

Research Article

Motivation And Perception To Support Purchasing Decisions In “Cafe & Resto Benteng Buah Naga”, Banyuwangi, East Java, Indonesia

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ABSTRACT

“Café & Resto Benteng Buah Naga” (*“Dragon Fruit Fortress Café & Resto”*) presents an innovation based on dragon fruit products, then the initial perception will determine consumer’s motivation to visit the place. The research purposed to determine the consumer’s characteristics and to state the influence of motivation and perception on purchasing decisions. The research was conducted at “Café & Resto Benteng Buah Naga” in Banyuwangi Regency, East Java Province. The sampling method was accidental sampling with 100 respondents. The data analysis used was path analysis. The results show that the majority of respondents were women (68%) with the status as a student who has an income maximum IDR 1,000,000. The motivation variable partially affects the purchase decision, as it obtains a sig value of 0.036 which means < 0.05 . Variable perception obtains a sig value of 0.000 which means < 0.05 , partially significant effect also on the purchase decision. It could be concluded that the consumer’s motivation and perception influence purchasing decisions at “Café & Resto Benteng Buah Naga”. The advice given is that “Café & Resto Benteng Buah Naga” continues to develop more dragon fruit-based product variants and become their special menu at the restaurant.

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INTRODUCTION

The number of domestic tourist visits in 2013 to Banyuwangi Regency was 1,057,952 people and in 2018 as many as 5,039,934 (Banyuwangi Central Statistics Agency, 2018). The increase in the number of tourist visits to the Banyuwangi Regency opens opportunities for individuals and entrepreneurs to develop various businesses that support tourism. One of them is the increase in the culinary industry, especially cafés and restaurants in Banyuwangi Regency.

The high competition in the culinary field makes business owners have a strategy and creativity to attract consumers by serving attractive meals. This type of culinary should not only pamper and fill the stomach with a variety of special dishes but also provides an interesting experience for consumers (D. N. Wijaya et al., 2018).

The growth in the number of cafés and restaurants in Banyuwangi during the period 2018-2020 increased by an average of 22.97%. The number of restaurants & cafés in 2018 was 365 restaurants, in 2019 there were 476 restaurants and in 2020 there were 550 restaurants and cafés (BPS Banyuwangi Regency, 2021). The intense competition for cafés and restaurants in Banyuwangi Regency forces companies to understand the consumer decision-making process thoroughly. Consumer behavior is the process of choosing, buying, and using products to meet their daily needs. The main factors influencing consumer behavior are needs and psychological factors, such as motivation and perception. Motivation and perception are psychological processes that influence a person in making decisions. Motivation arises from the perceived needs of consumers. The need arises from the discomfort experienced by consumers (Tompunu, 2014). Businessmen are essential to understand the determinants of purchasing decisions that coordinate customer behavior (Werenowska A & O, 2020).

Perception is a process used by individuals in selecting, organizing, and interpreting input information to create something meaningful. The perceptual process consists of selection, organization, and interpretation as a stimulus. Companies must prepare something specific as a stimulant to attract consumers (Mantik et al., 2015). The activities carried out are driven by the desire and strength that is in a person. This strength and desire are called motivation (Rybackzewska et al., 2020). Consumer purchasing decisions to buy arise because of the goods or services offered by the company. The purchase decision is a buyer's planning process to buy goods or services that are available within a certain period (D. N. Wijaya et al., 2018).

Previous research on consumer purchasing decisions has been conducted (Indriyanti et al., 2019; Marpaung & Widyastuti, 2018), as well as the choices of cafe or restaurant products have been studied (Fauzia et al., 2020; Saniah et al., 2020). Perception and motivation research has been conducted by several people, such as Yi and Jai (2019) showing that the urge to buy has a significant and strong influence on impulsive purchases.

As explained by David (2014), there is a significant influence between *word of mouth* and consumer motivation on consumer purchasing behavior. Rybackzewska et al., (2020) states that although the image of the employer is not an explicitly stated priority for consumer decision-making, it dominates consumer choice and satisfaction (Lubis & Hidayat, 2017; Wulandari & Iskandar, 2018). According to the explanation of Supriyadi, Wiyani, and Indra, (2017), brand image affects purchasing decisions. Research by D. N. Wijaya et al., (2018) shows that partially and simultaneously lifestyle and motivation variables have a significant impact on decision making. Research by Tesalonika et al., (2017), shows that *store atmosphere* and perceived value simultaneously affect customer satisfaction. Amaliah, Jusni, and Munir (2013) determine that variables in lifestyle, motivation, perception, and attitude have a positive effect on purchasing decisions. Eldesouky et al., (2020) reveal consumer perceptions and attitudes towards environmental labels and their impact on consumer purchasing decisions.

