

Analysis of Consumers Rational and Emotional Motives in Making Purchases to Improve Marketing Strategy

Aldrian Wibowo, Cecep Safa'atul Barkah, Arianis Chan, Pratiwi Wulan Tresna

Departement of Business Administration, Padjadjaran University Jl. Raya Bandung Sumedang KM.21, Hegarmanah, Kec. Jatinangor, Kabupaten Sumedang, Jawa Barat 45363

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ABSTRACT

Keyword:

Consumer motivation, Marketing strategy, purchases, rational motive, emotional motive, coffee shop.

Kata Kunci:

Motivasi konsumen, Strategi pemasaran, pembelian, motif rasional, motif emosional, kafe.

This research was conducted to analyze the rational and emotional motivation of consumers to make purchases/visit Colada Cafe. Those consumer motivations are rational buying motives and emotional buying motives. The results of this study will be used as a basis for making decisions to improve the marketing strategy carried out by Colada Cafe so that it can compete with competitors. This research was conducted using quantitative research methods with descriptive analysis techniques. Samples from this method were taken using simple random sampling. The sample in this study was 90 Colada Cafe consumers. Based on the data obtained, it can be concluded that the marketing strategy Colada Cafe should do is expanding parking lots, improving promotional methods that not only show the interior but also show prices, promos, taste testimonials, menu variations, good service, strategic locations, and appetizing product displays. In addition, Colada Cafe must improve the quality of the products served to consumers.

SARI PATI

Penelitian ini dilakukan untuk menganalisis mengenai motivasi rasional dan emosional dari konsumen untuk melakukan pembelian/kunjungan di Colada Cafe. Motivasi konsumen tersebut adalah motif rasional dan motif emosional dalam pembelian. Adapun hasil penelitian ini akan digunakan untuk menjadi dasar pengambilan keputusan memperbaiki strategi pemasaran yang dilakukan oleh Colada Cafe agar bisa bersaing dengan kompetitor. Penelitian ini dilakukan dengan metode penelitian kuantitatif deskriptif. Sampel dari metode ini diambil menggunakan sampel acak sederhana. Sampel dalam penelitian ini adalah 90 konsumen Colada Cafe. Berdasarkan data yang didapatkan, diperoleh kesimpulan bahwa strategi pemasaran yang dapat dilakukan adalah perluasan lahan parkir, perbaikan cara promosi yang tidak hanya menampilkan interior saja, tetapi menampilkan juga dengan harga, promo, testimoni rasa, variasi menu, pelayanan yang baik, lokasi yang mudah dijangkau, dan tampilan produk yang menggugah selera. Selain itu, Colada Cafe harus melakukan peningkatan kualitas produk yang disajikan kepada konsumen.

Corresponding author:
aldrian20001@mail.unpad.ac.id

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INTRODUCTION

Nowadays, the Coffee Shop business is running rampant in Indonesia. The increase in number of coffee shops is increasing rapidly. An increase in coffee shops has also occurred in the city of Bandung. In almost all corners of the city of Bandung, there are Coffee Shops.

Table 1. Number of Restaurants, Rumah Makan, and Cafes in Bandung City 2019-2021

No.	Year	Total	Changes
1	2019	952	-
2	2020	524	-45%
3	2021	791	51%

Sources: *Dinas Kebudayaan dan Pariwisata Kota Bandung*

Table 2. Number of Cafes in Bandung City 2019-2021

No.	Year	Total	Changes
1	2019	41	-
2	2020	50	22%
3	2021	99	98%

Sources: *Dinas Kebudayaan dan Pariwisata Kota Bandung*

Based on data reported by the Dinas Pariwisata dan Kebudayaan (2022), is stated that, generally, the number of restaurants, eateries, and cafes in the city of Bandung in 2019-2021 has experienced fluctuating changes. The negative impact occurred in 2020 when the COVID-19 pandemic hit. There was a decrease in the number of businesses with these types by 45%, but it rose again in 2021 with an increase of 51%. Even though this number has generally decreased at certain times, the exact condition of coffee shops (cafes) continues to increase. Based on the same data reported by the Dinas Pariwisata dan Kebudayaan Jawa Barat (2022) on a different page, it is stated that the number of coffee shops in the city of Bandung has increased every year. In

