

## MODELING PURCHASING DECISIONS : COMPETITIVE STRATEGIES OF LOCAL COFFEE SHOP BRANDS IN BALI

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### ABSTRACT

This research discusses the phenomenon of how consumers choose coffee shops and how local brand coffee shops compete with national coffee shops. This trend shows that more and more national brand coffee shops are entering Bali and how local brand coffee shops compete with their advantages. Therefore, this research aims to model purchasing decisions: the competitive strategy of local coffee shop brands in Bali. The research method used was quantitative data analysis with 252 consumers who made transactions at three local brand coffee shops in Bali. The data was analyzed using Confirmatory Factor Analysis (CFA) in the SPSS version 25 program. The results of the data analysis showed that from the 40 indicators that were initially tested, two main factors were formed that could explain the decision to purchase local coffee shop brands in Bali, namely "Brand immersion and Value Proposition". The results of this research indicate that these factors play an important role in understanding the reasons for consumer purchasing decisions in order to optimize the competitive strategy of local coffee shop brands in Bali. Therefore, these factors can be used as a basis for optimizing marketing and service strategies for local brand coffee shop business actors in Bali.

Keywords : Buying decision; Brand Immersion; Value Proposition; Competitive Strategies; Marketing strategy

### ABSTRAK

*Penelitian ini membahas fenomena bagaimana konsumen memilih coffee shop dan bagaimana coffee shop brand lokal bersaing dengan coffee shop nasional. Tren ini menunjukkan bahwa semakin banyak coffee shop brand nasional masuk ke Bali dan bagaimana coffee shop brand lokal bersaing dengan keunggulan yang dimilikinya. Oleh karena itu, Penelitian ini bertujuan untuk memodelkan Keputusan pembelian : strategi bersaing coffee shop brand lokal di Bali. Metode penelitian yang digunakan adalah analisis data kuantitatif dengan 252 konsumen yang bertransaksi di tiga coffee shop brand lokal di Bali. Data dianalisis dengan menggunakan Confirmatory Factor Analysis (CFA) dalam program SPSS versi 25. Hasil analisis data menunjukkan bahwa dari 40 indikator yang awalnya diuji, terbentuk dua faktor utama yang dapat menjelaskan keputusan pembelian coffee shop brand lokal di Bali, yaitu "Brand immersion dan Value Proposition". Hasil penelitian ini mengindikasikan bahwa faktor - faktor ini memainkan peran penting dalam mengetahui alasan keputusan pembelian konsumen guna mengoptimalkan strategi bersaing coffee shop brand lokal di Bali. Oleh karena itu, faktor - faktor ini dapat digunakan sebagai landasan untuk mengoptimalkan strategi pemasaran dan layanan bagi pelaku usaha coffee shop brand lokal di Bali.*

*Kata kunci : Buying decision; Brand Immersion; Value Proposition; Competitive Strategies; Marketing strategy*

## INTRODUCTION

Social and cultural life in Indonesia has undergone changes due to the influence of foreign cultures, with coffee culture being one of the examples widely adopted by society (Masdaini & Dewi, 2022). In terms of global coffee production, Indonesia has secured the third position as one of the largest coffee-producing countries in the world (Yuli Nurhanisah, 2023). The growth of coffee in Indonesia has led to the establishment of numerous MSMEs (Micro, Small, and Medium Enterprises) coffee shops in Bali. Bali, renowned for its high-quality coffee, has become a destination for international tourists seeking the finest coffee.

The restaurant and coffee shop business in Bali has experienced significant growth, particularly in three regions: Gianyar Regency, Denpasar City, and Badung Regency. Although Denpasar has seen the entry of national coffee shop chains such as Fore Coffee, Kopi Kenangan, and others, three local Bali coffee shop brands—Kedai Cafetory, Jenar Kopi, and Umah Lokal—have successfully maintained their positions in the market. Their success is supported by unique services, collaboration with local farmers, and a commitment to environmental sustainability, demonstrating that local brands can compete with national ones by applying the principles of Service Quality theory.

The SERVQUAL (Service Quality) theory is a model proposed by Parasuraman, Zeithaml, and Berry in 1985 to evaluate service quality (Valarie et al., 1985). This model focuses on customers' perceptions of expected services and comprises five main dimensions: performance, responsiveness, reliability, assurance, and empathy ((Valarie et al., 1985)). The study also incorporates additional factors to complement the SERVQUAL theory in understanding the drivers behind modeling purchase decisions and the competitive strategies of local coffee shop brands in Bali. These factors include store atmosphere, pricing, word of mouth, interior design, product innovation, brand image, marketing strategies, location, customer service, and customer experience.

The atmosphere within a store refers to the ambiance or environment that can stimulate consumers' senses and influence their purchasing decisions (Arianto & Satrio, 2020). Research by (Rahayu & Nursanta, 2021) indicates that store atmosphere positively impacts purchasing decisions. However, findings from (irzam, 2021) suggest the opposite. Price is another crucial factor influencing consumer purchasing decisions,

often serving as a primary consideration in determining the perceived value of a product or service. Research conducted by (Gunawan & Sughanda, 2023) demonstrates that price affects purchasing decisions, while (khumairo, 2018) presents contrasting findings.

Word of Mouth (WOM) is an effective marketing strategy for reducing promotional and distribution costs while influencing customers' purchasing decisions, ultimately driving business growth (Itasari et al., 2020). Studies have demonstrated the strong impact of WOM communication in shaping consumer purchase decisions (Joesyiana et al., 2018). However, (Maghfiroh, 2019) found that WOM has a negative and insignificant influence on purchasing decisions. Interior design is not merely a visual element but also a strategic approach to creating memorable experiences for every visitor (Ramadhan & Ratnawili, 2024). Research by (Cholis et al., 2023) shows that interior design significantly influences purchasing decisions. This finding aligns with studies conducted by (Putra & Veronica, 2022), (Isalman & Robby, 2022) and (Sanjaya, 2022).

Product innovation is essential for keeping up with changing societal trends. Companies must periodically innovate to avoid losing customers. By innovating their products, businesses can offer a diverse range of options to customers and meet societal demands (syntha, 2020). For instance, the business practices at Eleven Cafe Bengkulu involve continuous product updates, adaptation to current trends, and the development of unique characteristics that set it apart from competitors (Endah & Wulandari, 2021). However, (syntha, 2020) found that product innovation does not influence purchasing decisions. Brand image refers to a product's attributes that make it stand out in a competitive context. A valuable brand has a distinct identity, which is the brand owner's responsibility to express and popularize through various advertising methods or other promotional and marketing activities (Nurliyanti et al., 2022).

