# Factors Affecting Consumer Interest in Choosing a Coffee Store in Tangerang District

Bobby Reza[1], Muhamad Rian Arliony [2]

[1]Magister Manajemen, Universitas Tangerang Raya, Indonesia
[2]Program Study Manajemen, Universitas Tangerang Raya, Indonesia

**A R T I C L E   I N F O**

**ABSTRACT**

This study aims to determine the effect of Convenience of Place (X1), Service (X2), Location (X3), Final Quality of Coffee (X4), Taste (X5), Price (X6), Product Diversity (X7) on Consumer Interest (Y ) in Choosing a Coffee Shop in Tangerang Regency. The research method used is a questionnaire distributed via Google Form in several coffee shops in Tangerang Regency. By using quantitative research. The data analysis method used is multiple linear regression analysis by testing the hypothesis, namely the t test and F test with the help of the SPSS 26 for windows program. The sample in this study was 133 respondents who were selected using the Slovin formula. The variables used in this study are Convenience of Place (X1), Service (X2), Location (X3), Final Quality of Coffee (X4), Taste (X5), Price (X6), Product Diversity (X7) as independent variables and Consumer Interest (Y) as the dependent variable. The results of this study indicate that the convenience of place, location and product diversity have a significant effect on consumer interest, but service, final coffee quality, taste and price have no significant effect on consumer interest. Then Convenience of Place, Service, Location, Final Quality of Coffee, Taste, Price and Product Diversity simultaneously have a significant effect on Consumer Interest in Choosing Coffee Shops in Tangerang Regency. And the value of the coefficient of determination ($R^2$) is 0.765 which means that 76.5% of consumer interest is influenced by the convenience of the place, service, location, final quality of coffee, taste, price and product diversity and the remaining 23.5% is explained by other variables outside this research.

**E-mail:**
bobby.reza@untara.ac.id

## 1. Intoduction

In the current era, technological developments have influenced the mindset, behavior and culture in society. In addition, with the development of technology, the business world is growing rapidly. Business people must prepare a strategy in order to please and build the enthusiasm of consumers into an experience in consuming products and services, so that it will impress them.

The number of business people in similar fields will also have an impact on the increasing quantity of products in the market. With the increasing quantity of products and business players in the market, the level of competition has become one of the topics of daily business problems. An example is coffee.Coffee in Indonesian is widely known as a stimulant drink made from coffee beans. Today coffee is one of the most famous drinks in the world. Coffee plants are not native to Indonesia, but rather a type of plant originating from the African continent. The coffee plant was brought to Java in 1696, but at that time it was still in the

experimental stage. In Java, this coffee plant received full attention only in 1699, because this coffee plant was able to develop and produce well.

Some coffee connoisseurs also consider coffee as a lifestyle. The current pattern of coffee consumption is not only drunk in the morning but at any time. This trend does not only exist among adult consumers but also among teenagers. For some coffee lovers, enjoying a cup of coffee may be a common thing to do in their spare time and can be done anywhere. However, for certain circles enjoying coffee is not only how to feel the sweet and bitter sensations, but how the content that accompanies these activities will have a wider impact. For example, young executives will enjoy a cup of coffee by carrying out activities with their business relationships. Likewise with students, enjoying a cup of coffee is only meaningful if it is done in a coffee shop interspersed with small discussions. And even parents make coffee shops one of the attractions that cannot be separated from everyday life, even coffee shops become their second home.
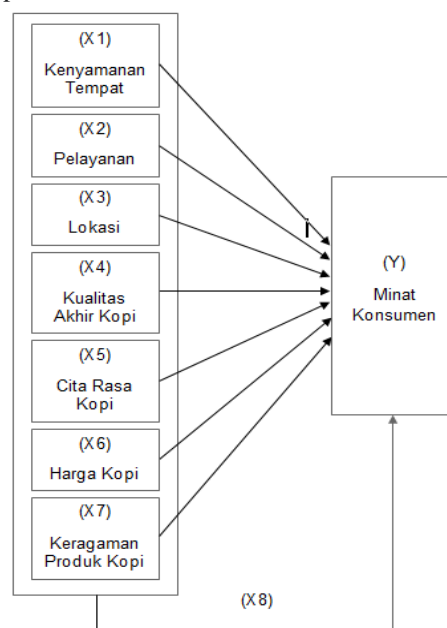


**Figure 1.** Framework

Information :

H1: Place Convenience is suspected to have an effect on Consumer Interest

H2: Service is suspected to have an effect on consumer interest

H3: Location is suspected to have an effect on consumer interest

H4: The final quality of coffee is suspected to have an effect on consumer interest

H5: Taste is suspected to have an effect on consumer interest

H6: Price is suspected to have an effect on consumer interest

H7: Product diversity is suspected to have an effect on employee performance

H8: Convenience of place, service, location, final quality of coffee, taste, price, product diversity are suspected to have a simultaneous effect on employee performance

## 2. Research Method

### 2.1 Research Case

The place used by the author in this study is a shop or coffee shop in the Tangerang Regency area via online which is distributed via Google Form.