2020, which incidentally was the year when the pandemic attacked existing businesses, coffee shops increased in number. Those increasing numbers prove that coffee shops have not lost their fans despite the pandemic. Another factor that has caused coffee shops not to lose interest and increased the number of businesses is the very high interest in drinking coffee in Indonesia. Based on data from the International Coffee Organization (ICO), global coffee consumption reach 166.35 million bags (per bag of 60 kilograms) in 2020/2021. Indonesia has the fifth level of coffee consumption in the world, with a consumption of 5 million bags of coffee (per bag of 60 kilograms) (Rizarty, 2022).

Colada Cafe is one of Bandung's coffee shops/cafes, located at Jalan Purwakarta No 192, Antapani district, Bandung City. This business was established on February 14, 2019. This business, which has been running for about three years, is quite popular with its consumers. Colada Cafe has a unique cafe concept. This cafe carries a Mexican concept. This concept is where every menu, decoration, and atmosphere offered is designed according to a Mexican theme. The mainstay menu of Colada Cafe is a variety of coffee with the name *Con Leche* and *La Platano*. Besides that, Colada has an extensive food menu, including *Chicken Colada, Quesadillas, Burritos, and Tacos*. These names in Spanish emphasized the Mexican concept, which is expected to make consumers interested in coming to Colada.

Intense business competition forces companies to be able to develop their marketing concepts. According to Kotler & Armstrong (2012), marketing concept is the company's knowledge of the needs and wants of the target market and how the company provides better satisfaction than competitors as the primary goal. As one of

the relatively new businesses for a cafe, Colada Cafe still needs a lot of development to survive amid very tight competition. Moreover, every year, the number of coffee shops in Bandung is increasing. The increasing number of coffee shops in Bandung will threaten Colada Cafe's position in the competition if Colada Cafe doesn't want to develop. In addition, the problem of the increasing number of consumers who need to match expectations is one indicator of Cafe Colada's lack of success in running a business. Therefore, an analysis of consumer behavior needs to be done to support the development of a business's marketing strategy. Colada Cafe needs to understand consumer behavior to optimally serve consumers so that sellers and consumers achieve their respective satisfactions. Consumer attitudes that influence purchasing decisions are influenced by several factors, one of which is a psychological factor which includes motivation (Setiawan & Harahab, 2013).

Based on the existing descriptions, this research was conducted to analyze rational motives and emotional motive of consumer in making purchases/visits at Colada Cafe. The purpose of this research is to find out the variables of consumer motivation from Colada Cafe, which will later be used as a basis for improving existing marketing strategies to develop a business to increase sales volume. The developed strategy is expected to help Colada Cafe to be able to compete in the coffee shop market that Colada Cafe currently faces.

Review of Literature

Consumer Behavior

Consumer behavior includes the activities of people directly involved in the procurement and use of goods and services, including decision-making processes. There are

preparations and decisions for these activities (Kotler, 2002). Based on Schiffman and Kanuk, adopted in the study (Naashir et al., 2016) states that consumer behavior is the behavior that consumers exhibit when digging, purchasing, using, evaluating and consuming products and services. Then consumer buying behavior is influenced by several factors, namely cultural factors, social class factors, personal factors, and psychological factors (Kotler & Armstrong, 2012). One of the psychological factors that can influence consumer buying behavior is a psychological factor, which means that motivation is included in consumer buying because motivation is a psychological part of an individual.

Consumer Motivation

Schiffman & Wisenblit (2015), define motivation as a driving force within a person that forces him or encourages him to take action. In addition, other opinions state that when a person feels a gap between desires and circumstances, a need will arise, which becomes the driving force and is called motivation (Mothersbaugh & Hawkins, 2016). More specifically, consumer motivation is a person's ability to expend a high level of effort toward the goal he wants to achieve, which is conditioned by the ability of the business to meet the needs of the individual (Setiadi, 2010). Thus, consumer motivation drives someone to do something related to the decisions made before purchasing. Consumer motivation is to increase consumer satisfaction, maintain loyalty, efficiency and effectiveness, and create harmonious relationships between producers and sellers, purchasers or consumers. These expected increases are the common goal of all for-profit businesses. Consumer motivation is the motivation of a consumer to make purchases based on motives that drive him, namely based on rational buying motives

and emotional buying motives (Manning et al., 2012). Agreeing with Manning, Assauri (2015) states that motivation is divided into 2, namely emotional and rational. Assauri argues that rational motivation is based on functional things, while emotional motivation is more social psychological.