Brand image is a distinctive identity or characteristic of a product that makes it stand out compared to competitors. Brand owners are responsible for communicating and popularizing this identity through various promotional and marketing activities (Nurliyanti et al., 2022). The influence of brand image on purchasing decisions has been demonstrated in research by (Sutiyono, 2020). However, (Yunita, 2022) found a negative and insignificant effect of brand image on purchasing decisions. In addressing marketing challenges and making strategic decisions, the development of systematic

marketing strategies is essential. Research findings indicate that marketing strategy has a positive but insignificant influence on purchasing decisions (Yulianti, 2020). Conversely, (Febrian et al., 2019) highlighted a meaningful influence of subjective norms and perceived benefits on consumer purchasing behavior.

Location plays a central role in influencing customers' purchasing decisions for a business. Hypothesis analysis reveals that store location significantly impacts consumer purchasing decisions (Holwati et al., 2021). However, simultaneous testing through the F-test shows a value of 0.900, which is greater than 0.05, indicating that location and service quality, when tested together, do not have a significant effect on purchasing decisions (Cynthia et al., 2022). Customer service encompasses a series of business activities that integrate sales and service, from order placement to delivery, to ensure customer satisfaction and strengthen relationships through effective communication (Baladhika & Syahputra, 2024). Research by (indah, 2018) indicates that customer service plays a significant role, while findings by (Karina & Sari, 2023) suggest otherwise. Experience refers to the sensations or knowledge automatically stored in a customer's memory, making customer experience a critical aspect for businesses to satisfy consumers and excel in competition (Sari & Kapuy, 2021). According to (Rokima et al., 2021), customer experience significantly influences purchasing decisions, a conclusion further supported by studies from (Permoni & Adnyani, 2023) and (Cholis et al., 2023).

Creating a positive experience for customers is an important strategy that companies can use to build consumer loyalty (Sari & Kapuy, 2021). According to (Angelina Nhat Hanh Le et al., 2024), the indicators of experience include: sensory, affective, behavioral, and intellectual. The conclusion that can be drawn is that companies strive to build customer loyalty by providing them with positive experiences, which have a significant impact on purchasing decisions. An in-depth analysis of consumer preferences and the driving factors behind purchasing decisions is crucial for local coffee shops to create more appealing products, services, and experiences. This phenomenon encourages the conduct of research titled Modeling Purchase Decisions: Competitive Strategies of Local Coffee Shop Brands in Bali.

### **THEORETICAL FRAMEWORK AND HYPOTHESES**

The five components of the SERVQUAL theory, which analyze the gap between customer expectations and perceptions, include: physical evidence (tangibles), such as the appearance of facilities and equipment; service consistency (reliability); responsiveness (how quickly and effectively a business responds); ability to build trust (assurance); and personal care (empathy). The stages of the purchasing decision process outlined by (Marbun et al., 2022) begin with the evaluation of various alternatives to solve problems based on consumer needs. The five assessment indicators include product choice, brand, location, quantity, and purchase timing. Meanwhile, the concept of store atmosphere, as explained by (Arianto & Satrio, 2020) refers to the combination of physical characteristics of a store that shape its image in the minds of consumers, ranging from architectural aspects to sensory elements. According to (Tanjung, 2020) influential elements in store atmosphere include the exterior, general interior, store layout, and interior display.

According to (Satria, 2017), price is defined as the value agreed upon during the exchange process of a purchase transaction. (Wibisono & Waluyo, 2019) state that price assessment can be evaluated through four indicators: affordability, competitiveness, alignment with benefits, and alignment with quality. The alignment of price with the value perceived by consumers is crucial in influencing purchasing decisions and behavior. (Finanda & Wiwaha, 2017) explain that word of mouth (WOM) is the spread of information between customers about a product or brand, which occurs as a result of their experiences and satisfaction. Sernovitz (as cited in (Joesyiana et al., 2018)) identifies five basic dimensions of Word of Mouth, known as the 5Ts: Talkers, Topics, Tools, Talking Part, and Tracking (Febri et al., 2018). Managing these dimensions can serve as an effective marketing strategy for brand expansion and image strengthening. Design is a system applied to various types of planning, where the primary focus is to view a problem as a whole rather than separately or in isolation (Putra & Veronica, 2022). According to (munari, 2020), there are four indicators in interior design: flexibility, compactness, accessibility, and variety. The conclusion drawn is that interior design, as a spatial planning system, considers both functional and visual aspects. It impacts human perception and views of their environment. (Ernawati, 2019) states that product innovation is a vital need for companies to maintain consumer interest. (Rasyid

& Indah, 2018) describe innovation as having five dimensions: relative advantage, compatibility, complexity, trialability, and observability. By understanding these aspects, companies can enhance the adoption of new products and meet market needs more efficiently. Purchasing decision adalah perilaku pembelian seseorang dalam menentukan suatu pilihan produk untuk mencapai kepuasan sesuai kebutuhan dan keinginan konsumen yang meliputi pengenalan masalah, pencarian informasi, evaluasi terhadap alternatif pembelian, keputusan pembelian, dan perilaku setelah pembelian (Andriyani, Y., & Zulkarnaen, W., 2017:87).

According to (Arianty & Indira, 2020), consumers form perceptions and beliefs about a brand through various associations stored in their memory, with the first impression being shaped when they hear a slogan, which then becomes firmly entrenched in their minds. (Ramadhan & Fitri, 2023) identify six indicators of brand image: quality, trust, utility, service, risk, and price, all of which contribute to a brand's long-term image in the eyes of consumers. According to (Prabowo et al., 2021), marketing strategy serves as a method for companies to achieve their established goals. As mentioned by (Prabowo et al., 2021), the formulation of a company's marketing strategy is closely tied to the important role of the four elements of the marketing mix: product, price, promotion, and distribution. Location is a crucial physical element for a business, shaping the impression of the company. It reflects how a company chooses a place to operate and organizes its activities to provide the services needed by customers (rahayu, 2018) Factors that should be considered when determining a business location, according to (Senggetang et al., 2019), include accessibility, visibility, availability of ample and secure parking, and the potential for future expansion. Optimal, satisfying, and high-quality customer service has a significant impact on customer satisfaction (Dzikiryantos & Rochim, 2022). According to (Kurnia, 2020), there are five perceptions that can be used to evaluate customer service, which include service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Customer service is defined as a series of services provided by a producer to consumers related to the products offered or used by the consumers themselves.