### 2.2 Populations And Sample

### a Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The population includes all the characteristics / properties possessed by the subject / object. This study is a population study, the population in this study are coffee connoisseurs in several coffee shops or coffee shops in Tangerang Regency, amounting to 1,500 people .

**b    Sample**

According to Sugiyono (2019:148), the sample is part of the number and characteristics possessed by the population. in this study, using random sampling, namely random sampling. In the sample size study, the researcher used the Slovin formula, namely: $n = N / (1 + (N \times e^2))$

$n = 200 / (1 + (200 \times 0.05^2))$

$n = 200 / (1 + (200 \times 0.0025))$

$n = 200 / (1 + 0.5)$

$n = 200 / 1.5$

$n = 133.333$

If rounded up, the minimum sample size of 200 populations at a margin of error of 5% is 133.

## 3.    Results And Discussion

### 3.1    Test Results Of Research Instruments
**a    Validity Test Results**

  1)    **Consumer Interest (Y)**

**Table 1**

Consumer Interest (Y)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|----|----|----|----|----|----|
| 1 | Y1.1 | 0.626 | > | 0.169 | Valid |
| 2 | Y1.2 | 0.601 | > | 0.169 | Valid |
| 3 | Y1.3 | 0.602 | > | 0.169 | Valid |
| 4 | Y1.4 | 0.579 | > | 0.169 | Valid |
| 5 | Y1.5 | 0.584 | > | 0.169 | Valid |
| 6 | Y1.6 | 0.622 | > | 0.169 | Valid |
| 7 | Y1.7 | 0.667 | > | 0.169 | Valid |
| 8 | Y1.8 | 0.739 | > | 0.169 | Valid |
| 9 | Y1.9 | 0.649 | > | 0.169 | Valid |
| 10 | Y1.10 | 0.592 | > | 0.169 | Valid |

  2)    **Comfort Place (X1)**

**Table 2**

Comfort of Place (X1)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|----|----|----|----|----|----|
| 1 | X1.1 | 0.536 | > | 0.169 | Valid |
| 2 | X1.2 | 0.600 | > | 0.169 | Valid |
| 3 | X1.3 | 0.582 | > | 0.169 | Valid |
| 4 | X1.4 | 0.568 | > | 0.169 | Valid |
| 5 | X1.5 | 0.694 | > | 0.169 | Valid |
| 6 | X1.6 | 0.641 | > | 0.169 | Valid |
| 7 | X1.7 | 0.689 | > | 0.169 | Valid |
| 8 | X1.8 | 0.622 | > | 0.169 | Valid |
| 9 | X1.9 | 0.646 | > | 0.169 | Valid |
| 10 | X1.10 | 0.518 | > | 0.169 | Valid |

3) **Service (X2)**

**Tabel 3**

Service (X2)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X2.1 | 0.478 | > | 0.169 | Valid |
| 2 | X2.2 | 0.530 | > | 0.169 | Valid |
| 3 | X2.3 | 0.492 | > | 0.169 | Valid |
| 4 | X2.4 | 0.549 | > | 0.169 | Valid |
| 5 | X2.5 | 0.473 | > | 0.169 | Valid |
| 6 | X2.6 | 0.631 | > | 0.169 | Valid |
| 7 | X2.7 | 0.673 | > | 0.169 | Valid |
| 8 | X2.8 | 0.734 | > | 0.169 | Valid |
| 9 | X2.9 | 0.694 | > | 0.169 | Valid |
| 10 | X2.10 | 0.574 | > | 0.169 | Valid |

4) **Location (X3)**

**Tabel 4**

Location (X3)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X3.1 | 0.470 | > | 0.169 | Valid |
| 2 | X3.2 | 0.539 | > | 0.169 | Valid |
| 3 | X3.3 | 0.511 | > | 0.169 | Valid |
| 4 | X3.4 | 0.663 | > | 0.169 | Valid |
| 5 | X3.5 | 0.469 | > | 0.169 | Valid |
| 6 | X3.6 | 0.614 | > | 0.169 | Valid |
| 7 | X3.7 | 0.636 | > | 0.169 | Valid |
| 8 | X3.8 | 0.698 | > | 0.169 | Valid |
| 9 | X3.9 | 0.678 | > | 0.169 | Valid |
| 10 | X3.10 | 0.652 | > | 0.169 | Valid |

