

Attitudes And Consumer Satisfaction Against Purchasing Decision Making at Coffee Shop

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Abstract. Consumers' attitude was an influential factor in consumer decisions because the concept of attitude related to the concept of belief and behavior. Attitude is an expression of consumer feelings about an object in liking an object or can be a consumer confidence to the various benefits of a Product / Service. This research method was done by survey method by going to some coffee shop and choosing consumer who happened to meet with researcher and willing to interview. The research concluded that costumers were satisfied and become loyal consumers, and can make the parties entrepreneurs get profit. Besides taste, consumers of coffee shops in the city of Bengkayang feel satisfied if the services provided provide benefits for them, especially a comfortable atmosphere, internet access is so fast, services employees.

Keywords: Attitude; Consumer Satisfaction; Product Purchase; Decision Making

1 Introduction

Attitude is the core of a person's likes or dislikes towards a particular object. Attitude is the response of one's feelings towards a particular object. Consumer attitudes are consumers' feelings that can be feelings of likes or dislikes for certain objects, such as how the consumer's attitude toward the company, how the consumer's attitude toward the cost of goods, how the consumer's attitude toward the company's product advertisement is displayed on TV and so on. There are three components of attitude that is, Cognitive, Affective, Conactive (psychomotor). Cognitive is concerned with the mind (brain) of a person, what consumers think. Cognitive is rational, reasonable, Affective with feelings, so its emotional, its form can be feelings of pleasure, sadness, cheerful, happy, and so forth.

Conactive (psychomotor) relates to action. His form is the skill of a person for example, skilled driving, sports, cooking, and others. The survival of a company depends on its customers' satisfaction and profitability. A company that is able to satisfy the needs of its customers, but not able to generate profits, is unlikely to still exist and develop. Consumers who are satisfied with a product / service have a tendency to consume products / services repeatedly, it will create loyal or loyal customers and ultimately bring profit to the company.

According to Umar (2002) the factors that affect customer satisfaction are the quality of products and services, sales activities, after sales service and corporate value. Tjiptono (1997) and Kana (2001) argue that the creation of customer satisfaction can provide several benefits, including the firm relationship between the company and the customer into a harmonious, providing a good basis for repeat purchase and the creation of customer loyalty, and provide

word of mouth -of-mouth) that benefits the company. The tightness of business competition is a thing to be aware of by a manager so that customer loyalty can be maintained with the best possible (Setiawan and Ukudi, 2007). During and after consumption and use of products or services, consumers develop a sense of satisfaction or dissatisfaction (Tax et al., 1998)

Quality of service has a close relationship with customer loyalty satisfaction (Artanti and Ningsih, 2010). Consumer decisions are significantly strongly associated with trust and commitment (Kurtulus and Nasir, 2008). Therefore, the quality of service should be improved so that consumers feel satisfied and maintain customer loyalty (Nilasari and Yoestini, 2012). Complainers and noncomplainers are customers who are not satisfied with the performance of service providers. Complainers voiced their disappointment and will generally get service recovery from service providers, while noncomplainers are unsatisfied customers but also not complain (Harsoyo, 2009)

Dissatisfaction in the service business is a natural thing, but it will be a problem that seriously that is not handled appropriately (Winarni and Hardjanti, 2007). This condition will occur because the handling of complaints is an action taken to solve the problems caused by service failure to retain consumers (Sudarti and Susanti)

Basic Theory

Customer Satisfaction

Fulfillment or disappointment is the feeling of delight or disillusionment of a individual inferred from the comparison between his impression of the genuine item execution with the anticipated item execution. Client fulfillment is customer's assessment of a item or benefit in terms of whether the item or benefit has met their needs and desire. "Shoppers who are fulfilled with the items / administrations acquired and utilized will re-use the administrations / items advertised. This will construct client dependability. Agreeing to Kotler (2005), buyer fulfillment is the degree to which a level of item is seen in understanding with buyer desires. Buyer fulfillment is characterized as a state where shopper desires of an item in understanding with the reality gotten by shoppers. In the event that the item is distant underneath desires, shoppers will be disillusioned. On the other hand, on the off chance that the item meets the desires, the shopper will begin. Customer desires can be known from their claim involvement when utilizing the item, data from others, and data gotten from publicizing or advancement from others.

Customer fulfillment is measured by how much buyers anticipate almost items and administrations in agreement with real item execution and benefit. Buyer fulfillment could be a feeling of joy or dissatisfaction that emerges after comparing recognitions or impressions with the execution of a item and its desires (Kotler, 2005). After devouring the item, client fulfillment feel fulfillment or baffled. Fulfillment will empower buyers to purchase items once more.

On the other hand, on the off chance that baffled, shoppers will not purchase the same product again within the future. Buyer fulfillment may be a after buy assessment where the chosen elective is at slightest break even with or surpasses customer desires. Dissatisfaction emerges in the event that real execution does not meet customer desires. The purchase decisions are based on established valuations of marketing value by marketers. Consumer expectations are based on past purchasing experience.

Many successful companies today are succeeding in meeting consumers' expectations of quality and product stewardship. There are five stages products to be passed by consumers, namely: 1) Consumption of products, 2) feel satisfied or dissatisfied, 3) consumer complaints behavior, 4) Disposition of goods and the formation of brand loyalty. 5) Quality products and services play an important role to shape consumer satisfaction, in addition to creating benefits for the company. The more qualified the products and services the company provides, the higher

the satisfaction the company provides, the higher. In this period of tight commerce competition, buyer fulfillment is the most thing. Buyers are like lords to be served, in spite of the fact that this does not cruel giving up everything to the consumer. Enterprises to fulfill the requirements of consumers should be done beneficially or with win-win circumstance, that's where the two parties feel fulfilled and no one is hurt.