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H: Store Atmosphere, Price, Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service, and Experience have a positive influence on the purchase decisions of local coffee shop brands in Bali.

### **RESEARCH METHOD**

Three local Bali coffee shop brands—Jenar Kopi, Kedai Cafetory, and Umah Lokal—are the focus of this study. The selection of Bali as the study location is based on the rapid growth of local coffee shop businesses in the region, which have now managed to compete with national players such as Fore Coffee, Kopi Kenangan, Tomoro Coffee, Janji Jiwa, and Beli Kopi. The sampling method used is nonprobability sampling with a purposive sampling approach, based on the theory of Hair et al. (2010), resulting in 252 respondents who have made at least one purchase at a local coffee shop brand. A quantitative analysis method is applied in this research, where primary data is collected through the distribution of questionnaires using Google Forms, supplemented with secondary data from various literature sources. Data analysis is conducted using Confirmatory Factor Analysis and processed using SPSS version 27.

### **DATA ANALYSIS AND DISCUSSION**

This study analyzes data from 252 participants who provided responses through a Google Form survey. Validity testing was conducted on several research variables, including store atmosphere, price, word of mouth, interior design, product innovation, brand image, marketing strategy, location, customer service, and consumer experience. All variables were confirmed valid with correlation coefficients ( $r$ ) above 0.3. Reliability testing also showed satisfactory results, with all variables having a Cronbach's Alpha value greater than 0.7.

The study found that of the total respondents, 159 (63.1%) were male and 93 (36.9%) were female. The majority of respondents were from Denpasar, with 91 people

(36.11%). Most respondents were in the age range of 12-25 years, totaling 233 people or 92.46%. In terms of education, the majority of respondents were high school graduates or equivalent, with 187 people (74.21%). Based on occupation, the majority of respondents were students, totaling 197 people (78.1%). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) value is 0.970, which is greater than 0.50, and Bartlett's Test of Sphericity yields a value of 10400.036 with a significance level of 0.000. These results indicate that the factors forming the variables are adequate and suitable for factor analysis.

Based on the data in Table 1. The anti-image matrix check was conducted to determine which partial variables are suitable for analysis and should not be excluded from the testing, as seen in Appendix 1. The MSA values (diagonal numbers in the Anti-Image Correlation matrix), marked with "a" on the diagonal line, for factors such as Atmosphere Store, Price, Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service, and Experience are all greater than 0.5. Therefore, the values for each of these factors can be predicted and analyzed further.

Based on the data in Table 2. The communality values indicate the extent to which each variable contributes to the formation of the factors, with detailed information provided in Appendix 2. All indicators show communality values above 0.5, indicating a strong relationship between these indicators and the resulting factors. The quality of the factor analysis improves as the communality values increase, reflecting a higher contribution of the indicators to the factors formed.

Based on the data in Table 3, the first and second components have Initial Eigenvalues of 25.360 and 1.190, respectively, both of which are greater than 1, indicating that these values can be interpreted as new factors. Additionally, the values in the "% of variance" column for the first and second components are 64.075% and 2.974%, respectively, showing that these factors can explain 64.075% and 2.974% of the variation. From the table, it can be observed that two factors have eigenvalues greater than 1, with a cumulative variance of 67.049%. This suggests that two factors can be extracted, while the remaining factors cannot be extracted.

Based on the data in Table 4, the factor grouping process is based on the results of the Component Matrix, which can be seen in detail in Appendix 3. The analysis shows



that out of the initial 40 factors, they were reduced to only 2 new factors, grouped into 4 research components. With a total of 252 respondents, the threshold value for factor loading was set at 0.35. This means that only those factors with a loading value greater than or equal to 0.35 were retained for further analysis, while others with lower loadings were excluded. Based on the results of the Rotated Component Matrix displayed in Table 5, it shows that:

- a) Indicator X1.5.3, X1.9.1, X1.9.2, X1.9.3, X1.9.4, X1.8.4, X1.5.2, X1.8.2, X1.5.1, X1.8.3, X1.10.2, X1.10.3, X1.10.1, X1.5.4, X1.10.4, X1.7.4, X1.6.3, X1.7.3, X1.6.1, X1.7.1, X1.6.2, X1.7.2, X1.4.4, X1.6.4, X1.3.4, X1.4.2, X1.3.3, X1.3.2, and X1.8.1 Each of them has a correlation value greater than the correlation of other factors. Therefore, the indicator X1.5.3, X1.9.1, X1.9.2, X1.9.3, X1.9.4, X1.8.4, X1.5.2, X1.8.2, X1.5.1, X1.8.3, X1.10.2, X1.10.3, X1.10.1, X1.5.4, X1.10.4, X1.7.4, X1.6.3, X1.7.3, X1.6.1, X1.7.1, X1.6.2, X1.7.2, X1.4.4, X1.6.4, X1.3.4, X1.4.2, X1.3.3, X1.3.2, dan X1.8.1 belongs to factor group 1.
- b) Indicator X1.2.1, X1.2.2, X1.2.4, X1.1.1, X1.2.3, X1.1.3 and X1.4.1 Each has a correlation value greater than the correlation of other factors. Therefore, the indicator X1.2.1, X1.2.2, X1.2.4, X1.1.1, X1.2.3, X1.1.3 and X1.4.1 belongs to factor group 2.

#### Interpretation of Factors

Based on the results of the factor analysis, it is known that out of the 40 indicators that were reduced, only 2 factors were successfully formed, namely:

- a) Factor 1 is formed by 8 indicators, which include Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service, and Experience. This factor is called Brand Immersion.
- b) Factor 2 is formed by 2 indicators, which include Store Atmosphere and Price. This factor is called Value Proposition.

Based on the data in Table 6, the data analysis shows that all 40 indicators used meet the criteria for further processing in identifying factors that influence the Competitive Strategy of Local Coffee Shop Brands in Bali. This feasibility is indicated by the MSA value of each indicator, which exceeds the threshold of 0.5. These results support the hypothesis testing that was previously formulated.

H<sub>1</sub> = Atmosphere Store, Price, Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service, and Experience have a Positive Influence on Modeling Purchase Decisions: Competitive Strategies of Local Coffee Shop Brands in Bali.