5) **Final Quality of Coffee (X4)**

**Tabel 5**

Final Quality of Coffee (X4)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X4.1 | 0.677 | > | 0.169 | Valid |
| 2 | X4.2 | 0.650 | > | 0.169 | Valid |
| 3 | X4.3 | 0.664 | > | 0.169 | Valid |
| 4 | X4.4 | 0.574 | > | 0.169 | Valid |
| 5 | X4.5 | 0.664 | > | 0.169 | Valid |
| 6 | X4.6 | 0.614 | > | 0.169 | Valid |
| 7 | X4.7 | 0.677 | > | 0.169 | Valid |
| 8 | X4.8 | 0.559 | > | 0.169 | Valid |
| 9 | X4.9 | 0.660 | > | 0.169 | Valid |
| 10 | X4.10 | 0.650 | > | 0.169 | Valid |

6) **Taste (X5)**

**Tabel 6**

Taste (X5)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X5.1 | 0.596 | > | 0.169 | Valid |
| 2 | X5.2 | 0.624 | > | 0.169 | Valid |
| 3 | X5.3 | 0.578 | > | 0.169 | Valid |
| 4 | X5.4 | 0.444 | > | 0.169 | Valid |
| 5 | X5.5 | 0.607 | > | 0.169 | Valid |
| 6 | X5.6 | 0.634 | > | 0.169 | Valid |
| 7 | X5.7 | 0.674 | > | 0.169 | Valid |
| 8 | X5.8 | 0.573 | > | 0.169 | Valid |
| 9 | X5.9 | 0.562 | > | 0.169 | Valid |
| 10 | X5.10 | 0.572 | > | 0.169 | Valid |

7)    **Price(X6)**

**Tabel 7**

Price (X6)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X6.1 | 0.692 | > | 0.169 | Valid |
| 2 | X6.2 | 0.651 | > | 0.169 | Valid |
| 3 | X6.3 | 0.718 | > | 0.169 | Valid |
| 4 | X6.4 | 0.646 | > | 0.169 | Valid |
| 5 | X6.5 | 0.670 | > | 0.169 | Valid |
| 6 | X6.6 | 0.654 | > | 0.169 | Valid |
| 7 | X6.7 | 0.660 | > | 0.169 | Valid |
| 8 | X6.8 | 0.597 | > | 0.169 | Valid |
| 9 | X6.9 | 0.418 | > | 0.169 | Valid |
| 10 | X6.10 | 0.590 | > | 0.169 | Valid |

8)    **Products Variety (X7)**

**Tabel 8**

Products VAriery (X7)

| No | Item-item Penelitian | Corrected Item-Total Correlation (r-hitung) | vs | R Product Moment (r-tabel) | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X7.1 | 0.538 | > | 0.169 | Valid |
| 2 | X7.2 | 0.460 | > | 0.169 | Valid |
| 3 | X7.3 | 0.494 | > | 0.169 | Valid |
| 4 | X7.4 | 0.478 | > | 0.169 | Valid |
| 5 | X7.5 | 0.757 | > | 0.169 | Valid |
| 6 | X7.6 | 0.658 | > | 0.169 | Valid |
| 7 | X7.7 | 0.816 | > | 0.169 | Valid |
| 8 | X7.8 | 0.816 | > | 0.169 | Valid |
| 9 | X7.9 | 0.687 | > | 0.169 | Valid |
| 10 | X7.10 | 0.710 | > | 0.169 | Valid |

**3.2  Reliability Result Test**

**a    Consumer Interest (Y)**

**Tabel 9**
Consumer Interest (Y)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|----------------------|------------------|-----|---------------|---------------------|
| 1 | Y1.1 | 0.877 | > | 0.60 | Reliabel |
| 2 | Y1.2 | 0.879 | > | 0.60 | Reliabel |
| 3 | Y1.3 | 0.879 | > | 0.60 | Reliabel |
| 4 | Y1.4 | 0.880 | > | 0.60 | Reliabel |
| 5 | Y1.5 | 0.880 | > | 0.60 | Reliabel |
| 6 | Y1.6 | 0.878 | > | 0.60 | Reliabel |
| 7 | Y1.7 | 0.874 | > | 0.60 | Reliabel |
| 8 | Y1.8 | 0.868 | > | 0.60 | Reliabel |
| 9 | Y1.9 | 0.875 | > | 0.60 | Reliabel |
| 10 | Y1.10 | 0.879 | > | 0.60 | Reliabel |