Rational Motive

Rational buying is a purchase action based on rationality or results from an objective review of available product or service information (Manning et al., 2012). Buyers will do observation or in-depth learning without any emotional influence in it. The results of this observation will be used as material for consideration in purchasing decisions. Some rational motives include function, need, quality of service, warranty, availability of technical assistance, timely delivery, financial benefits, and durability (Manning et al., 2012). According to Schiffman & Kanuk, (2010), criteria with a high level of objectives such as size, weight, and price are the basis for consumers choosing purchase targets. Industrial buyers or consumers generally are more sensitive to rational motives resulting from a product. Rational motives include factual arguments, life snippets, product demonstrations, benefits, or comparisons.

Emotional Motive

Emotional motives are sensitive to feelings, so consumers will appear to be in a hurry to purchase products or services without rethinking the possibilities that will occur in the long term (Setiadi, 2010). Based on existing theory, emotional motives can encourage consumers to purchase. Emotional motives make consumers distracted thoughts logically. Emotional motives can be based on pleasure, pride, self-confidence, popularity, security, fear, and many other things. Emotional

motives are motives based on feelings or desires. Emotionally motivated purchases are made in the process of choosing goods and services for subjective and personal reasons such as pride, fear, affection and status.

Relationship between Rational Motives and Emotional Motives on Purchasing Decisions

Purchasing motives are various considerations and influences that encourage people to make purchases of a product (Assauri, 2015). Rational motives and emotional motives are always in every process leading to a decision consumer purchases in consumer behavior. Purchasing decisions are consumers' actions to buy or not the product (Kotler & Keller, 2016). Starting from problem recognition, information search, and alternative evaluation to decision-making, it is always influenced by the thoughts and feelings of consumers. Marketers must study consumer behavior in making purchasing decisions. Factors that influence consumer purchasing decisions, such as rational and emotional buying motives can be embedded in the products to be marketed.

Marketing Strategy

According to Kotler & Amstrong (2012) A marketing strategy is the marketing logic that a company hopes can create value and build a profitable relationship with its consumers. A marketing strategy can be described as a plan outlining a company's expectations for the impact of various marketing programs on demand. A company can use multiple marketing programs at the same time, as each type of program, such as advertising, promotions, personal selling, customer service, and product development, has a different impact on demand. Therefore, you need a mechanism that allows you to

coordinate your marketing programs so that you can execute and integrate these programs. This mechanism is called a marketing strategy.

As previously discussed, Manning et al. (2012) stated that every buying decision that has been made has a motive behind it. So, some consumer purchasing decisions can be influenced by several purchase motives. The purchase motive will then be the driving force for the emergence of consumer motivation. Business people or marketers can only assume that some consumer behavior and purchase choices are the same because each consumer has different goals. Therefore, a business needs to know or learn what encourages or stimulates consumers to purchase. A business should determine which buying motives are likely to have the most significant influence when consumers make purchases. Learning about consumers is carried out so a business can determine or develop the right marketing strategy for its target consumers.

Mothersbaugh & Hawkins (2016) stated that a marketing strategy that will be formed should be formed with a marketing mix. Those concerns things about features, price, communication, distribution, and service that will make a product have a superior value over other competitors' products that the marketing strategy made by a company must formulate a marketing mix properly to provide maximum value and create superior value compared to competitors' products. Kotler and Keller briefly stated that STP (*Segmenting, Targeting, Positioning*) is the essence of strategic marketing. Apart from that, there is also Marketing Mix 7P (*product, price, place, promotion, physical evidence, people, process*).