This hypothesis is accepted with the addition of two new factors, namely. Brand immersion are combination of Atmosphere Store, Price, Word Of Mouth, Interior Design, Product Inovation, Brand Image, Marketing Strategy, Location, Customer Service dan Experience. The second factor formed is Value Proposition, which is a combination of Atmosphere Store and Price.

The first factor formed is a new factor called the brand immersion factor, which is a combination of Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service and Experience. Why it is called the brand immersion factor is because overall, these elements are interrelated and contribute to creating a comprehensive experience that customers enjoy when visiting a coffee shop. Brand immersion plays an important role in building customer based brand equity (CBBE) by creating a comprehensive experience that consumers feel when interacting with a coffee shop. Thus, the term “brand immersion” aptly describes how a customer's experience is influenced by various factors during their visit to a coffee shop, creating deep satisfaction and encouraging customers to continue visiting regularly. Brand immersion is a fairly dominant factor with an explainer variance of 39,559%, where the dominant factor is the Brand Image factor which states "I feel that the facilities at this coffee shop are of high quality and support my comfort" with a varimax rotation score of 0.858.

The findings in this research show that the user experience in a coffee shop is influenced by several indicators, namely Quality, Trust, Service, Price, and information on the latest trends in the world of coffee. This is supported by the results of the questionnaire, which stated that 135 people or 53.5% strongly agreed to return because the service and products they received were very satisfying. In addition, observations show that based on gender, respondents are divided into two categories, namely men and women, where male respondents dominate with 159 people or 63.10%. This is caused by a higher preference among men to visit coffee shops as a place to socialize, work or relax. On the other hand, data regarding the respondents' latest education shows

that the majority of them have a high school education level or equivalent, with 187 people or 74.21% of the total 252 respondents. This figure confirms that groups with upper secondary education backgrounds dominate interactions with local coffee shop brands in Bali, who are most likely still in the young age range or have just entered the world of work.

When viewed from the work aspect, the majority of respondents who interact with local coffee shop brands in Bali are students or college students. The habit of students and university students who frequently visit coffee shops as a place to socialize, study or do assignments illustrates their openness to lifestyle trends that increasingly emphasize coffee consumption. Meanwhile, respondents who work as civil servants have the lowest percentage, only 4 people, indicating that this group may prefer a more formal place due to time constraints. Apart from that, the characteristics of the address of origin (district) show that respondents from Denpasar have the highest percentage. This percentage reflects that purchasing decisions towards local coffee shop brands in Bali are made more by individuals from urban areas such as Denpasar, where access to coffee shops is easier. This positive experience is felt by various age groups, but is more dominant among young people who tend to be more open to new experiences and information related to coffee trends.

Young age groups, especially teenagers and early adults, dominate with most respondents aged 12–25 years. This confirms that the younger generation plays a significant role in making purchasing decisions for local coffee shop brands in Bali. This generation has strong preferences in choosing a place to enjoy coffee, making them a key market segment that greatly influences local coffee shop business and marketing strategies. In addition, the trend of coffee consumption among young people continues to increase, along with increasingly dynamic and modern lifestyles, which strengthens their important role in the coffee shop market in Bali. The results of this research support SERVQUAL (Service Quality) which is the basic theory in this research, which emphasizes that factors such as Quality, Trust, Service, Price play a role in Modeling Purchasing Decisions: Competitive Strategy for Local Brand Coffee Shops in Bali. In the process of encouraging customers to continue visiting regularly, brand immersion can create positive experiences that consumers will remember. When customers are satisfied with their experience, they are more likely to return and recommend the coffee

shop to others, which impacts brand loyalty. This is supported by research conducted by (Angelina Nhat Hanh Le et al., 2024).

The second factor formed is a new factor called the value proposition factor, which is a combination of Store Atmosphere and Price. Why is it called the value proposition factor because overall, these elements are interrelated and contribute to creating unique value, such as superior coffee quality, a comfortable place experience for customers when visiting a coffee shop. Thus, the term "value proposition" aptly describes how a coffee shop can attract the attention of consumers who are looking for something different in a coffee shop. Value proposition is a fairly dominant factor with an explainer variance of 27,489%, where the dominant factor is the price factor which states "The prices at this coffee shop are in accordance with facilities such as Wi-Fi, power sockets and comfortable seating" with a varimax rotation score of 0.819. The findings in this research show that the user experience in a coffee shop is influenced by several indicators, namely price affordability, price suitability, the relationship between price and quality, the relationship between price and quality, and information on the latest trends in the world of coffee. This is supported by the results of the questionnaire, which stated that 139 people or 55.2% strongly agreed to return because the service and products they received were very satisfying.

In addition, observations show that based on gender, respondents are divided into two categories, namely men and women, where male respondents dominate with 159 people or 63.10%. This is caused by a higher preference among men to visit coffee shops as a place to socialize, work or relax. On the other hand, data regarding the respondents' latest education shows that the majority of them have a high school education level or equivalent, with 187 people or 74.21% of the total 252 respondents. This figure confirms that groups with upper secondary education backgrounds dominate interactions with local coffee shop brands in Bali, who are most likely still in the young age range or have just entered the world of work. When viewed from the work aspect, the majority of respondents who interact with local coffee shop brands in Bali are students or college students. The habit of students and university students who frequently visit coffee shops as a place to socialize, study or do assignments illustrates their openness to lifestyle trends that increasingly emphasize coffee consumption.

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### **CONCLUSION**

The results of this research support SERVQUAL (Service Quality) which is the basic theory in this research, which emphasizes that factors such as price affordability, price suitability, the relationship between price and quality, the relationship between price and quality play a role in modeling purchasing decisions: Coffee Shop Competitive Strategy Local Brands in Bali. In an effort to please customers to come back, the value proposition has a key role in forming a positive perception of the coffee shop. When consumers feel that they are getting the best value in terms of price, product quality, pleasant atmosphere, or good service they will be more motivated to return. An effective value proposition helps customers understand and appreciate the advantages a coffee shop offers, so that they are more likely to recommend it to others, which ultimately strengthens brand loyalty. From the analysis of ten factors with 40 indicators, two new factors emerged that effectively represent these ten factors and can be utilized to study Purchase Decisions: Competitive Strategies of Local Coffee Shop Brands in Bali. Factor 1, comprised of eight elements: Word of Mouth, Interior Design, Product Innovation, Brand Image, Marketing Strategy, Location, Customer Service, and

Experience. This factor is named Brand Immersion. Factor 2, comprised of two elements: Atmosphere Store and Price. This factor is named Value Proposition.