**b    Convenience Place (X1)**

**Tabel 10**
Convenience Place (X1)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|----------------------|------------------|-----|---------------|---------------------|
| 1 | X1.1 | 0.873 | > | 0.60 | Reliabel |
| 2 | X1.2 | 0.868 | > | 0.60 | Reliabel |
| 3 | X1.3 | 0.870 | > | 0.60 | Reliabel |
| 4 | X1.4 | 0.871 | > | 0.60 | Reliabel |
| 5 | X1.5 | 0.861 | > | 0.60 | Reliabel |
| 6 | X1.6 | 0.865 | > | 0.60 | Reliabel |
| 7 | X1.7 | 0.862 | > | 0.60 | Reliabel |
| 8 | X1.8 | 0.867 | > | 0.60 | Reliabel |
| 9 | X1.9 | 0.865 | > | 0.60 | Reliabel |
| 10 | X1.10 | 0.875 | > | 0.60 | Reliabel |

**c    Service (X2)**

**Tabel 11**
Service(X2)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|----------------------|------------------|-----|---------------|---------------------|
| 1 | X2.1 | 0.864 | > | 0.60 | Reliabel |
| 2 | X2.2 | 0.859 | > | 0.60 | Reliabel |
| 3 | X2.3 | 0.862 | > | 0.60 | Reliabel |
| 4 | X2.4 | 0.858 | > | 0.60 | Reliabel |
| 5 | X2.5 | 0.863 | > | 0.60 | Reliabel |
| 6 | X2.6 | 0.851 | > | 0.60 | Reliabel |
| 7 | X2.7 | 0.847 | > | 0.60 | Reliabel |
| 8 | X2.8 | 0.843 | > | 0.60 | Reliabel |
| 9 | X2.9 | 0.846 | > | 0.60 | Reliabel |
| 10 | X2.10 | 0.856 | > | 0.60 | Reliabel |

**d    Location (X3)**

**Tabel 12**
Lokasi (X3)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|---------|---------|----|---------|---------|
| 1 | X3.1 | 0.870 | > | 0.60 | Reliabel |
| 2 | X3.2 | 0.864 | > | 0.60 | Reliabel |
| 3 | X3.3 | 0.866 | > | 0.60 | Reliabel |
| 4 | X3.4 | 0.855 | > | 0.60 | Reliabel |
| 5 | X3.5 | 0.869 | > | 0.60 | Reliabel |
| 6 | X3.6 | 0.859 | > | 0.60 | Reliabel |
| 7 | X3.7 | 0.857 | > | 0.60 | Reliabel |
| 8 | X3.8 | 0.852 | > | 0.60 | Reliabel |
| 9 | X3.9 | 0.853 | > | 0.60 | Reliabel |
| 10 | X3.10 | 0.856 | > | 0.60 | Reliabel |

**e    Final Quality of Coffee (X4)**

**Tabel 13**
Final Quality of Coffee (X4)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|---------|---------|----|---------|---------|
| 1 | X4.1 | 0.881 | > | 0.60 | Reliabel |
| 2 | X4.2 | 0.883 | > | 0.60 | Reliabel |
| 3 | X4.3 | 0.882 | > | 0.60 | Reliabel |
| 4 | X4.4 | 0.888 | > | 0.60 | Reliabel |
| 5 | X4.5 | 0.882 | > | 0.60 | Reliabel |
| 6 | X4.6 | 0.886 | > | 0.60 | Reliabel |
| 7 | X4.7 | 0.881 | > | 0.60 | Reliabel |
| 8 | X4.8 | 0.889 | > | 0.60 | Reliabel |
| 9 | X4.9 | 0.883 | > | 0.60 | Reliabel |
| 10 | X4.10 | 0.883 | > | 0.60 | Reliabel |

