit	52.8% 2-3 hours 36.1% <1 hours 11.1% > 3 hours
The main reason of visiting coffee shops	42.2% Hang out 19.4% Working/Studying 16.7% Purchasing Coffee 11.1% Loving the product 5.6% Influenced by ads

Statistical test results are divided into two parts, the first is predicting causality among indicators in the structural model (outer model), the second is hypothesis testing (inner model). Causality relationship can be done with construct validity test and reliability test, while hypothesis test is presented by the value of path coefficient.

3.1 The Structural Model: Validity and Reliability Test

This study has used Structural Equation Model (SEM), where each variable has measured using several indicators. The statistical test tool has used Partial Least Square with SmartPLS application. To predict relational in structural models, the first measurement models should be performed for validation of indicators and latent variables. The results of validity test for each indicator shown in figure 2 and table 3 as follows:

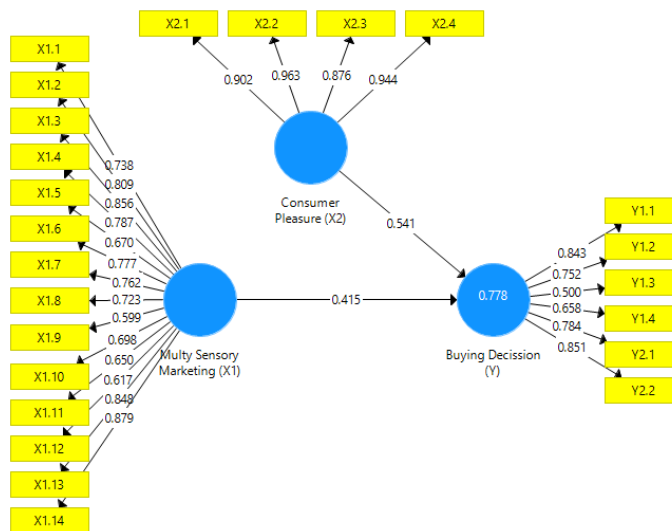


Table 3.
Outer Model

Indicators	Multi-Sensory Marketing	Customer Pleasure	Purchasing Decision
X1.1	0.738		
X1.2	0.809		
X1.3	0.856		
X1.4	0.787		
X1.5	0.670		
X1.6	0.777		
X1.7	0.762		
X1.8	0.723		



X1.9	0.599		
X1.10	0.698		
X1.11	0.650		
X1.12	0.617		
X1.13	0.848		
X1.14	0.879		
X2.1		0.902	
X2.2		0.963	
X2.3		0.876	
X2.4		0.944	
Y.1			0.843
Y.2			0.752
Y.3			0.500
Y.4			0.658
Y.5			0.784
Y.6			0.851

According to Abdillah and Jogiyanto (2015), an indicator is considered practically significant if the value of loading factors is more than 0.5. Based on statistical test, all indicators in this research is valid fulfill the criteria. Hereinafter, reliability test aims to find indicators that can be trusted to form a construct variable. According to Abdillah and Jogiyanto (2015), the reliability test rules involve Cronbach's Alpha values of more than 0.6; Composite Reliability value is more than 0.7; and the AVE value is more than 0.5. The results of the reliability test are shown in Table 4. Based on the results of the reliability test, all indicators are declared reliable to form a construct variable.

Table 4.
Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Multi-sensory Marketing (X1)	0.939	0.946	0.561
Consumer Pleasure (X2)	0.941	0.958	0.850
Purchasing Decision (Y)	0.833	0.877	0.550

3.2 The Hypothesis Test

The hypothesis test is obtained by testing the inner model, this test aims to measure the relationship between atent variables. The test value of the inner model can be seen from the path coefficient value. According to Abdillah and Jogiyanto (2015), the relationship between variables can be declared significant if the T-Statistic value is stated to be more than 1.96 with a P-Value less than 0.05 (alpha of 5%). Based on statistical result, value of T-statistic multi sensory marketing to purchasing decision is 2.427 more than 1.96 (P-Value < 0.05), thus consumer's pleasure to purchasing decision is 2.899 more than 1.96 (P-Value < 0.05). This result obtained that hypothesis is proved. The results of the path coefficients are shown in table 5 as follows.

Table 5.
Path Coefficient

Variable	Sample Mean	Standard Deviation	T-Statistic	P-Values
Multi-sensory Marketing (X1) → Purchasing Decision (Y)	0.474	0.171	2.427	0.016
Consumer Pleasure (X2) → Purchasing Decision (Y)	0.492	0.187	2.899	0.004

3.3 Discussion

Multi-sensory marketing has significant effect on purchasing decision. This results indicate that in the purchasing decision process, consumers consider multi-sensory as part of their purchasing evaluation. Especially in coffee shop services, in addition to the quality of products served, enjoyable atmosphere makes consumers feel more comfortable. Most of the respondents stated that cleanliness and neat arrangement of shop area are important indicators in their purchasing decision. In the setting of coffee shop design, respondents prefer shops with natural nuances and layout. This ambiance create the impression of comfortable place. For the aroma of the shop area, consumers prefer the gourmand scent which is more appetizing. The choice of music played in coffee shops, respondents prefer music with soft rhythms and slow

tempos, it indicates that consumers more like a calming place. The choice of taste for coffee shop products, most of the respondents prefer coffee with a sweet taste and the addition of latte. The previous research by Manojkumar, et.,al (2021) sensory marketing has significant effect on purchasing behavior. The implication of study revealed that taste and smell, preference of music based on trend or season able to enhance the excitement of consumer. Furthermore, visual stimulation on designing interior furnishings that cultivate a harmonious environment in the shop area.

Customer's pleasure has significant effect on purchasing decision. This result clearly revealed that emotional response affect customer behavior. Emotional states are very important variables and potential stimuli for instant purchase (Kalour & Mohaved, 2021). A pleasurable in coffee shop area create a positive perception and affect the overall impression of customer. The greatest impression customers influencing positive behavioral intention (Tantanatewin & Inkarojrit, 2018). It can be seen that coffee shop consumers spend time hanging out with friends and family. Feelings of relax, satisfy and pleasure of coffee shop area are the determining factors in the purchasing process. The more pleasure they feel, the greater their intention to re-visit.

4. Conclusion

This study extended the existing knowledge in customer behaviour that multi-sensory and customer pleasure has affect on purchasing decision. When choosing various alternatives, consumers will carry out the identification process in various ways. Sensory and pleasure are consumer experiences that will stimulate their behavior in purchasing decisions. Coffee shops can focus on creating stimuli that further add to the appeal of customers includes smell, sight, sound, taste and touch, . It will lead to the creation of a pleasant experience for consumers so that purchases will occur. More than that, the success of the coffee business in creating a good emotional connection for consumers will lead to loyalty in the future.

The researcher acknowledge that the findings in this study are limited to the research subject, for example, the type, location and atmosphere of coffee shops are limited. The limitations of the study also stem from the convenience sampling method. The individual characteristics of research participants can be extended to include other variables such as cultural aspects. For further research, it can include various elements that can affect purchasing behaviour from the emotional aspect such as arousal or impulse.

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