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PICTURES, GRAPHS AND TABLES

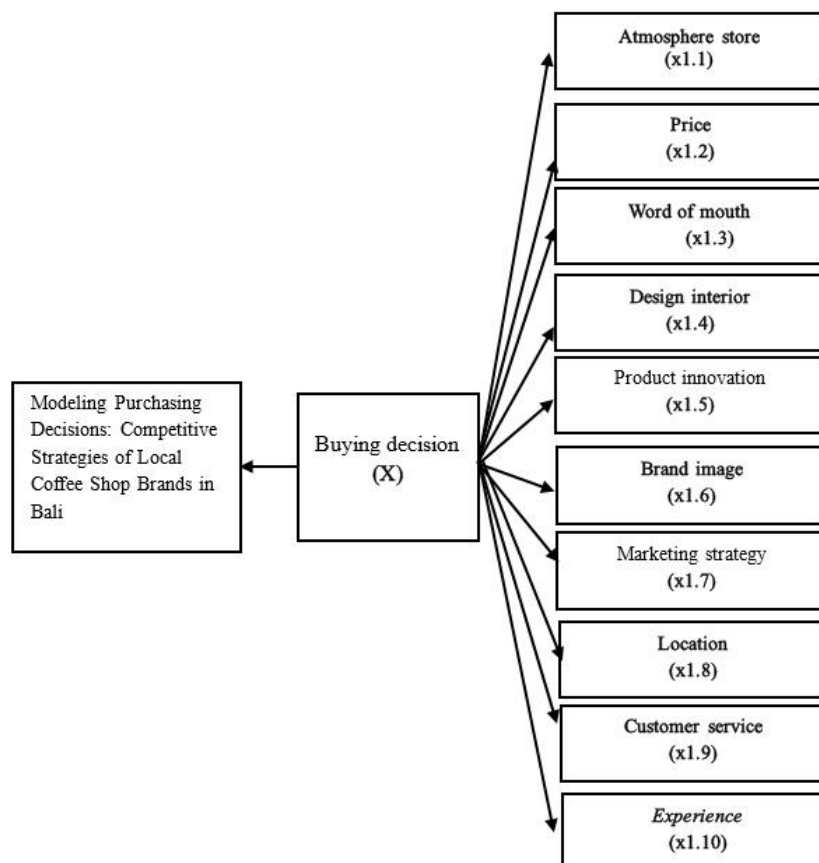


Figure 1. Conceptual Framework

Table 1. Anti Image Matrics

Indicator	MSA Score
X.1.1.1 The exterior appearance of this store is always clean and maintained.	.972 <sup>a</sup>
X.1.1.2 The lights inside the store create a pleasant atmosphere.	.967 <sup>a</sup>
X.1.1.3 The design and layout of this coffee shop creates a calm and pleasant atmosphere.	.972 <sup>a</sup>
X.1.1.4 Products such as cakes, snacks, and packaged coffee are neatly arranged and attractive in the display.	.971 <sup>a</sup>
X.1.2.1 The price at this coffee shop is in accordance with facilities such as Wi-Fi, power outlets, and comfortable seats.	.962 <sup>a</sup>
X.1.2.2 The price of products at this coffee shop is in accordance with the portion and quality provided.	.956 <sup>a</sup>
X.1.2.3 The price of food at this coffee shop is in accordance with the quality and taste provided.	.970 <sup>a</sup>
X.1.2.4 I feel that the price of snacks and food at this coffee shop is worth the quality.	.949 <sup>a</sup>
X.1.3.1 I was satisfied with the way of ordering and the explanation given by the staff at the coffee shop.	.971 <sup>a</sup>
X.1.3.2 This coffee shop organizes interesting and diverse special themes or events.	.976 <sup>a</sup>
X.1.3.3 The staff at the coffee shop helped me by providing detailed information and explaining the menu well during the conversation.	.967 <sup>a</sup>
X.1.3.4 I feel that my feedback and reviews are taken care of and used to improve the service at this coffee shop.	.977 <sup>a</sup>
X.1.4.1 This coffee shop can adjust the seating arrangement according to the size of my group.	.983 <sup>a</sup>
X.1.4.2 I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	.978 <sup>a</sup>
X.1.4.3 I feel that this coffee shop is located in a strategic and easily accessible place.	.974 <sup>a</sup>
X.1.4.4 I feel that this coffee shop has a variety of special offers that make my visit more interesting.	.968 <sup>a</sup>
X.1.5.1 I feel that the products in this coffee shop have an advantage compared to other coffee shops in this area.	.962 <sup>a</sup>
X.1.5.2 I feel that the atmosphere in this coffee shop matches the atmosphere that I want to socialize or enjoy alone time.	.958 <sup>a</sup>
X.1.5.3 I feel that this coffee shop provides clear and simple information about the products offered.	.980 <sup>a</sup>
X.1.5.4 I feel that this coffee shop makes it easier for me to try new menus with various offers or discounts.	.972 <sup>a</sup>
X.1.6.1 I feel that the facilities in this coffee shop are of high quality and support my comfort.	.980 <sup>a</sup>
X.1.6.2 I believe that this coffee shop is committed to ensuring customer satisfaction.	.981 <sup>a</sup>
X.1.6.3 The service at this coffee shop is fast and efficient, according to the time I expected.	.961 <sup>a</sup>
X.1.6.4 I am satisfied with the price of the menu offered at this coffee shop.	.961 <sup>a</sup>
X.1.7.1 I feel that the products, such as coffee and food, have excellent taste and quality.	.959 <sup>a</sup>
X.1.7.2 I feel that this coffee shop provides a variety of price options to meet various needs and preferences.	.978 <sup>a</sup>
X.1.7.3 The promotion offered by this coffee shop is effective in attracting my interest to visit.	.957 <sup>a</sup>
X.1.7.4 I feel that this coffee shop provides a comfortable and pleasant atmosphere.	.964 <sup>a</sup>
X.1.8.1 I feel that the parking lot at this coffee shop is adequate and comfortable to use.	.980 <sup>a</sup>
X.1.8.2 I feel that this coffee shop has a clear and striking signage or external appearance.	.960 <sup>a</sup>
X.1.8.3 I feel that the layout of the area in this coffee shop makes it easier for me to move and do activities.	.972 <sup>a</sup>
X.1.8.4 I feel that this coffee shop is constantly introducing new and innovative menu items.	.978 <sup>a</sup>
X.1.9.1 This coffee shop always handles orders accurately and on time.	.983 <sup>a</sup>
X.1.9.2 I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	.973 <sup>a</sup>
X.1.9.3 I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	.968 <sup>a</sup>
X.1.9.4 The staff at this coffee shop communicated in a friendly manner and showed respect to me as a customer.	.969 <sup>a</sup>
X.1.10.1 The smels of coffee and food in this coffee shop refreshes and enhances the relaxing experience.	.976 <sup>a</sup>