**f    Taste (X5)**

**Tabel 14**
TAste (X5)

| No | Item-item Penelitian | Cronbach's Alpha | vs | Nilai Batasan | Hasil Uji Instrumen |
|----|---------|---------|----|---------|---------|
| 1 | X5.1 | 0.855 | > | 0.60 | Reliabel |
| 2 | X5.2 | 0.852 | > | 0.60 | Reliabel |
| 3 | X5.3 | 0.856 | > | 0.60 | Reliabel |
| 4 | X5.4 | 0.868 | > | 0.60 | Reliabel |
| 5 | X5.5 | 0.854 | > | 0.60 | Reliabel |
| 6 | X5.6 | 0.851 | > | 0.60 | Reliabel |
| 7 | X5.7 | 0.848 | > | 0.60 | Reliabel |
| 8 | X5.8 | 0.857 | > | 0.60 | Reliabel |
| 9 | X5.9 | 0.858 | > | 0.60 | Reliabel |
| 10 | X5.10 | 0.857 | > | 0.60 | Reliabel |

**g    Price (X6)**

**Tabel 15**
Harga (X6)

| No | Item-item Penelitian | *Cronbach's Alpha* | vs | Nilai Batasa | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X6.1 | 0.873 | > | 0.60 | Reliabel |
| 2 | X6.2 | 0.876 | > | 0.60 | Reliabel |
| 3 | X6.3 | 0.871 | > | 0.60 | Reliabel |
| 4 | X6.4 | 0.877 | > | 0.60 | Reliabel |
| 5 | X6.5 | 0.875 | > | 0.60 | Reliabel |
| 6 | X6.6 | 0.876 | > | 0.60 | Reliabel |
| 7 | X6.7 | 0.875 | > | 0.60 | Reliabel |
| 8 | X6.8 | 0.880 | > | 0.60 | Reliabel |
| 9 | X6.9 | 0.895 | > | 0.60 | Reliabel |
| 10 | X6.10 | 0.880 | > | 0.60 | Reliabel |

**h    Product Variety Product (X7)**

| No | Item-item Penelitian | *Cronbach's Alpha* | vs | Nilai Batasa | Hasil Uji Instrumen |
|---|---|---|---|---|---|
| 1 | X7.1 | 0.886 | > | 0.60 | Reliabel |
| 2 | X7.2 | 0.892 | > | 0.60 | Reliabel |
| 3 | X7.3 | 0.890 | > | 0.60 | Reliabel |
| 4 | X7.4 | 0.892 | > | 0.60 | Reliabel |
| 5 | X7.5 | 0.871 | > | 0.60 | Reliabel |
| 6 | X7.6 | 0.878 | > | 0.60 | Reliabel |
| 7 | X7.7 | 0.867 | > | 0.60 | Reliabel |
| 8 | X7.8 | 0.867 | > | 0.60 | Reliabel |
| 9 | X7.9 | 0.876 | > | 0.60 | Reliabel |
| 10 | X7.10 | 0.875 | > | 0.60 | Reliabel |

**3.3    Test Analysis Requirements**
**a     Clasic Asumptin Test**
  **1)    Normality Test**

**Tabel 1**
Normality Test Result

| One-Sample Kolmogorov-Smirnov Test | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Kenyamanan Tempat | Pelayanan | Lokasi | KualitasAkhirKopi | CitaRasa | Harga | KeragamanProduk | MinatKonsumen |
| N | | 133 | 133 | 133 | 133 | 133 | 133 | 133 | 133 |
| Normal Parameters[a,b] | Mean | 42.9173 | 41.2857 | 41.1429 | 41.7444 | 41.0677 | 42.0226 | 42.8195 | 41.7444 |
| | Std. Deviation | 4.59915 | 4.63774 | 4.82755 | 4.99796 | 4.52969 | 4.42525 | 4.74315 | 4.76358 |
| Most Extreme Differences | Absolute | 0.075 | 0.074 | 0.075 | 0.074 | 0.072 | 0.075 | 0.076 | 0.070 |
| | Positive | 0.062 | 0.060 | 0.075 | 0.074 | 0.059 | 0.075 | 0.065 | 0.064 |
| | Negative | -0.075 | -0.074 | -0.061 | -0.064 | -0.072 | -0.067 | -0.076 | -0.070 |
| Test Statistic | | 0.075 | 0.074 | 0.075 | 0.074 | 0.072 | 0.075 | 0.076 | 0.070 |
| Asymp. Sig. (2-tailed) | | .064[c] | .070[c] | .066[c] | .074[c] | .087[c] | .066[c] | .060[c] | .197[c] |
| a. Test distribution is Normal. | | | | | | | | | |
| b. Calculated from data. | | | | | | | | | |
| c. Lilliefors Significance Correction. | | | | | | | | | |