Purchase Decisions

Kotler (2011) disclose the decision to buy taken by the consumer is a collection of a number of decisions. Every purchase decision has a structure consisting of several components, among others, Decisions about product type, decision about product form, brand decision, brand purchased to buy where and at what store, Decision about product quantity number of products to be purchased, Decision about the time of purchase, Decision on how to pay.

There are two facts that reveal that there are two facts that ultimately influence the buying decision, first the attitude of others. The extent to which other people's attitudes reduce a person's preferred alternative, the reduction of the alternative will depend on two things: 1) the intensity of another's negative attitude toward the preferred alternative by the consumer, 2) the consumer's motivation to obey the other's wishes. The more intense the negative attitude of others, the greater the consumer will change the purchase intention. Instep a buyer's inclination for a brand will increment in case somebody he likes the same brand.

Moment, unforeseen circumstances that can emerge and modify obtaining eagerly, shopper choices to adjust, delay or maintain a strategic distance from a buy choice are emphatically impacted by seen chance. Besides the seen hazard of shifting by the sum of cash at the stake of the instability of traits and the sum of buyer certainty to decrease those dangers, the shopper will create certain schedules such as decision avoidance, the gathering of information from friends and the preference of the domestic brand and warranty. Tjiptono (2010) reveals that a consumer purchases a product that is influenced by two dimensions 1) Rational dimensions, such as price, quality, distribution and so on which can encourage a person to buy a product for rational reasons. 2) Dimensions of attraction, such as product scents, colors, shapes, flavors and so on.

Buy Interest

Interest is part of the consumer's behavioral component in consuming attitudes (Kinears and Taylor). Buying interest is the stage of the tendency of respondents to act before the buying decision is actually implemented. Rational consumers buy interest, emerging after a series of behaviors from the process of identifying information seeking needs, evaluating to finally establishing a decision to buy. Although buying interest does not have to end with a purchase decision, but buying interest shows a tendency or almost certain to make a purchase.

According to (Ferdinand, 2002) buying interest as identified through indicators 1) Transactional interest, that is the tendency of someone to always buy back the products in the consumption 2) Referential interest, that is the tendency of someone to reference products that have been purchased, so also purchased by people others, with reference to their consumption experience. 3) Prefensial interest, the intrigued that depicts the behavior of a individual who as having a re-preference on items that have been devoured, this inclination is as it were supplanted with the item inclination. 4) Explorative intrigued, this intrigued portrays the behavior of a individual who is continuously searching for data approximately the item he is inquisitive about and looking for data to back the positive characteristics of the item he subscribes.

2 Research Methods

This research method is conducted using survey method by visiting some coffee shop and selecting consumers who happened to meet with the researcher and willing to interview.

3 Results and Discussion

Along with the development of age and lifestyle (lifestyle) in urban areas, live in groups and often meetings. Lifestyle (lifestyle) like this is used by the business to open business opportunities in the field of coffee shop. The form of a modern coffee shop is very diverse from the impressed exclusive to the standard, and of course has its own characteristics, ranging from the concept of place, the concept of sales, packaging concept, the concept of the menu, to the concept of an interesting service. Likewise with business actors in the city of Bengkayang not take advantage of this situation by opening a coffee shop business. The proliferation of coffee shop in Bengkayang city, West Kalimantan has many choices for the community to try data from one coffee shop to another coffee shop.

Satisfied consumers of the services provided by some coffee shops in the city of Bengkayang have an impact on consumer loyalty, because the quality of services provided and product attributes, offered such as the consistency of the taste of coffee each presentation, the formulation of coffee taste, the aroma of coffee taste, the taste of coffee is balanced between bitter sweet and sour, the taste of coffee last long in the cavity through the mouth after drinking, in addition to competitive prices.

Besides being offered products of course also provided services can satisfy consumers, such as, courtesy and employee friendliness, the accuracy of the menu presentation, equipment and equipment used according to standards, service to handle consumers as needed, WIFI internet access, similarity in treating customers, employee communication skills, employee knowledge of the menu or products offered. Consumer satisfaction will products / services provided by the company, would make the consumer very loyal and no doubt in making the decision to buy.

4 Conclusion

From the results of the study made the authors can be concluded several things related to Attitudes and Consumer Satisfaction Against Purchasing Decision Purchase At Coffee Shop in Bengkayang the taste of coffee is felt very good, so they are satisfied and become loyal consumers, and can make the parties entrepreneurs get profit. Besides taste, consumers of coffee shops in the city of Bengkayang feel satisfied if the services provided provide benefits for them, especially a comfortable atmosphere, internet access is so fast, services employees are so friendly and interior design coffee shop.

In connection with the proliferation of coffee shop business in the city Bengkayang and impact on increased economic activity and certainly will cause business competition is quite heavy. Each maintains the quality of the products and services provided to attract consumers. Consumer satisfaction here will certainly impact on entrepreneurs to boost service, so that consumers do not switch to another. Coffee shop entrepreneurs in Bengkayang city are expected to taste and arom coffee that must be maintained, product variant as alternative must be provided, quality of service of employees enhanced, internet access WIFI and comfort of visitor to pay attention, also price can make consumer feel satisfied.

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