X.1.10.2	This visit to the coffee shop affects my mood positively and makes me feel better.	.965 <sup>a</sup>
X.1.10.3	I tend to return to this coffee shop regularly because of the services and products receive.	1.968 <sup>a</sup>
X.1.10.4	This coffee shop provides useful information about the latest trends in the world of coffee and beverages.	.974 <sup>a</sup>

Source: processed data, 2025

Table 2. Communalities

Indicator	Initial Extraction	%
X.1.1.1 The exterior appearance of this store is always clean and maintained.	1.000 .693	69,3
X.1.1.2 The lights inside the store create a pleasant atmosphere.	1.000 .604	60,4
X.1.1.3 The design and layout of this coffee shop creates a calm and pleasant atmosphere.	1.000 .692	69,2
X.1.1.4 Products such as cakes, snacks, and packaged coffee are neatly arranged and attractive in the display.	1.000 .569	56,9
X.1.2.1 The price at this coffee shop is in accordance with facilities such as Wi-Fi, power outlets, and comfortable seats.	1.000 .747	74,7
X.1.2.2 The price of products at this coffee shop is in accordance with the portion and quality provided.	1.000 .752	75,2
X.1.2.3 The price of food at this coffee shop is in accordance with the quality and taste provided.	1.000 .677	67,7
X.1.2.4 I feel that the price of snacks and food at this coffee shop is worth the quality.	1.000 .740	74
X.1.3.1 I was satisfied with the way of ordering and the explanation given by the staff at the coffee shop.	1.000 .635	63,5
X.1.3.2 This coffee shop organizes interesting and diverse special themes or events.	1.000 .627	62,7
X.1.3.3 The staff at the coffee shop helped me by providing detailed information and explaining the menu well during the conversation.	1.000 .613	61,3
X.1.3.4 I feel that my feedback and reviews are taken care of and used to improve the service at this coffee shop.	1.000 .649	64,9
X.1.4.1 This coffee shop can adjust the seating arrangement according to the size of my group.	1.000 .690	69
X.1.4.2 I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	1.000 .652	65,2
X.1.4.3 I feel that this coffee shop is located in a strategic and easily accessible place.	1.000 .614	61,4
X.1.4.4 I feel that this coffee shop has a variety of special offers that make my visit more interesting.	1.000 .659	65,9
X.1.5.1 I feel that the products in this coffee shop have an advantage compared to other coffee shops in this area.	1.000 .665	66,5
X.1.5.2 I feel that the atmosphere in this coffee shop matches the atmosphere that I want to socialize or enjoy alone time.	1.000 .679	67,9
X.1.5.3 I feel that this coffee shop provides clear and simple information about the products offered.	1.000 .703	70,3
X.1.5.4 I feel that this coffee shop makes it easier for me to try new menus with various offers or discounts.	1.000 .682	68,2
X.1.6.1 I feel that the facilities in this coffee shop are of high quality and support my comfort.	1.000 .737	73,7
X.1.6.2 I believe that this coffee shop is committed to ensuring customer satisfaction.	1.000 .693	69,3
X.1.6.3 The service at this coffee shop is fast and efficient, according to the time I expected.	1.000 .681	68,1
X.1.6.4 I am satisfied with the price of the menu offered at this coffee shop.	1.000 .660	66
X.1.7.1 I feel that the products, such as coffee and food, have excellent taste and quality.	1.000 .664	66,4
X.1.7.2 I feel that this coffee shop provides a variety of price options to meet various needs and preferences.	1.000 .629	62,9



X.1.7.3	The promotion offered by this coffee shop is effective in attracting my interest to visit.	1.000	.618	61,8
X.1.7.4	I feel that this coffee shop provides a comfortable and pleasant atmosphere.	1.000	.654	65,4
X.1.8.1	I feel that the parking lot at this coffee shop is adequate and comfortable to use.	1.000	.614	61,4
X.1.8.2	I feel that this coffee shop has a clear and striking signage or external appearance.	1.000	.667	66,7
X.1.8.3	I feel that the layout of the area in this coffee shop makes it easier for me to move and do activities.	1.000	.684	68,4
X.1.8.4	I feel that this coffee shop is constantly introducing new and innovative menu items.	1.000	.662	66,2
X.1.9.1	This coffee shop always handles orders accurately and on time.	1.000	.713	71,3
X.1.9.2	I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	1.000	.697	69,7
X.1.9.3	I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	1.000	.700	70
X.1.9.4	The staff at this coffee shop communicated in a friendly manner and showed respect to me as a customer.	1.000	.682	68,2
X.1.10.1	The smels of coffee and food in this coffee shop refreshes and enhances the relaxing experience.	1.000	.698	69,8
X.1.10.2	This visit to the coffee shop affects my mood positively and makes me feel better.	1.000	.717	71,7
X.1.10.3	I tend to return to this coffee shop regularly because of the services and products I receive.	1.000	.649	64,9
X.1.10.4	This coffee shop provides useful information about the latest trends in the world of coffee and beverages.	1.000	.657	65,7

Source: processed data, 2025

Table 3. Total Variance Explained

Com Pon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	25.630	64.075	64.075	25.630	64.075	64.075	15.824	39.559	39.559
2	1.190	2.974	67.049	1.190	2.974	67.049	10.996	27.489	67.049

Source: processed data, 2025

Table 4. Component Matrix

Item			Component	
			1	2
X21	X.1.6.1	I feel that the facilities in this coffee shop are of high quality and support my comfort.	.858	-.018
X38	X.1.0.2	This visit to the coffee shop affects my mood positively and makes me feel better	.843	-.079
X22	X.1.6.2	I believe that this coffee shop is committed to ensuring customer satisfaction.	.832	-.042
X37	X.1.10.1	The smels of coffee and food in this coffee shop refreshes and enhances the relaxing experience.	.831	-.091
X33	X.1.9.1	This coffee shop always handles orders accurately and on time.	.823	-.189
X35	X.1.9.3	I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	.821	-.160
X23	X.1.6.3	The service at this coffee shop is fast and efficient, according to the time I expected.	.820	-.092
X20	X.1.5.4	I feel that this coffee shop makes it easier for me to try new menus with various offers or discounts.	.820	-.098