"Café & Resto Benteng Buah Naga" is interesting for the research because it has an innovative concept by developing and presenting different varieties of dragon fruit products as the main ingredient. Dragon fruit is generally consumed as fresh fruit or in the form of fruit juice. The processed dragon fruit product variants carry the *modern concept* of food and beverages. "Café & Resto Benteng Buah Naga" is aimed at the millennial consumer segment, so there are always numerous visitors to this place. The study of perceptions, motivation, and purchasing decisions at "Café & Resto Benteng Buah Naga" can be used as a reference for the manager of the Cafe & Resto in order to motivate and encourage consumers and increase return visits. This study uses motivation and perception variables as independent variables and purchasing decisions as dependent

variables. The objectives of the study were to determine: (1) consumer characteristics at “Café & Resto Benteng Buah Naga”, and (2) the influence of motivation and consumer perceptions on purchasing decisions at “Café & Resto Benteng Buah Naga”.

METHOD

The type of research used is *explanatory research* which is used to test a theory or hypothesis, in order to strengthen or even reject existing theories or research hypotheses. The research was conducted in January - February 2020 at “Café & Resto Benteng Buah Naga” (“Dragon Fruit Fortress Cafe & Resto”) in Banyuwangi. The location was chosen purposively with the consideration as the business offers a variety of processed dragon fruit menus. In addition, this restaurant also serves other foods and drinks.

The sampling technique used was a combination of accidental and purposive sampling methods. The criteria for consumers who fill out the questionnaire are those who have been to “Café & Resto Benteng Buah Naga” at least twice in the last 3 months and are at least 16 years old. Accidental sampling technique, namely the determination of the sample by chance for consumers who buy products at “Café & Resto Benteng Buah Naga”. The number of samples is 100 people. The data measurement methodology uses a Likert scale with a range of scores from 1 to 4, which is used to measure the respondent's response to each question.

Table 1. Research Variables and Indicators

No	Variable	Indicator	Scores
1	Motivation (X₁)	1. There is a desire to buy products all the time 2. There are affordable prices for cafe & restaurant products 3. Some cafes & restaurants are easy to find 4. There are promotions from cafés & restaurants 5. There is a good service by café & restaurant staff	Strongly Disagree (SD) = 1 Disagree (D) = 2 Agree (A) = 3 Strongly Agree (SA) = 4
2	Perception (X₂)	1. Consumer perceptions of the used company image. 2. Consumer perceptions of the benefits of the provided products 3. Consumer perceptions of product quality assurance	Strongly Disagree (SD) = 1 Disagree (D) = 2 Agree (A) = 3 Strongly Agree (SA) = 4
3	Purchase Decision (Y)	1. Consumers make product choices while making purchasing decisions 2. Consumers need time to considerate in making purchasing decisions 3. Consumers get their satisfactions, so they will repurchase	Strongly Disagree (SD) = 1 Disagree (D) = 2 Agree (A) = 3 Strongly Agree (SA) = 4

Source: Primary data analysis (2020)

The instrument test is regarding validity and reliability. Meanwhile, the classical assumption test includes normality, linearity, heteroscedasticity, and multicollinearity, so that the analysis model fulfills the assumptions used. The analysis methods used are descriptive analysis and *path analysis*. The path analysis model includes the independent variables of motivation (X₁) and perception (X₂), as well as the dependent variable in purchasing decisions (Y). Descriptive analysis is used to determine the identity of respondents, including gender, age, latest education, occupation, income, reasons for choosing “Café & Resto Benteng Buah Naga”, favorite menu, number of visits, and items distributed from each variable.

Path Analysis is a technique of analyzing the causal relationship that occurs. The perception and motivation variables affect the purchasing decision variable, not only directly but also indirectly. Hypothesis test with t-test (partial). The value of direct influence is seen from Standardized Coefficients Beta. The initial

stage of the path analysis using the structural equation is to calculate the value of the correlation coefficient, the coefficient of determination, and the path coefficient.

The hypothesis determination criteria are as follows.

- If the probability value is $0.05 \leq \text{Sig}$, then H_0 is accepted and H_a is rejected, which means it is not significant. It means that the independent variable does not affect the dependent variable.
- If the probability value is $0.05 > \text{Sig}$, then H_0 is rejected and H_a is accepted, which means that it is significant. Thus, there is an influence between the independent variables on the dependent variable. However, in case of unavoidable factors, the writing style must follow the "Results and Discussion" section.

