

# **Analysis of The Determination of Rail-Based Urban Transportation Routes In The City of Manado (Case Study: Zero Point Manado - Sam Ratulangi International Airport)**

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**ABSTRACT:** The purpose of this study is to determine and analyze the influence of brand image, price, and product quality on purchasing decisions by mediating customer satisfaction on drinks at Batam City coffee shops with a number of respondents as many as 210 people. This research is basic research and is quantitative. Data collection techniques go through literature studies and field studies using questionnaires. Data analysis techniques are launched by managing data statistically using the help of smart PLS applications. Through the processing of data that has been done, it is found that brand image does not have a significant effect on purchasing decisions. Price has a significant influence on purchasing decisions. Service quality has a significant influence on purchasing decisions. Customer satisfaction does not have a significant effect on purchasing decisions. Brand image has a significant effect on customer satisfaction. Price has a significant effect on customer satisfaction. Service quality does not have a significant effect on customer satisfaction. Brand image cannot influence purchasing decisions mediated by customer satisfaction. Price cannot influence purchasing decisions mediated by customer satisfaction. Service quality cannot influence purchasing decisions mediated by customer satisfaction.

**Keywords: brand image, price, service quality, customer satisfaction, customer satisfaction**

## **INTRODUCTION**

Coffee is one of several leading commodities to be developed in the agribusiness sector. Coffee is also the source of livelihood for more than one and a half million farmers in Indonesia (Na & Hypertensive, n.d.). Develop coffee production in Indonesia, the fourth largest in the world after Brazil, Vietnam, and Colombia. The high level of coffee production is not only a source of income for farmers, but also a source of state foreign exchange income. The number of coffee exports in Indonesia according to *International Coffee Organization (ICO)* Indonesia's coffee exports are the second largest after Brazil from the top five coffee consumers in the world. This shows that the number of coffee exports in Indonesia is increasing from year to year.

In today's era, people have lifestyle habits for gathering activities in *coffee shop* or what is usually called *Café*. According to Rhenald Kasali as reported by Putri & Suasana, (2017) said that "for now, coffee is not only to relieve drowsiness but as part of a lifestyle that has become very popular so that *coffee shop* can be used as a meeting place". Phenomenon *coffee shop* This can also be referred to as a business opportunity and makes the coffee market even bigger not only on a local scale, but globally covered domestically. (Sejati, 2016)

*Coffee Shop* It is a public place that can be visited by all people from various walks of life and all types of ages. Every *Café* provides a lot of facilities and occurs from various kinds such as unlimited internet connection, *Live Music*, and interior design that has characteristics that attract visitors to take selfies on the spot. *Coffee shop* also provides a feel that attracts customers with its convenience, with the facilities available this course makes customers to set their choice to make it their favorite place to spend time (Indriyanti, Irianto, & Sundari, 2019). *Café* It can also now be used as a place for business meetings both formally and casually, as well as a daily food for young people to gather or do errands.

Reporting from (Lomboan, Tampi, & Mukuan, 2020) Decision making is a process of unifying knowledge between two or more alternatives and then taking one of them. With the reinforcement of the statement, a statement was added according to Kotler and Keller, 2008 which stated that the purchase decision is a decision process that at the time of wanting to get what you want to buy and what you don't want to buy, some examples of factors that affect the purchase are Service Quality, *Brand Image* and the price (Mawaddah & Khusaini, 2021).

*Service Quality* according to Kotler it can be defined as an action or performance given by a person to another person. In the manufacturer, quality is conformity to the specifications, the manufacturer provides certain tolerances specified for the critical dimensions of each part produced. For consumers, quality is value, how well a product or service presents its intended goals at a price level that consumers are willing to pay. This has prompted service providers to focus on providing high-quality services as it helps to satisfy customers and build customer loyalty to the brand. The fundamental focus of a service management strategy seems to meet customer demands. The fast food business has experienced substantial expansion due to a significant increase in the cost of living for a large percentage of the global population. (Narotama, 2019)*Coffee Shop* Fulfilling the definition of fast food as a restaurant or its abbreviation serves drinks and snacks quickly and easily. The fast-food sector is a customer-focused business that emphasizes a direct relationship between sellers and buyers. Customers have always been the most valuable strategic resource for a company. Customers always evaluate their satisfaction in terms of quality. They also rate their satisfaction with intangible services depending on the attitude of employees and the service environment. To increase consumer satisfaction and customer loyalty, the fast food sector not only produces excellent food but also improves the quality of its services to maximize customer satisfaction and customer loyalty.(Dam & Dam, 2021)