X31	X.1.8.3	I feel that the layout of the area in this coffee shop makes it easier for me to move and do activities.	.819	-.116
X13	X.1.4.1	This coffee shop can adjust the seating arrangement according to the size of my group.	.816	.157
X34	X.1.9.2	I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	.815	-.180
X19	X.1.5.3	I feel that this coffee shop provides clear and simple information about the products offered.	.813	-.207
X24	X.1.6.4	I am satisfied with the price of the menu offered at this coffee shop.	.813	-.010
X25	X.1.7.1	I feel that the products, such as coffee and food, have excellent taste and quality.	.812	-.066
X36	X.1.9.4	The staff at this coffee shop communicated in a friendly manner and showed respect to me as a customer.	.811	-.157
X16	X.1.4.4	I feel that this coffee shop has a variety of special offers that make my visit more interesting.	.811	-.040
X03	X.1.1.3	The design and layout of this coffee shop creates a calm and pleasant atmosphere.	.811	.188
X18	X.1.5.2	I feel that the atmosphere in this coffee shop matches the atmosphere that I want to socialize or enjoy alone time.	.808	-.159
X14	X.1.4.2	I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	.806	.034
X12	X.1.3.4	I feel that my feedback and reviews are taken care of and used to improve the service at this coffee shop.	.806	.010
X17	X.1.5.1	I feel that the products in this coffee shop have an advantage compared to other coffee shops in this area.	.804	-.136
X40	X.1.10.4	This coffee shop provides useful information about the latest trends in the world of coffee and beverages.	.802	-.117
X30	X.1.8.2	I feel that this coffee shop has a clear and striking signage or external appearance.	.800	-.165
X28	X.1.7.4	I feel that this coffee shop provides a comfortable and pleasant atmosphere.	.800	-.119
X07	X.1.2.3	The price of food at this coffee shop is in accordance with the quality and taste provided.	.795	.212
X32	X.1.8.3	I feel that the layout of the area in this coffee shop makes it easier for me to move and do activities.	.795	-.175
X39	X.1.10.3	I tend to return to this coffee shop regularly because of the services and products I receive.	.793	-.139
X08	X.1.4.2	I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	.791	.338
X10	X.1.3.2	This coffee shop organizes interesting and diverse special themes or events.	.789	.065
X26	X.1.7.2	I feel that this coffee shop provides a variety of price options to meet various needs and preferences.	.787	-.095
X11	X.1.3.3	The staff at the coffee shop helped me by providing detailed information and explaining the menu well during the conversation.	.782	.025
X29	X.1.8.1	I feel that the parking lot at this coffee shop is adequate and comfortable to use.	.780	.075
X01	X.1.1.1	The exterior appearance of this store is always clean and maintained.	.779	.295
X09	X.1.3.1	I was satisfied with the way of ordering and the explanation given by the staff at the coffee shop.	.778	.174
X27	X.1.7.3	The promotion offered by this coffee shop is effective in attracting my interest to visit.	.776	-.126
X15	X.1.4.3	I feel that this coffee shop is located in a strategic and easily accessible place.	.767	.160

X06	X.1.2.2	The price of products at this coffee shop is in accordance with the portion and quality provided.	.764	.409
X02	X.1.1.2	The lights inside the store create a pleasant atmosphere.	.756	.180
X04	X.1.1.4	Products such as cakes, snacks, and packaged coffee are neatly arranged and attractive in the display.	.744	.126
X05	X.1.2.1	The price at this coffee shop is in accordance with facilities such as Wi-Fi, power outlets, and comfortable seats.	.732	.459

Source: processed data, 2025

Table 5. Rotated Component Matrix

Item		Component 1	Component 2
X1.5.3	I feel that this coffee shop provides clear and simple information about the products offered.	.760	.355
X1.9.1	This coffee shop always handles orders accurately and on time.	.756	.375
X1.9.2	I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	.745	.377
X1.9.3	I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	.737	.396
X1.9.4	The staff at this coffee shop communicate in a friendly manner and show respect for me as a customer.	.727	.392
X1.8.4	I feel that this coffee shop is constantly introducing new and innovative menu items.	.726	.368
X1.5.2	I feel that the atmosphere in this coffee shop suits the atmosphere I want to socialize or enjoy alone time.	.726	.389
X1.8.2	I feel that this coffee shop is constantly introducing new and innovative menu items.	.724	.379
X1.5.1	I feel that the products in this coffee shop have advantages compared to other coffee shops in this area.	.709	.404
X1.8.3	This coffee shop always handles orders accurately and on time.	.707	.429
X1.10.2	This visit to the coffee shop affected my mood positively and made me feel better.	.702	.473
X1.10.3	I tend to return to this coffee shop regularly because of the service and products I receive.	.702	.395
X1.10.1	The aroma of coffee and food in this coffee shop is refreshing and enhances the relaxing experience.	.700	.456
X1.5.4	I feel that this coffee shop makes it easier for me to try new menus with various offers or discounts.	.697	.443
X1.10.4	This coffee shop provides useful information about the latest trends in the world of coffee and drinks.	.695	.417
X1.7.4	I feel that this coffee shop provides a comfortable and pleasant atmosphere.	.694	.415
X1.6.3	Service at this coffee shop is fast and efficient, according to the time I expected.	.693	.448
X1.7.3	The promotion offered by this coffee shop was effective in attracting my interest in visiting.	.680	.394
X1.6.1	I feel that the facilities at this coffee shop are of high quality and support my comfort.	.676	.530
X1.7.1	I feel that the products, such as coffee and food, have excellent taste and quality.	.670	.463
X1.6.2	I believe that this coffee shop is committed to ensuring customer satisfaction.	.670	.494
X1.7.2	I feel that this coffee shop provides a variety of price options to meet various needs and preferences.	.669	.425
X1.4.4	I feel that this coffee shop has a variety of special offers that make my visit more interesting.	.652	.483
X1.6.4	I am satisfied with the menu prices offered at this coffee shop.	.635	.507
X1.3.4	I feel that my feedback and reviews are noticed and used to improve services	.617	.518

	at this coffee shop.		
X1.4.2	I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	.602	.538
X1.3.3	The staff at the coffee shop helped me by providing detailed information and explaining the menu well during conversation.	.590	.515
X1.3.2	This coffee shop holds interesting and varied themes or special events.	.569	.550
X1.8.1	I feel that the parking lot at this coffee shop is adequate and comfortable to use.	.556	.552
X1.2.1	The prices at this coffee shop are in accordance with facilities such as Wi-Fi, power outlets, and comfortable seating.	.276	.819
X1.2.2	The prices of products at this coffee shop are in accordance with the portions and quality provided.	.332	.801
X1.2.4	I feel that the prices of snacks and food at this coffee shop are commensurate with their quality.	.398	.763
X1.1.1	The exterior appearance of this shop is always clean and well maintained.	.416	.721
X1.2.3	The price of food at this coffee shop is in accordance with the quality and taste provided.	.481	.668
X1.1.3	The design and layout of this coffee shop creates a calm and pleasant atmosphere.	.508	.659
X1.4.1	This coffee shop can adjust the seating arrangement according to the size of my group.	.532	.638