RESULTS AND DISCUSSION

Research Instruments Test

The validity test is used to determine whether the research data is valid and can be continued for the next test (Ghozali, 2011). The results of the validity test showed that all statement items obtained $r_{\text{count}} > r_{\text{table}}$ (0.195), a positive r value, and a significance value < 0.05 . Thus, it can be concluded that the statement items are declared valid so that the indicators are feasible and can be used as measurements of the research variables.

Reliability testing aims to ensure that the research tools used produce measurement concepts consistently without bias. The test results show that Cronbach's value ranges from 0.7 to over 0.9. The latent variable is more reliable if it has Composite Reliability above 0.60 or close to number 1 (Hayati & Hakim, 2014). The test results show the value of composite reliability coefficients and Cronbach's alpha coefficients > 0.60 (reliable). The research instrument shows that the instrument items are declared reliable or trustworthy so that they can be used for variable measurement.

Classic Assumption Test

The normality test uses the *One-Sample Kolmogorov Smirnov* test method. The test criteria are as follows: if the significance value is ≤ 0.05 , then the data are not normally distributed; whereas if the significance value is ≥ 0.05 , then the data is normally distributed. The normality test, carried out using the Kolmogorov Smirnov test obtained a significance value of 0.919, which means ≥ 0.05 ; it can be concluded that the research data is normally distributed and suitable for use in the analysis.

The multicollinearity test can be accomplished by regression test using the reference value of VIF (Variance Inflation Factor) and Tolerance value. The criteria used are:

1. If the tolerance value is > 0.10 , it can be said that there is no multicollinearity problem.
2. If the VIF value is < 10 , it can be said that there is no multicollinearity problem.

The multicollinearity test results obtained *tolerance* of motivation (X_1) 0.432 and perception (X_2) 0.432. The test results on the exogenous variables of motivation and perception obtained a tolerance value of > 0.10 , therefore, it can be concluded that there is no multicollinearity between the independent variables.

Decision-making by Julianita (2013): if there is a certain pattern, such as the dots forming a certain regular pattern (wavy widening then narrowing), then heteroscedasticity occurs. Unless there is a clear pattern, such as the dots spreading above and below the 0 on the Y axis, there is no heteroscedasticity.

The research data shows a *scatterplot* that spreads randomly above or below zero and does not form a clear pattern. Thus, it can be concluded that in the regression model formed, heteroscedasticity does not occur and is feasible to use.

The linearity test aims to test whether the form of the correlation between the independent variable and the dependent variable is linear or not. The test results show that the p value of linearity at (X_1) is 0.015, this means that the p value of linearity is < 0.05 . So it can be concluded that the constructed model has a linear correlation and is suitable to be used.

The Characteristics of the Consumers

Characteristics of consumers as respondents are consumers who visit “Café & Resto Benteng Buah Naga”, have previously made at least two purchases in the last three months, the age of the consumer is at least 16 years old. Consumer characteristics provide an overview of age, gender, income, and type of work.

Table 2. Characteristics of the “Café & Resto Benteng Buah Naga” respondents

No.	Characteristics	Information	Frequency	Percentage
1	Gender	Male	32	32%
		Female	68	68%
2	Age	16-20	27	27%
		21-25	68	68%
		26-30	2	2%
		>30	3	3%
3	Jobs / Activities	School/Collage Student	68	68%
		Civil	1	1%
		Servant"/Indonesian		
		Army /Police		
		General employees	16	16%
		Unemployed	7	7%
		Others	8	8%
4	Consumer's Income	IDR 0 -1.000.000	74	74%
		IDR 1.000.001-2.000.000	15	15%
		IDR 2.000.001-3.000.000	7	7%
		IDR>3.000.000	4	4%

Source: Primary data analysis, 2020

Table 1 shows that the majority of consumers making purchasing decisions at “Café & Resto Benteng Buah Naga” are women (68%). Usually, they come in groups. The age range of consumers was between 16 and 25 years (95%), of which 27% were from 16 to 20 years old and 21-25 years old as much as 68%. This age range is relevant to the status of the majority of “Café & Resto Benteng Buah Naga” consumers: students (68%), then private employees (16%). The remaining percentage are Civil Servants, unemployed and other occupations. Based on the characteristics of the income level, most of the respondents were in the range below IDR 1,000,000 (74%).