In the face of an increasingly strong and fierce competitive environment, every company is required to be able to optimize its economic resources to increase the competitiveness of its products in the market, as well as be able to formulate a series of effective marketing strategies and always develop these marketing strategies continuously and sustainably so that they can become a characteristic of a company. This is done as an effort to gain a competitive advantage over competing companies. To be able to survive and develop, business managers are required to be able to create a competitive advantage over service quality, brand trust in an effort to satisfy customers and face competition in this business. If these demands are not

met, then this business will not survive. When opening a new business, people must build a character that consumers will never forget. Such as how we must provide good service quality, create brand trust so that consumers believe in the brand, and how we make those customers loyal. Businessmen or entrepreneurs who try to provide good quality service to their customers are also not left behind *Coffee shop*. This is all meant to make consumers feel appreciated and also to make consumers not think twice about visiting Starbucks. The quality of a particular company or institution is usually determined by how a company meets the wants or needs of its customers. A company that satisfies most of the needs of its customers from time to time is called a quality company. The point is that when we look at a company we see how the reality seen by consumers is adjusted to consumer expectations. (Sitinjak, Rakhman, Sitinjak, Brastoro, & Bernadine, 2022)

They will also recommend the brand to everyone and the business's revenue will continue to increase. In order for businesses to stay running and revenue to increase, they must maintain customer satisfaction by measuring their customers' purchasing patterns over time. Customer satisfaction plays an important role as they help businesses to run their business smoothly over a longer period of time. Customer satisfaction in getting the right products and services will also generate decent revenue for the organization and can provide business opportunities to expand worldwide. (Abu-Alhaija, Yusof, Hashim, & Jaharuddin, 2019)(Yussof & Nayan, 2020).

## **RESEARCH METHODOLOGY**

The quantitative research used in this study is an approach that explains and explains an object in society. Quantitative research is a research activity where the data processed is in the form of numbers or numbers. As the name suggests, the processed data is calculated with mathematical and statistical formulas. Quantitative research functions so that a problem can be found an answer. Problems cannot be obtained just like that, therefore problems need to be explored by looking for reliable facts. In order for the problem to be found, researchers need to understand the theory and look for references that are appropriate to the problem.

In this study, the data source is used, namely in the form of primary data. Primary data is obtained directly by researchers from informants who have this information. This study uses sampling non-probability purposive sampling where the sampling technique does not provide the same opportunity or opportunity for each member of the population to be able to participate in being part of the sample. The technique used is a questionnaire. Based on this limit, the size/number of this population cannot be known for sure so a sample of 210 respondents was obtained.

## **RESULT AND DISCUSSION**

### **Characteristics of Respoden**

Based on the data processing carried out, it can be explained statically based on the four characteristics assessed, namely gender, age, occupation and income. A total of 210 questionnaires have been distributed online through *Google Form*. The majority of respondents are vulnerable men aged 17 – 30 years who have a job as a private employee and have an average income of around Rp 1,000,000 – Rp 5,000,0000.

### **Validity and Reliability Test**

The validity of each construct is tested with Average Variance Extracted (AVE), a construct with good validity if it is more than 0.5. From the results of the validity test processing

using the loading factor obtained, all question items met the recommended values, so that the indicators used to measure the variables of this study were valid.