Source: processed data, 2025

Table 6. Hypothesis Testing

Item		MSA Score	Interpretation
X1.5.3	I feel that this coffee shop provides clear and simple information about the products offered.	.980 <sup>a</sup>	Brand Immersion
X1.9.1	This coffee shop always handles orders accurately and on time.	.983 <sup>a</sup>	Brand Immersion
X1.9.2	I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	.973 <sup>a</sup>	Brand Immersion
X1.9.3	I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	.968 <sup>a</sup>	Brand Immersion
X1.9.4	The staff at this coffee shop communicated in a friendly manner and showed respect to me as a customer.	.969 <sup>a</sup>	Brand Immersion
X1.8.4	I feel that this coffee shop is constantly introducing new and innovative menu items.	.978 <sup>a</sup>	Brand Immersion
X1.5.2	I feel that the atmosphere in this coffee shop matches the atmosphere that I want to socialize or enjoy alone time.	.958 <sup>a</sup>	Brand Immersion
X1.8.2	I feel that this coffee shop has a clear and striking signage or external appearance.	.960 <sup>a</sup>	Brand Immersion
X1.5.1	I feel that the products in this coffee shop have an advantage compared to other coffee shops in this area.	.962 <sup>a</sup>	Brand Immersion
X1.8.3	I feel that the layout of the area in this coffee shop makes it easier for me to move and do activities.	.972 <sup>a</sup>	Brand Immersion
X1.10.2	This visit to the coffee shop affects my mood positively and makes me feel better.	.965 <sup>a</sup>	Brand Immersion
X1.10.3	I tend to return to this coffee shop regularly because of the services and products I receive.	.968 <sup>a</sup>	Brand Immersion
X1.10.1	The smells of coffee and food in this coffee shop refreshes and enhances the relaxing experience.	.976 <sup>a</sup>	Brand Immersion
X1.5.4	I feel that this coffee shop makes it easier for me to try new menus with various offers or discounts.	.972 <sup>a</sup>	Brand Immersion
X1.10.4	This coffee shop provides useful information about the latest trends in the world of coffee and beverages.	.974 <sup>a</sup>	Brand Immersion
X1.7.4	I feel that this coffee shop provides a comfortable and pleasant atmosphere.	.964 <sup>a</sup>	Brand Immersion

X1.6.3	The service at this coffee shop is fast and efficient, according to the time I expected.	.961 <sup>a</sup>	Brand Immersion
X1.7.3	The promotion offered by this coffee shop is effective in attracting my interest to visit.	.957 <sup>a</sup>	Brand Immersion
X1.6.1	I feel that the facilities in this coffee shop are of high quality and support my comfort.	.980 <sup>a</sup>	Brand Immersion
X1.7.1	I feel that the products, such as coffee and food, have excellent taste and quality.	.959 <sup>a</sup>	Brand Immersion
X1.6.2	I believe that this coffee shop is committed to ensuring customer satisfaction.	.981 <sup>a</sup>	Brand Immersion
X1.7.2	I feel that this coffee shop provides a variety of price options to meet various needs and preferences.	.978 <sup>a</sup>	Brand Immersion
X1.4.4	I feel that this coffee shop has a variety of special offers that make my visit more interesting.	.968 <sup>a</sup>	Brand Immersion
X1.6.4	I am satisfied with the price of the menu offered at this coffee shop.	.961 <sup>a</sup>	Brand Immersion
X1.3.4	I feel that my feedback and reviews are taken care of and used to improve the service at this coffee shop.	.977 <sup>a</sup>	Brand Immersion
X1.4.2	I feel that this coffee shop arranges the seating well so that the space feels optimal and not crowded.	.978 <sup>a</sup>	Brand Immersion
X1.3.3	The staff at the coffee shop helped me by providing detailed information and explaining the menu well during the conversation.	.967 <sup>a</sup>	Brand Immersion
X1.3.2	This coffee shop organizes interesting and diverse special themes or events.	.976 <sup>a</sup>	Brand Immersion
X1.8.1	I feel that the parking lot at this coffee shop is adequate and comfortable to use.	.980 <sup>a</sup>	Brand Immersion
X1.2.1	The price at this coffee shop is in accordance with facilities such as Wi-Fi, power outlets, and comfortable seats.	.962 <sup>a</sup>	Value Proposition
X1.2.2	The price of products at this coffee shop is in accordance with the portion and quality provided.	.956 <sup>a</sup>	Value Proposition
X1.2.4	I feel that the price of snacks and food at this coffee shop is worth the quality.	.949 <sup>a</sup>	Value Proposition
X1.1.1	The exterior appearance of this store is always clean and maintained.	.972 <sup>a</sup>	Value Proposition
X1.2.3	The price of food at this coffee shop is in accordance with the quality and taste provided.	.970 <sup>a</sup>	Value Proposition
X1.1.3	The design and layout of this coffee shop creates a calm and pleasant atmosphere.	.972 <sup>a</sup>	Value Proposition
X1.4.1	This coffee shop can adjust the seating arrangement according to the size of my group.	.983 <sup>a</sup>	Value Proposition
X1.5.3	I feel that this coffee shop provides clear and simple information about the products offered.	.980 <sup>a</sup>	Value Proposition
X1.9.1	This coffee shop always handles orders accurately and on time.	.983 <sup>a</sup>	Value Proposition
X1.9.2	I feel that the staff at this coffee shop are responsive and helpful in providing the information I need.	.973 <sup>a</sup>	Value Proposition
X1.9.3	I feel that this coffee shop is committed to maintaining consistency in the quality of service provided.	.968 <sup>a</sup>	Value Proposition

Source: processed data, 2025