METHODS

Research on motivation at Colada Cafe as a basis for formulating marketing strategy proposals is quantitative research with a descriptive approach. The object of research in this study, is rational buying motives (price, quality, menu variety, services, and location) and emotional buying motives (appearance, happiness, comfort, and recognition)

Research subjects are people who will provide information related to the research that the writer will do. The research subjects in this study were Colada Cafe consumers and credible sources, and these sources were managers of Colada Cafe. The object of research is data or information, which is the primary concern in research. In this case, the consumer's motivation to visit Colada Cafe includes rational motives (price, quality, menu varieties, service, location) and emotional motives (appearance, happiness, comfort, and recognition).

The population in this sample is Colada Cafe consumers in the last month (November 2022). Colada Cafe's total number of customers in one month is 700 people. Sugiyono (2016), explains that the sample is part of the population that has appropriate characteristics. To determine the number of samples to be taken from the population, the researcher uses the Slovin formula with a 90% confidence level with a value of $e = 10\%$.

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = samples number

N = population number

e = margin of error ($e = 0,10$)

$$n = \frac{700}{1 + 700 (0,10)^2} = 87.5$$

This formula shows that the number of samples to be used in this study is a minimum of 87.5 people. The sample in this study were Colada Cafe consumers within one month (November 2022), totaling 87.5 which was rounded up to 90. The number of samples was obtained using the calculation formula for determining the Slovin sample with a 10% margin of error

The sampling technique used in this research is non-probability sampling through a simple random sampling technique. In addition, information from internal Colada was obtained through interview techniques. The data collection method in this study is through interviews with the company regarding the marketing strategy being implemented. In addition, to find out consumer motivation/issues that occur at Colada Cafe, questionnaires are used as a tool to determine consumer motivation to buy/visit Colada Cafe. Respondents' answers were measured using a Likert scale of 5 categories: *Strongly Disagree*, *Disagree*, *Neutral*, *Agree*, and *Strongly Agree*.

RESULTS AND DISCUSSION

Segmenting, Targeting, Positioning (STP) and Marketing Mix Analysis of Colada Cafe

The author interviewed one of the employees, namely the manager from Colada Cafe, to be able to find out the marketing strategy that Colada Cafe had carried out. Based on the results of interviews that have been conducted, data were found in the form of segmentation, targeting, and targeting from Colada Cafe. In

addition, data regarding the marketing mix from Colada Cafe was also found, those are product, price, place, promotion, physical evidence, people, and process.

Colada has segmentation in terms of geography, namely potential customers in the city of Bandung and its surroundings. Meanwhile, in terms of demographics, consumers in the age range of 15 years and over with female or male gender, all levels of income, all levels of education, and all races without exception. In the psychographic segment, people like the atmosphere of hanging out in cafes.

In terms of targeting, Colada targets potential consumers who like to hang out or hang out in coffee shops/cafes, with the main target being young people with student jobs, university students, or employed person, both women and men with an age range of 15-25 years who can consume coffee and also other menus at Colada Cafe. In addition, they target young people who like Mexican things. In terms of its positioning, Colada Cafe positions itself as an affordable cafe that offers coffee and Mexican food menus and Mexican interior design concepts that can be enjoyed at affordable prices.

In marketing its products, the marketing mix strategy (7P) implemented by Colada Cafe is as follows: For *Products*, Colada Cafe has various drinks such as coffee and mocktails. Besides drinks, Colada Cafe also has various kinds of western, Mexican, and Indonesian food, whether it is heavy food or snacks such as *chicken coladas*, *la hamburgers*, *nasi goreng*, *nachos*, *burritos*, etc.

In terms of *Price*, the prices offered per product category are as follows:

Table 1. Menu Price Range at Colada Cafe by Categories

No.	Categories	Lowest Price	Highest Price
1	Main Course	Rp20.000	Rp28.000
2	Snacks	Rp15.000	Rp25.000
3	Mocktail	Rp23.000	Rp28.000
4	Coffee	Rp15.000	Rp28.000

Source: Colada Cafe (2022)

In terms of *Place*, Colada Cafe is located at Jalan Purwakarta No. 192, Antapani sub-district, Bandung City. This area is a relatively densely populated area. In addition, the location of Colada Cafe is right on the side of the Purwakarta road, which makes Colada Cafe easy to access because the existing road is the main road that can be passed by two-wheeled or four-wheeled vehicles. In addition, the location point of Colada Cafe, which is in a relatively densely populated area, makes Gofood and Grabfood from Colada Cafe easy to order through these two platforms.