The results of the analysis show that the majority of consumers of “Café & Resto Benteng Buah Naga” are dominated by groups of learners and students with an age range of 16-25 years and income below IDR 1,000,000. The condition and atmosphere (store atmosphere) of “Café & Resto Benteng Buah Naga” is enjoyable and convenient to take pictures, as well as the wide variety of products are offered. Its trademark is a dragon fruit-based product so it caters to the tastes of most student visitors. This condition is in line with the characteristics of café & restaurant consumers, namely students. The consumer segment that does not yet have its income, is mature and capable of making purchasing decisions. According to Marpaung & Widyastuti (2018), the age range of the late 20s and the age between 30-40 years is the beginning of financial and career stability so that there will be a tendency to buy items that are classified to meet self-actualization needs such as buying food and beverages that can maintain prestige in the social group.

Path Analysis

The path analysis model used in this study uses a structural equation model. The initial stage in path analysis with a structural equation is to calculate the value of the correlation coefficient, the path coefficient, and the coefficient of determination. The results of the path analysis are shown in Table 3.

Table 3. Value of Correlation Coefficient, Path Coefficient, and Coefficient of Determination

Correlation coefficient	Path Coefficient (Standardized Coefficients Beta)	Coefficient of Determination
$r_{X_1X_2} = 0.758$	$\rho_{YX_1} = 0.234$	R Square = 0.498
	$\rho_{YX_2} = 0.511$	$\rho_{YX_\epsilon} = 0.501$

Source: Primary data analysis (2020)

Table 3 shows the value of the correlation coefficient, which is used to determine the closeness of the correlation between the research variables. The closeness of the correlation between the motivation and perception variables is 0.758 which means that the correlation is very strong. This interpretation can be seen from the following criteria:

- 0 - 0.25 : very weak correlation (considered non-existent)
- > 0.25 - 0.5 : the correlation is strong enough
- > 0.5 - 0.75 : strong correlation
- > 0.75 - 1 : very strong correlation

The R-Square has the function to see the quality level of the model being used. If the R-Square value is higher, it means that the research model will be more effective. The strong, moderate, and weak models are shown by the R-Square value of 0.70, sequentially 0.50, and 0.25. The coefficient of determination (R Square) is used to determine the contribution of the independent variables of motivation (X_1) and perception (X_2) to purchasing decisions (Y). The value of R Square is 0.498, which means that the variables of motivation and perception are able to explain 49.8% of the purchase decision.

Based on the acquisition of the R-Square value, the path coefficient of other variables outside the model can be calculated and the value is 0.708, while the magnitude of the influence caused by other variables outside the motivation variable (X_1) and perception (X_2) is determined by $\rho^2_{YX_\epsilon}$ which is $(0.708)^2 = 0.501$ or 50.1%.

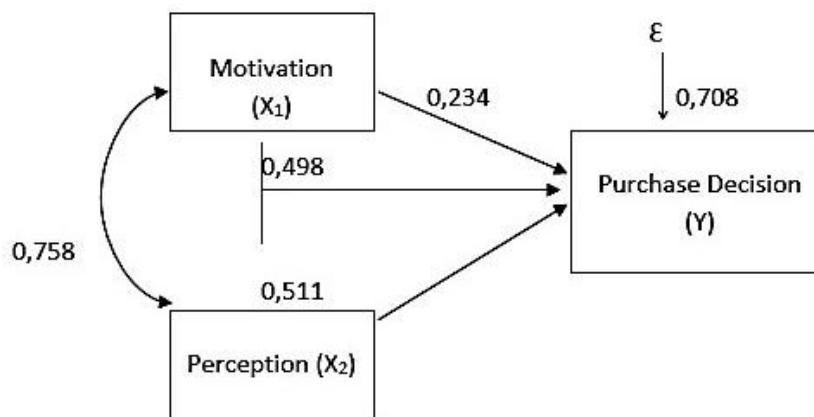


Figure 1. Path Diagram

The path diagram is used to describe the structural correlation between the motivation variable (X_1) and perception (X_2) on the purchasing decision variable (Y). Below is a path diagram between the research variables

Figure 1 illustrates the structural correlation between variables X_1 , X_2 , and Y . The one-sided arrow depicts the direct influence of motivation and perception variables on purchasing decisions. Double arrows illustrate the correlation between the independent variables of motivation and perception. There are no intersecting paths in this diagram.