**Table 1. Validation Test Results**

Variable	Reliability Composite	Conclusion
Brand Image	0.848	<i>Reliable</i>
Customer Satisfaction	0.725	<i>Reliable</i>
Price	0.644	<i>Reliable</i>
Purchase Decision	0.783	<i>Reliable</i>
Service Quality	0.212	<i>Unreliable</i>

**Source** : Primary data processed (2023)

**Table 2. Reliability Test Results**

Variable	Average Extracted Variance (AVE)	Conclusion
Brand Image	0.768	<i>Valid</i>
Price	0.647	<i>Valid</i>
Customer Satisfaction	0.530	<i>Valid</i>
Purchase Decision	0.696	<i>Valid</i>
Service Quality	0.552	<i>Valid</i>

**Source** : Primary data processed (2023)

Based on the table above, it can be seen that the *composite value of reliable* has variables that are more than 0.6 and there are variables that are less than 0.6. Thus, the results of the reliability test for these variables are reliable and some are unreliable.

## Direct Influence

**Table 3. Direct Influence**

X → Y (c) / Direct	T statistic	P Values	Conclusion
BI -> PD	0.780	0.435	Rejected
P -> PD	3.211	0.004	Accepted
SQ -> PD	2.511	0.012	Accepted
CS-> PD	1.292	0.197	Rejected
BI -> CS	3.771	0.000	Accepted
P-> CS	7.454	0.000	Accepted
SQ-> CS	0.221	0.825	Rejected

**Source** : Primary data processed (2023)

From the results of the test of the influence hypothesis *Brand Image* towards *Purchase Decision*, the T-Statistic value was 0.780 and the P-Values were 0.435. This means directly *Brand Image* has no significant effect on *Purchase Decision* on drinks at coffee shops. These results are in line with research from (Mawaddah & Khusaini, 2021) that *Brand Image* does not affect the *Purchase Decision*.

From the results of the hypothesis test regarding the influence of *Price* towards *Purchase Decision*, found a T-Statistic value of 3,211 and a P-Values of 0.004, which means, directly *Price* has a significant influence on *Purchase Decision* on drinks at coffee shops in Batam city. This is in line with research (Siregar, Tannady, Jusman, Cakranegara, & Arifin, 2022), (Zakhra et al., 2023), (Lionarto, Tecoalu, & Wahyoedi, 2022), (Dyatkika & Firdaus, 2021), (Ichlasul Naufal Hakim & Imam Nuryanto, 2021), (Ners, Kesehatan, Bangsa, & Wanita, 2021) that *Price* affect the *Purchase Decision*.

From the results of the hypothesis test regarding the impact of *Service Quality* towards *Purchase Decision*, has a T-Static value of 2.511 and P-Values of 0.012 which means that these values are in accordance with the significant provisions of the structural model test. This is in line with research from (Mawaddah & Khusaini, 2021), (Zakhra et al., 2023), (Melly anggraeni & Sujianto, 2022), (Manggala & Adirinekso, 2022), (Dyatkika & Firdaus, 2021), (Nurhikmah, Harahap, & Nurgraha, 2023), (Agustina, Sinurat, & Ali, 2020), (Priangggoro & Sitio, 2020) that *Service Quality* affect the purchase decision.

From the results of the test of the influence hypothesis *Customer Satisfaction* towards *Purchase Decision*, obtained a T-Statistic value of 1.292 and a P-Value of 0.197. This means directly *Customer Satisfaction* has no significant effect on *Purchase Decision* on drinks at coffee shops. These results are not in line with research from (Lionarto et al., 2022), (Dwiganjar et al., 2018), (Putranto, Sukaatmadja, Wardana, & Giantari, 2023), (Ilham Ilham, Warkianto Widjaja, I Nyoman Tri Sutaguna, Arief Yanto Rukmana, & Muhammad Yusuf, 2023), (Akbar & Nurcholis, 2020).

From the results of the hypothesis test regarding the influence of *Brand Image* towards *Customer Satisfaction*, found a T-Statistic value of 3,771 and a P-Values of 0,000, which means, directly *Brand Image* has a significant influence on *Customer Satisfaction* on drinks at coffee shops in Batam city. This is in line with research (Kuswibowo Christian, Tyasti Avia Enggar, 2020), (Dwiganjar et al., 2018) (Putranto et al., 2023), (Management, Buana, Management, & Buana, 2020) that *Brand Image* affect customer satisfaction.