In terms of *Promotion*, Cafe Colada often promotes through social media, namely Instagram and TikTok. Colada Cafe, which emphasizes the Mexican interior concept, often posts the atmosphere at the Colada Cafe with the hope that potential customers will be interested in visiting the Colada Cafe. However, Cafe Colada rarely posts about products, prices, and other things besides the Mexican interior concept of Colada Cafe. This prevents Colada Cafe's main selling product from being appropriately promoted to potential customers.

In terms of *Physical Evidence*, Cafe Colada, which is a coffee shop/cafe that carries the Mexican concept, can be seen from the interior it makes. The interior of Cafe Colada

has a concept full of Mexican knick-knacks. In addition, the menu names are written in Spanish.

In terms of people, Colada Cafe has 16 human resources, with three people as management and 13 people who directly provide services. The majority of human resources at Colada Cafe are human resources who have had experience in serving cafes. Generally, Colada Cafe uses the services of part-timers for certain positions, such as junior baristas and servers.

In terms of *Process*, the process starts with the consumer ordering food and drinks at the cashier with a menu provided to the consumer. After the consumer makes a transaction, the consumer sits where he wants. Seats can be chosen from the lower or the rooftop area, which is not covered. After that, the order will be delivered to the seat that has been selected.

Analysis of Consumer Motivation to Make a Purchase/Visit to Colada Cafe

Furthermore, researchers surveyed consumer motivation to visit/make purchases at Colada Cafe. The survey was conducted by distributing questionnaires to 90 respondents who are consumers of Colada Cafe. The characteristics of the respondents based on the results of distributing the questionnaires are as follows:

Table 2. Respondents Gender

Variable	Category	Frequencies	Percentage
Gender	Male	39	43.3%
	Female	51	56.7%

Source: Processed data (2022)

The data above shows that most buyers who came were women, with a total of 51 people (56.7%) and men as many as 39 people (43.3%).

Table 3. Respondents Age

Variable	Category	Frequencies	Percentage
Age	16	5	5.6%
	17	10	11.1%
	18	3	3.3%
	19	6	6.7%
	20	10	11.1%
	21	19	21.1%
	22	10	11.1%
	23	15	16.7%
	24	6	6.7%
25	6	6.7%	

Source: Data processed by researchers (2022)

The data above shows that most buyers who come are visitors aged 21 years, with a total of 19 people (21.1%), as can be seen that the ages of 20-23 dominate the data above. This follows what has been targeted by Colada Cafe, which targets young people with a minimum age of 15 years as its consumers.

Table 4. Respondents Job

Variable	Category	Frequencies	Percentage
Jobs	College Student	38	42.2%
	High School Student	15	16.7%
	Employee	37	41.1%
	Others	0	0%

Source: Data processed by researchers (2022)

The data above shows that the majority of buyers who come are students, with a total of 38 people (42.2%), followed by employees, with 37 people (41.1%). This is in line with age data which shows that the age of 20-23 dominates visits to Colada Cafe because, at that age, it is the age for someone to carry out lectures at the secondary level or for people who have just graduated and are working in their respective places.

As previously mentioned, this research examines rational and emotional motivation. The results of testing the validity and reliability of the results of the respondents' entries, as many as 90 respondents are as follows.

Table 5. Rational Motivation Variable Validation Test Results

Questions	r_{tabel}	r_{hitung}	Validity
RM1	0,361	0,751	Valid
RM2		0,745	
RM3		0,650	
RM4		0,494	
RM5		0,472	

Source: Data processed by researchers (2022)

Table 6. Emotional Motivation Variable Validation Test Results

Questions	r_{tabel}	r_{hitung}	Validity
EM1	0,361	0,376	Valid
EM2		0,624	
EM3		0,619	
EM4		0,660	
EM5		0,621	

Source: Data processed by researchers (2022)

To test the validity using 30 respondents with a significance level of 5%, according to Sugiyono in his book with 30 respondents and a significant level of 5%, the r table is 0.361 (Sugiyono, 2016). Based on the results of tests carried out using SPSS 25 by testing 30 respondents, the r table of 30 respondents was 0.361, resulting in all valid instruments to be used as instruments or statements to measure the variables studied.