The results of the Normality Test in the table above show that the significance values with the Kolmogorov-Smirnov (KS) test for the Comfort Place variable are 0.064, Service is 0.070, Location is 0.066, Final Quality of Coffee is 0.074, Taste is 0.087, Price is 0.066, Product Diversity is 0.060 and Consumer Interest is 0.197. The eight variables have a value above á=0.05. So it was concluded that the eight variables were normally distributed.
  **2)    Multikolinierity Test**

**Tabel 2**

Hasil Multikolinierity Test

| Coefficientsᵃ | | Collinearity Statistics | |
|---|---|---|---|
| **Model** | | *Tolerance* | **VIF** |
| 1 | (Constant) | | |
| | KenyamananTempat | 0.495 | 2.021 |
| | Pelayanan | 0.558 | 1.792 |
| | Lokasi | 0.492 | 2.032 |
| | KualitasAkhirKopi | 0.917 | 1.091 |
| | CitaRasa | 0.556 | 1.800 |
| | Harga | 0.869 | 1.150 |
| | KeragamanProduk | 0.716 | 1.397 |
| a. Dependent Variable: MinatKonsumen | | | |

**3) Uji Heteroskedastisitas**

**Gambar 1.**

Hasil Uji Heteroskedastisitas
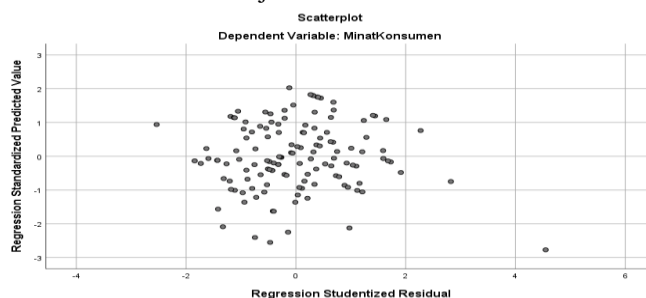


The results of the Multicollinearity test in the table above show that there is no independent variable that has a tolerance value of less than 0.10. It can be seen that the calculation results of the Variance Inflation Factor (VIF) value also show the same thing, namely there is no single independent variable that has a VIF value of more than 10, so it can be concluded that the regression model does not identify the presence of multicollinearity or the non-multicollinearity assumption is met.

Based on the results of the heteroscedasticity test, it can be seen in the Scatterplot graph that the points spread and do not form a certain pattern, so it can be concluded that there is no heteroscedasticity.

**3.4 Multiple Linear Regression Analysis**

**Tabel 3**

Multiple Linear Regression Analysis

| Coefficientsᵃ | | Unstandardized Coefficients | | Standardized Coefficients |
|---|---|---|---|---|
| **Model** | | **B** | **Std. Error** | **Beta** |
| 1 | (Constant) | 2.137 | 3.393 | |
| | KenyamananTempat | 0.322 | 0.062 | 0.311 |
| | Pelayanan | 0.064 | 0.058 | 0.062 |
| | Lokasi | 0.568 | 0.059 | 0.575 |
| | KualitasAkhirKopi | -0.006 | 0.042 | -0.007 |
| | CitaRasa | -0.108 | 0.060 | -0.103 |
| | Harga | -0.038 | 0.049 | -0.035 |
| | KeragamanProduk | 0.142 | 0.050 | 0.142 |
| a. Dependent Variable: MinatKonsumen | | | | |

Then the regression equation is obtained as follows:

$$Y = 2.137 + 0.322 + 0.064 + 0.568 - 0.006 - 0.108 - 0.038 + 0.142$$

The above equation can be explained as follows:

a. Variables of Place Convenience, Service, Location, Final Quality of Coffee, Taste, Price, and Product Diversity have a positive direction coefficient on Consumer Interest.

b. The Place Comfort Coefficient gives a value of 0.322 which means that the better the Place Comfort, the more consumer interest will increase.

c. The service coefficient gives a value of 0.064 which means that the better the service, the more consumer interest will increase.

d. The Location Coefficient gives a value of 0.568 which means that the better the location, the more consumer interest will increase.

e. The Coefficient of Final Coffee Quality gives a value of -0.006 which means that the lower the Final Quality of Coffee, the lower consumer interest.

f. The Taste Coefficient gives a value of -0.108 which means that the lower the taste, the consumer interest will decrease.

g. The Price Coefficient gives a value of -0.038 which means that the lower the price, the consumer interest will decrease.

h. The Product Diversity Coefficient gives a value of 0.142 which means that the better the Product Diversity, the more consumer interest will increase.