From the results of the hypothesis test regarding the impact of *Price* towards *Customer Satisfaction*, has a T-Static value of 7.454 and P-Values of 0.000 which means that these values are in accordance with the significant provisions of the structural model test. This is in line with research from (Soekotjo & Astuti, 2020), (Capriati, 2023), (Widyawati & Puspitaningtyas Faeni, 2021), (Asti & Ayuningtyas, 2020), (Muzaki, Mulyani, & Khojin, 2022), (Saipuloh & Surono, 2023), (Niko Saputra<sup>1</sup>, Jonatan Boyke A2 & 3, 2023) that *Price* affect customer satisfaction.

From the results of the test of the influence hypothesis *Service Quality* towards *Customer Satisfaction*, the T-Statistic value was 0.221 and the P-Values were 0.825. This means directly *Service Quality* has no significant effect on *Customer Satisfaction* on drinks at coffee shops. These results are in line with research from (Widyawati & Puspitaningtyas Faeni, 2021), (Ilham Ilham et al., 2023), (Niko Saputra<sup>1</sup>, Jonatan Boyke A2 & 3, 2023) that *Service Quality* does not affect customer satisfaction.

**Indirect influence****Table 4. Indirect influence**

<b>JX → Y (c) / Indirect</b>	<b>T Statistic</b>	<b>P Values</b>	<b>Conclusion</b>
Brand Image -> Customer Satisfaction-> Purchase Decision	1.213	0.226	Rejected
Price -> Customer Satisfaction -> Purchase Decision	1.265	0.206	Rejected
Service Quality -> Customer Satisfaction-> Purchase Decision	0.167	0.167	Rejected

From the test results, it was obtained that there was no effect *Brand Image* towards *Purchase Decision* which is mediated *Customer Satisfaction*. The T-Statistic value was 1.213 and the P-Values were 0.226. This means indirectly *Brand Image* does not have a significant effect on *Purchase Decision* which is mediated by *Customer Satisfaction* on drinks at coffee shops in Batam city. This is not in line with research (Dwiganjar et al., 2018), (Putranto et al., 2023).

From the test results, it was obtained that there was no effect *Price* towards *Purchase Decision* which is mediated *Customer Satisfaction*. The T-Statistic value was 1,265 and the P-Values were 0.206. This means that these values are not in accordance with the significant provisions of the structural model test. This is in line with research (Lionarto et al., 2022), (Akbar & Nurcholis, 2020).

From the test results, it was found that there was no influence of *Service Quality* on the *Purchase Decision* mediated by *Customer Satisfaction*. The T-Statistic value was 0.167 and the P-Values were 0.167. This means that these values are not in accordance with the significant provisions of the structural model test. This is in line with research from (Ilham Ilham et al., 2023).

**CONCLUSION**

The results of the hypothesis test show that it turns out that there is an insignificant effect between the *Brand Image* variable and the *Purchase Decision* variable. The results of hypothesis testing show that it turns out that there is a significant effect between the *Price* variable on the *Purchase Decision* variable. The results of hypothesis testing show that it turns out to have a significant effect between the *Service Quality* variable and the *Purchase Decision* variable. The results of hypothesis testing show that it turns out that there is an insignificant effect between the *Customer Satisfaction* variable and the *Purchase Decision* variable. The results of the hypothesis test show that it turns out that there is a significant effect between the *Brand Image* variable and the *Customer Satisfaction* variable. The results of hypothesis testing show that it turns out that there is a significant effect between the *Price* variable and the *Customer Satisfaction* variable. The results of hypothesis testing show that it turns out that there is an insignificant effect between the *Service Quality* variable and the *Customer Satisfaction* variable. The results of hypothesis testing show that it turns out to have a not significant effect, the effect of *Customer Satisfaction* mediation in the relationship between the *Brand Image* variable and the *Purchase Decision* variable. The results of hypothesis testing

show that it turns out to have a not significant effect, the effect of Customer Satisfaction mediation in the relationship between the Price variable and the Purchase Decision variable. The results of hypothesis testing show that it turns out that there is not a significant effect of the influence of Customer Satisfaction mediation in the relationship between the Service Quality variable and the Purchase Decision variable.

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