Table 7. Rational Motivation Variable Reliability Test Results

Cronbach's Alpha	N of Items
.750	5

*Table 8. Emotional Motivation Variable
Reliability Test Results*

Cronbach's Alpha	N of Items
.751	5

According to Sugiyono (2016), the instrument for measuring each variable is said to be reliable if the Cronbach's Alpha value > 0.60 then the research results are reliable or the questionnaire data results can be trusted, and if the Cronbach's Alpha value ≤ 0.60 then the research is not reliable or the result data Unreliable questionnaire. The table listed shows that the reliability test results for each variable have a Cronbach's alpha value > 0.6 , which means that all of these question items are reliable.

Survey on consumer motivation to visit/make purchases at Colada Cafe. The survey was conducted by distributing questionnaires to 90 consumers of Colada Cafe. Respondents were given statements regarding rational motivation and emotional motivation for purchasing/visiting Colada Cafe. Each respondent was asked to answer whether they *strongly disagree*, *disagree*, *neutral*, *agree*, or *strongly agree* with the statement. From the results of a survey conducted by researchers, it was found that the results of consumer motivation were as follows:

Table 9. Statement Regarding Affordable Price

Answers	Frequencies	Percentage
Strongly Disagree	5	5.6%
Disagree	12	13.3%
Neutral	15	16.7%
Agree	23	25.6%
Strongly Agree	35	38.9%

Source: Data processed by researchers (2022)

Based on these data, it was found that 38.9% of respondents strongly agreed, and 25.6% of

respondents agreed with the statement that the affordable prices of the menu at Colada Cafe made them make purchases/visits to Cafe Colada. Based on these results, most Colada Cafe consumers feel that the prices of the Cafe Colada menu are affordable and motivating them to visit Cafe Colada.

*Table 10. Statement Regarding delicious
product taste*

Answers	Frequencies	Percentage
Strongly Disagree	4	4,4%
Disagree	6	6,7%
Neutral	15	16,7%
Agree	35	38,9%
Strongly Agree	30	33,3%

Source: Data processed by researchers (2022)

Based on these data, it was found that 33.9% of respondents strongly agreed and 38.9% of respondents agreed with the statement that the price of the delicious taste of the dishes at Colada Cafe made them make purchases/visits to Cafe Colada. Based on these results, most Colada Cafe consumers feel that the taste of the dishes at Cafe Colada is delicious, which motivates them to visit Cafe Colada.

*Table 11. Statement Regarding the Number of
Menu Variations*

Answers	Frequencies	Percentage
Strongly Disagree	3	3,3%
Disagree	5	5,6%
Neutral	20	22,2%
Agree	31	34,4%
Strongly Agree	31	34,4%

Source: Data processed by researchers (2022)

Based on these data, it was found that 34.4% of respondents strongly agreed, and 34.4% of respondents agreed with the statement that the many menu variations at Colada Cafe made them make purchases/visits to Colada Cafe. Based on these results, most Colada

Cafe consumers feel that Colada Cafe’s menu variations include many and motivate them to visit Colada Cafe.

Table 12. Statement regarding the services provided are satisfactory

Answers	Frequencies	Percentage
Strongly Disagree	1	1,1%
Disagree	9	10%
Neutral	16	17,8%
Agree	25	27,8%
Strongly Agree	39	43,3%

Source: Data processed by researchers (2022)

Based on these data, 43.3% of respondents strongly agreed and 27.8% of respondents agreed that the satisfactory service at Colada Cafe made them make purchases/visits to Colada Cafe. Based on these results, the majority of Colada Cafe consumers feel that Colada Cafe’s satisfactory service motivates them to visit Colada Cafe.