## 3.5 Hypothesis Testing
a  **Parsial Test(Uji t)**

**Tabel 4**
Partial Test Results (Uji t)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.137 | 3.393 | | 0.630 | 0.530 |
| | KenyamananTempat | 0.322 | 0.062 | 0.311 | 5.172 | 0.000 |
| | Pelayanan | 0.064 | 0.058 | 0.062 | 1.105 | 0.271 |
| | Lokasi | 0.568 | 0.059 | 0.575 | 9.558 | 0.000 |
| | KualitasAkhirKopi | -0.006 | 0.042 | -0.007 | -0.148 | 0.882 |
| | CitaRasa | -0.108 | 0.060 | -0.103 | -1.819 | 0.071 |
| | Harga | -0.038 | 0.049 | -0.035 | -0.777 | 0.439 |
| | KeragamanProduk | 0.142 | 0.050 | 0.142 | 2.842 | 0.005 |

Coefficients$^a$

a. Dependent Variable: MinatKonsumen

1) Based on the partial test results, it can be explained that the Place Comfort variable has a Tcount value of 5.172 and a significant value of 0.000. Because the significant value is less than 0.05, the results of this test conclude that H01 is rejected. This shows that the comfort of the place has a significant effect on consumer interest.

2) The service has a Tcount of 1.105 and a significant value of 0.271. Because the significant value is greater than 0.05, the results of this test conclude that H02 is accepted. This shows that the service does not have a significant effect on consumer interest.

3) Location has a Tcount of 6.558 and a significant value of 0.000. Because the significant value is less than 0.05, the results of this test conclude that H03 is rejected. This shows that location has a significant effect on consumer interest.

4) Final Quality of Coffee has a Tcount of -0.148 and a significant value of 0.882. Because the significant value is greater than 0.05, the results of this test conclude that H04 is accepted. This shows that the final quality of coffee has no significant effect on consumer interest.

5) Taste has a Tcount of -1.819 and a significant value of 0.071. Because the significant value is greater than 0.05, the results of this test conclude that H05 is accepted. This shows that the taste does not have a significant effect on consumer interest.

6) The price has a Tcount of -0.777 and a significant value of 0.439. Because the significant value is greater than 0.05, the results of this test conclude that H06 is accepted. This shows that the price has no significant effect on consumer interest.

7) Product diversity has a Tcount value of 2.842 and a significant value of 0.005. Because the significant value is less than 0.05, the results of this test conclude that H07 is rejected. This shows that product diversity has a significant effect on consumer interest.

**b    Simultan Test (F Test)**

**Tabel 5**
Hasil Uji Simultan (Uji F)

| | ANOVAᵃ | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2327.503 | 7 | 332.500 | 62.238 | .000ᵇ |
| | Residual | 667.805 | 125 | 5.342 | | |
| | Total | 2995.308 | 132 | | | |
| a. Dependent Variable: MinatKonsumen | | | | | | |
| b. Predictors: (Constant), KeragamanProduk, KualitasAkhirKopi, Pelayanan, Harga, KenyamananTempat, CitaRasa, Lokasi | | | | | | |

Based on the results of the table above, the F value is 62,238 and a significant value is 0.000 because the significant value is less than 0.05, then H08 is rejected. In conclusion, convenience of place, service, location, final quality of coffee, taste, price, and product diversity simultaneously have a significant effect on consumer interest.

**c    Coefficient of Determination Test (R Square)**

**Tabel 6**
Coefficient of Determination Test (*R Square*)

| | Model Summaryᵇ | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .882ᵃ | 0.777 | 0.765 | 2.31137 |
| a. Predictors: (Constant), KeragamanProduk, KualitasAkhirKopi, Pelayanan, Harga, KenyamananTempat, CitaRasa, Lokasi | | | | |
| b. Dependent Variable: MinatKonsumen | | | | |

Based on the results of the Coefficient of Determination test (R2) in the table above, it shows that the value of Adjusted R Square is 0.765. This means that 76.5% of consumer interest can be explained by the seven independent variables, namely the comfort of the place, service, location, final quality of coffee, taste, price and product diversity. While the remaining 23.5% is explained by other variables outside the regression model.

**3.6   Discussion**
**a    The Influence of Place Convenience on Consumer Interest**
The results of the statistical analysis of the data prove that the variable of place comfort has a significant effect on consumer interest, which is shown from the acquisition of a significant value of 0.000 <0.05, which means that H01 is rejected so that it can be concluded that place comfort has a significant effect on consumer interest. This means that every consumer who visits a coffee shop will immediately pay attention to the comfort of the place they visit, therefore the comfort of the place is a very important factor in attracting consumer interest in running a business.