Hypothesis test

Table 4 presents the results of the t-test to determine the decision to approve or reject the hypothesis. The partial test results for the motivation variable (X_1) obtained a significance value of 0.036, which means <0.05 ; or significant, then H_0 is rejected and H_a is accepted. Motivation variables partially have a significant influence on consumer purchasing decisions at "Café & Resto Benteng Buah Naga". The products served are made from dragon fruit and other fruits in fresh form, as one of the main attractions for consumers. The motivation in purchasing decisions at "Café & Resto Benteng Buah Naga" depends on several factors such as income, age, consumer tastes or preferences, as well as product attributes such as taste, choice variants, and lifestyle.

Table 4. Partial hypothesis testing (t-Test) results

t-Test (partial)			
Path	t_{count}	t_{table}	Sig.
Motivation (X_1) to Consumer Decision (Y)	2,124	1,98	0,036
Perception (X_2) to Consumer Decision (Y)	4,640	1,98	0,000

Source: Primary data process (2020)

The results of this motivation analysis are consistent with the following studies. Listyowati et al., (2020) explains that a person's income can be used to make their needs meet and can be used as a motivation for repurchasing or other products according to their desires. Young consumers aged 16-25 years are relatively easy to switch to other similar products such as coffee, tea, or other beverages, by considering the taste attributes of the product as a factor that influences consumer decisions on food and beverage products (Ramadhani et al., 2020). Consumer preferences in purchasing a product are more based on taste interests even though the price is higher because of the packaging, and the brand (Irwinsyah & Nurlatifah, 2020; Sundari&Umbara, 2019). The trend of increasing *preference for green products* strengthens consumer motivation (Wang & Hou, 2020).

The results of the analysis are also in accordance with Tomponu's research (2014) which states that motivation can influence consumers in purchasing decisions at KFC Bahu Mall Manado. According to Marpaung & Widyastuti (2018), consumers behave actively in every stage of the purchasing decision-making process. Another ancillary research states that the amount of family income per month, the level of formal education, the intensity associated with the reference group, and purchase motivation have a significant (positive) effect on consumer decisions (Devi & Hartono, 2014). According to the explanation of Keren & Sulistiono, (2019); Khalik&Permatasari (2018); Miauw (2016); Rahman, Sumampouw & Sambul (2016); Tewel, Montjai & Lengkong (2014) motivation affects purchasing decisions.

The partial test of the perception variable (X_2) obtained a significance value of 0.000, which means <0.05 , then H_0 is rejected and H_a is approved. Perception variable partially influences purchasing decision making at "Café & Resto Benteng Buah Naga". Decision-making perceptions can be influenced by education and type of work. If someone is already working, the perception of purchasing decisions will be different from that of students. A worker will think about the costs incurred when buying something that is not needed or simply to fulfill own desires. The results of this analysis are consistent with the research of Tirajoh (2013) which states that the perception variable partially affects the interest in purchasing a product at KFC Megamas Manado, Kurniasih & Fauzi (2017). This study confirms Wardhani's (2015) statement that consumers buy products that provide the highest value.

“Café & Resto Benteng Buah Naga” has good quality and fresh products, thus attract consumers to make transactions/purchases. As stated by Sutrisno et al. (2020), product quality and price perception have a significant effect on product purchasing decisions, so that all hypotheses are strengthened. This means that business owners must improve product quality and set product prices carefully so that they do not match competitors' prices. Likewise, it is in line with Prasetyo, Fauzi DH, & Brillyanes (2018); Kaunang, Sepang, & Rotinsulu (2015), who explain that perceptions affect purchasing decisions.

Someone who has a perception about low prices and a good brand image at “Café & Resto Benteng Buah Naga” will be tempted to buy. Therefore, perceptions about price and brand image can influence purchasing decisions. This statement is in line with Setiawati & Tyas (2015) which states that price and brand image influence purchasing decisions. Consumer behavior in purchasing decisions for organic food is also influenced by consumer perceptions, motivation, attitudes, beliefs, values, purchase intentions, and organic food characteristics (Nica, 2020).

CONCLUSION

The majority of “Café & Resto Benteng Buah Naga” consumers are women with student/employment status who have an income of < IDR 1,000,000. The t-test on the motivation and perception variables (X_2) obtained values that are both significant. This explains that the variables of motivation and perception partially affect purchasing decisions at the “Café & Resto Benteng Buah Naga”, Banyuwangi Regency. The suggestion given is that “Café & Resto Benteng Buah Naga” continues to develop more dragon fruit-based product variants and become their special menu at this restaurant.

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