Table 13. Statement Regarding Strategic Location

Answers	Frequencies	Percentage
Strongly Disagree	1	1,1%
Disagree	12	13,3%
Neutral	13	14,4%
Agree	30	33,3%
Strongly Agree	34	37,8%

Source: Data processed by researchers (2022)

Based on these data, it was found that 37.8% of respondents strongly agreed, and 33.3% of respondents agreed with the statement that Colada Cafe’s strategic location made them make purchases/visits to Colada Cafe. Based on these results, most Colada Cafe consumers feel that the location of Colada Cafe is strategic and motivates them to visit Colada Cafe.

Table 14. Statement regarding the appearance of food that is attractive

Answers	Frequencies	Percentage
Strongly Disagree	4	4,4%
Disagree	7	7,8%
Neutral	22	24,4%
Agree	28	31,1%
Strongly Agree	29	32,2%

Source: Data processed by researchers (2022)

Based on these data, it was found that 32.2% of respondents strongly agreed, and 31.1% of respondents agreed with the statement that the appearance of products from Colada Cafe made them make purchases/visits to Colada Cafe. Based on these results, most Colada Cafe consumers feel that the attractive appearance of Colada Cafe products motivates them to visit Colada Cafe.

Table 15. Statement Regarding an attractive interior appearance

Answers	Frequencies	Percentage
Strongly Disagree	1	1,1%
Disagree	9	10%
Neutral	10	11.1%
Agree	26	28,9%
Strongly Agree	44	48,9%

Source: Data processed by researchers (2022)

Based on these data, it was found that 48.9% of respondents strongly agreed, and 31.1% of respondents agreed with the statement that the attractive interior appearance of Colada Cafe made them make purchases/visits to Colada Cafe. Based on these results, most Colada Cafe consumers feel that the attractive interior appearance of Colada Cafe motivates them to visit Colada Cafe.

Table 16. Statement Regarding pleased with the Mexican concept offered

Answers	Frequencies	Percentage
Strongly Disagree	4	4,4%
Disagree	7	7,8%
Neutral	14	15,6%
Agree	28	31,1%
Strongly Agree	37	41,1%

Source: Data processed by researchers (2022)

Based on these data, it was found that 41.1% of respondents strongly agreed, and 31.1% of respondents agreed with the statement that they were happy with the Mexican concept offered by Colada Cafe and that it made them make purchases/visits to Colada Cafe. Based on these results, most Colada Cafe consumers are happy with the Mexican concept offered by Colada Cafe, which motivates them to visit Colada Cafe.

Table 17. Statement Regarding comfort to be in Colada Cafe

Answers	Frequencies	Percentage
Strongly Disagree	3	3,3%
Disagree	5	5,6%
Neutral	21	23,3%
Agree	26	28,9%
Strongly Agree	35	38,9%

Source: Data processed by researchers (2022)

Based on these data, 38.9% of respondents strongly agreed, and 28.9% of respondents agreed with the statement that their comfort when eating/drinking at Colada Cafe made them make purchases/visits to Colada Cafe. Based on these results, most Colada Cafe consumers feel comfortable when eating/drinking at Colada Cafe, motivating them to visit Colada Cafe.

Table 18. Statement Regarding the expectation of getting a response when visiting

Colada Cafe

Answers	Frequencies	Percentage
Strongly Disagree	7	7,8%
Disagree	13	14,4%
Neutral	14	15,6%
Agree	28	31,1%
Strongly Agree	28	31,1%

Source: Data processed by researchers (2022)

Based on these data, 31.1% of respondents strongly agreed, and 31.1% of respondents agreed with the statement that they hoped to get a response in the form of likes/comments/replies from their followers on social media when they visited Colada Cafe, this made them make purchase/visit to Colada Cafe. Based on these results, it can be concluded that the majority of Colada Cafe consumers hope to get a response in the form of likes/comments/replies from their followers on social media when they visit Colada Cafe, which is what motivates them to visit Colada Cafe.