**b    The Influence of Services on Consumer Interests**
The results of statistical data analysis prove that the service variable has no significant effect on consumer interest which is shown from the acquisition of a significant value of 0.271> 0.05, which means that H02 is accepted so that it can be concluded that the service has no significant effect on consumer

interest. This means that every service provided by the waiter will not always be an important factor in attracting consumer interest because everyone will of course have a different assessment and will depend on what kind of service is provided. Therefore, the service must be considered and improved in order to influence consumer interest in choosing a coffee shop.

**c     Influence of Location on Consumer Interest**

The results of statistical data analysis prove that the location variable has a significant effect on consumer interest which is shown from the acquisition of a significant value of 0.000 <0.05, which means H03 is rejected so it can be concluded that location has a significant effect on consumer interest. This means that consumers in choosing a coffee shop will pay attention to the location of the shop. Because in terms of the close distance from the residence or a location located in a strategic place, it will make consumers interested and various other reasons that attract consumer interest.

**d     The Effect of Final Coffee Quality on Consumer Interest**

The results of statistical data analysis prove that the final coffee quality variable has no significant effect on consumer interest which is shown from the acquisition of a significant value of 0.882 > 0.05 which means H04 is accepted so it can be concluded that the final quality of coffee has no significant effect on consumer interest. This means that for some consumers the final quality of coffee may not be a reason not to be interested in the coffee shop they visit. Therefore every coffee shop owner should pay more attention to the final quality of the coffee served so that every customer who comes will feel satisfied and want to visit again.

**e     The Effect of Taste on Consumer Interest**

The results of statistical data analysis prove that the Taste variable has no significant effect on consumer interest, which is indicated by the acquisition of a significant value of 0.071 > 0.05, which means that H05 is accepted so that it can be concluded that taste has no significant effect on consumer interest. This means that in terms of taste, each consumer has a different assessment and is not affected by the taste obtained even though they definitely want to feel satisfied with their visit to each of the coffee shops they go to. Therefore, every coffee shop owner needs to improve the taste of their products by creating new flavor innovations.

**f     The Influence of Price on Consumer Interest**

The results of statistical data analysis prove that the price variable has no significant effect on consumer interest which is shown from the acquisition of a significant value of 0.439 > 0.05, which means H06 is accepted so that it can be concluded that price has no significant effect on consumer interest. This means that for some consumers price is not the main factor in choosing a coffee shop. But in terms of price, people will also have interests that tend to be unstable because they see the prices offered are expensive or cheap and this will reduce consumer interest. Therefore, coffee shops must make relatively cheap prices or hold discount promos to attract consumers.

**g     The Influence of Product Diversity on Consumer Interests**

The results of statistical data analysis prove that the product diversity variable has a significant effect on consumer interest, which is indicated by the acquisition of a significant value of 0.000 <0.05, which means H07 is rejected so that it can be concluded that product diversity has a significant effect on consumer interest. This means that in terms of choosing coffee, every consumer will see the diversity of coffee products owned by a coffee shop and see several other factors. Because if the coffee offered is diverse, consumers will find it easy to choose if some coffee is considered too expensive or has never tried other coffee flavors.

**h     The Influence of Place Convenience, Service, Location, Final Quality of Coffee, Taste, Price and Product Diversity on Consumer Interest**

The results of statistical data analysis prove that the variables of Place Convenience, Service, Location, Final Quality of Coffee, Taste, Price and Product Diversity together have a significant effect on Consumer Interest which is shown from the acquisition of a significant value of 0.000 < 0.05 which means H08 rejected, so it can be concluded that the Convenience of Place, Service, Location, Final Quality of Coffee, Taste, Price and Product Diversity simultaneously have a significant effect on consumer interest.

### 4.    Conclusions

a   Based on the results of the tests that have been carried out in this study, the following conclusions are obtained:

b   Place Convenience has a significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.000.

c    Service has no significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.271.

d    Location has a significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.000.

e    Final Quality of Coffee has no significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.882.

f    Taste has no significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.071.

g    Price has no significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.439.

h    Product diversity has a significant effect on consumer interest in choosing a coffee shop in Tangerang Regency with a significant value of 0.005.

i    Convenience of Place, Service, Location, Final Quality of Coffee, Taste, Price and Product Diversity simultaneously have a significant effect on consumer interest choosing a coffee shop in Tangerang Regency with a significant value of 0.000.

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