MANAGERIAL IMPLICATION

Based on the data previously provided, most consumers are satisfied. The segmenting, targeting and positioning of Colada Cafe feel appropriate and have been successfully communicated to consumers, even with the marketing mix being implemented. However, if we review the problems that Colada Cafe faced, the increasing number of consumers who do not meet expectations. In that case, it indicates something is not working as it should. There are at least two things in Colada Cafe's marketing mix that need to be improved: place, promotion, price and product

Cafe Colada, which is located on Jl. Purwakarta, Antapani, has a pretty strategic place because it is located right on the side of the road

from Purwakarta, making consumers quite motivated to come here. However, based on observations, it was found that the parking area of Cafe Colada was not sufficient to accommodate many vehicles, especially four-wheeled vehicles. The disproportionate parking area can be a deal breaker for some potential customers, which is detrimental to the company. Apart from that, because of the location of Cafe Colada in the Antapani area, Cafe Colada is being threatened because there are many competitors engaged in the coffee shop sector as well.

Cafe Colada has promotional media in the form of Instagram and TikTok. However, based on researchers' findings, Cafe Colada is considered quite rare to communicate regularly in both media. Meanwhile, if it was done, Cafe Colada needed to carry out a thorough promotion. The last few posts from Cafe Colada only show the atmosphere and interior of Colada Cafe. This is similar to the results of a consumer questionnaire where consumers strongly agree with the attractive interior concept that motivates them to visit Colada Cafe. Colada posts often highlight the interior and atmosphere of Mexico rather than posting related to prices, promos, taste testimonials, menu variations, good service, easy-to-reach locations, appetizing product displays, and convenience. It makes other advantages just covered by the interior concept alone.

In terms of price, consumers from Cafe Colada indicated that only 17 people (18.9%) were included in the respondents who answered strongly disagreed and disagreed with the statement that Colada Cafe's menu prices were affordable. With this in mind, Colada is expected to make price adjustments or increase the number of portions served to consumers. Furthermore, in terms of product quality,

ten people (11.1%) feel that the taste of the menu at Cafe Colada could be better. Taste is a subjective thing. However, it would be better if Cafe Colada is able to serve food consistently so that the dish served is the best dish from every dish that is made. In this case, it is

Based on the results of a survey analysis of consumers that researchers have conducted, researchers formulate several strategies that can be used to maximize the number of purchases/visits to match Colada Cafe's expectations. The first thing Colada Cafe needs to do is purchase a parking space for Colada Cafe so that four-wheeled vehicle users can park their vehicles to visit Colada Cafe. The proposal regarding additional land for parking is optional because this is feared to cause Colada Cafe to increase product prices. After all, it has to cover expenses incurred to buy parking space. The second thing that is necessary and very possible to do is Colada has to improve the way they promote Colada Cafe to a large audience. As is known from the results of research that consumers are not only motivated to go to Colada Cafe because of the interior, but they are also motivated by prices, promos, taste testimonials, menu variations, good service, easy-to-reach locations, and appetizing product displays that Colada Cafe has done for its customers who have already come. The more promotions are carried out, will increase the probability of consumers visiting Colada Cafe and increase sales figures so that they can meet the expectations of Colada Cafe. In addition, in terms of price and portion, as well as the product's taste, adjustments need to be made so that it is always consistent and can be well received by consumers.

CONCLUSION

Intense competition in the coffee shop industry makes every cafe need to do various ways to

retain and increase consumers, and Colada Cafe is no exception. Research conducted by knowing the motivation of consumers in making purchases/visits to Colada Cafe is used to find out what strategies should be carried out by Colada Cafe to meet the expectations of an increasing number of consumers from Colada Cafe.

Based on the results of the research that has been done, researchers can draw the following conclusions:

1. Every rational motive, such as price, product quality, service, and location of Colada Cafe motivate consumers to make purchases/visit to Colada Cafe.
2. Every emotional motive such as product display, location appearance, pleasure with the Mexican concept offered, comfort, and recognition motivates consumers to make purchases/visit to Colada Cafe
3. The marketing mix run by Colada Cafe has been going well. However, two significant deficiencies occur, those are in place and promotion. The location of Colada Cafe needs to be improved in terms of the availability of parking space, and also promotions must be carried out not only in terms of interior, but prices, promos, taste testimonials, menu variations, good service, easy to reach locations, and appetizing product displays Colada Cafe needs to be done to increase the number of purchases/visits at Colada Cafe. Apart from place and promotion, Colada Cafe only needs minor improvements, such as adjusting prices according to portions and ensuring that Colada Cafe people can serve the best food/drinks so that consumers' expectations are met.

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