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The Changes of Coffee Shop Customer During The Covid-19 Pandemic

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Abstract

This study aims to determine the perception of health risks, innovation capabilities, and coffee shop atmosphere on changes in consumer behavior during the Covid-19 pandemic. This study uses a descriptive quantitative approach. The number of samples is 100 respondents, and the sampling technique is purposive sampling—data collection techniques using online questionnaires. The research locations were in five coffee shops: Tak Kie Coffee, Sun Ho Coffee, Djie Coffee, Bakoel Koffie Coffee, and Gondangdia Luwak Coffee. The results showed that the perception of health risks and the atmosphere of the coffee shop had a significant positive effect on changes in consumer behavior. In contrast, innovation capability harms changes in consumer behavior. The dominant result is the atmosphere of the coffee shop, which has a t-count that is greater, 7.259, than the t-table of 1.960 and a significant value is 0.000. This is because coffee shops carry out health protocols such as distance restrictions, maintaining cleanliness, good air circulation, and the availability of outdoor facilities. Coffee shops should maintain health protocols, and visitors should be limited so that consumers can feel safe and comfortable. They should also be able to make coffee while traditionally not selling coffee online so that the aroma and taste are maintained properly and do not change from the original.

Keywords: *Health Risk Perception, Innovation Capability, Coffee Shop Atmosphere, Changes in Consumer Behavior.*

Abstrak

Penelitian ini bertujuan untuk mengetahui persepsi resiko kesehatan, kapabilitas inovasi, dan suasana kedai kopi terhadap perubahan perilaku konsumen pada masa pandemi Covid-19. Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Jumlah sampel 100 orang responden, teknik pengambilan sampel dengan purposive sampling. Teknik pengumpulan data menggunakan kuesioner secara online. Lokasi penelitian ada di lima kedai kopi yaitu Kopi Tak Kie, Kopi Tek Sun Ho, Kopi Djie Coffee, Kopi Bakoel Koffie dan Kopi Luwak Gondangdia Hasil penelitian menunjukkan bahwa secara parsial persepsi resiko kesehatan dan suasana kedai kopi berpengaruh signifikan positif terhadap perubahan perilaku konsumen, sedangkan kapabilitas inovasi berpengaruh negatif terhadap perubahan perilaku konsumen. Hasil yang dominan adalah suasana kedai kopi yang memiliki t-hitung lebih besar yaitu 7,259 dari t-tabel yaitu 1,960 dan nilai signifikan yaitu 0,000. Hal ini karena kedai kopi melakukan protokol kesehatan seperti pembatasan jarak, menjaga kebersihan, sirkulasi udara yang baik, tersedianya fasilitas outdoor. Kedai kopi sebaiknya tetap menjaga protokol kesehatan dan pengunjung tetap dibatasi agar rasa aman dan nyaman dapat dirasakan oleh konsumen juga sebaiknya dapat kopi tetap membuat kopi secara tradisional tidak memasarkan secara online agar aroma dan rasa tetap terjaga dengan baik dan tidak berubah dari aslinya.

Kata kunci: Persepsi Resiko Kesehatan, Kapabilitas Inovasi, Suasana Kedai Kopi, Perubahan Perilaku Konsumen

INTRODUCTION

The COVID-19 pandemic has occurred since the end of 2019 throughout the world, and on March 2, 2020, the first Covid-19 case was found in Indonesia. Therefore the Indonesian Government took steps to implement a Large-Scale Social Restriction policy. This policy impacts the public space, especially food and beverage accommodation (Fahrika & Roy, 2020). On May 29, 2020, WHO officially imposed a new normal period starting with easing social activities but with physical distancing restrictions (Kresna & Ahyar, 2020).

On May 30, 2020, the Indonesian Government issued new regulations, namely Perwal number 32 and the Indonesian Catering Service Entrepreneurs Association (APJBI), regarding restrictions on the accessibility of public facilities, one of which is coffee shops. A coffee shop is an urban consumption space to enjoy chili coffee and spend time socializing and doing various activities (Igiasi, 2017). Various ways are taken to break the spread chain and apply restrictions on community mobility and physical distancing. These policies create changes in consumer behavior.

Studies on consumption behavior carried out to date tend to see changes in people's consumption behavior during the pandemic, which is influenced by public awareness of the dangers of the COVID-19 virus and the scale of consumption priorities during the crisis (Goswami & Chouhan, 2021). Following the guidelines for regulating the Covid health protocol, the coffee shop applies physical distancing and hygiene principles in areas prone to being contaminated with the COVID-19 virus. In addition to changes in coffee shop layouts that follow the Covid-19 health protocol, changes also occur in consumer behavior in the health aspect. Currently, consumers tend to come to places with the least guaranteed risk of Covid-19 transmission (Abdullah & Suliyanthini, 2021).

Changes in consumer behavior during the current pandemic are influenced by hygiene and physical distancing (Suprihatin, 2020). Consumers prefer to visit places where hygiene is guaranteed and implement physical distancing. This shows that consumers are more sensitive in determining the choice of coffee shops that are safe and comfortable to visit during this COVID-19 pandemic. Based on this, this study focuses on the factors influencing changes in consumer behavior in choosing coffee shops in Jakarta during the COVID-19 pandemic.

LITERATURE REVIEW

Health Risk Perception

The Covid-19 pandemic is becoming a global health crisis with far-reaching and devastating consequences for individuals and society. Previous research and recent findings have shown that epidemics and pandemics of infectious diseases can be a very traumatic experience for some individuals and cause chronic psychological distress. While pandemics of infectious diseases can be stressful for all individuals, research suggests that the psychological impact of this collection may be more severe for some individuals due to certain risk factors, such as greater exposure to disease (Boyraz & Legros, 2020).

The perceived risk stems from the unforeseen and uncertain consequences of the unpleasant nature resulting from purchasing the product (Rehman et al., 2020). Conceptually, perceived risk is strongly related to perceived uncertainty. Perceived health risk consists of a person's perceived susceptibility to disease and severity (Floyd et al., 2000). Vulnerability refers to contracting a disease (Brewer & Fazekas, 2007). Health risk perception is a person's perception of the potential health hazards

experienced when physically shopping in malls and stores during a pandemic (Salem & Md Nor, 2020).

There are several ways to prevent the spread of the virus, such as maintaining social distance, washing hands, avoiding touching the face, nose, eyes, or mouth, and staying at home (Kominfo, 2020). In decision-making, it is natural to consider options with lower risk. Social distancing and staying at home were found to intentionally reduce close physical contact with people in crowded places such as malls and shops to prevent transmission (Kresna & Ahyar, 2020).

Innovation Capability

Innovation is an activity to create or change a product to be more effective, in the form of implementing new ideas, improving services, and creating new products. Innovation is also the ability to solve problems creatively by taking advantage of existing opportunities (Bilgies, 2017).

In general, innovation is often associated with developing new products. Product innovation is not always about product development but can also be about introducing new products, creating new concepts, or improving the quality of a company's product (Chandra & Haryadi, 2016).

Innovation capability is the ability to develop products or services following market demand by implementing appropriate and fast processes in response to technological changes and unexpected circumstances that were never predicted (Sutapa, 2014). Innovative organizations must increase innovation capabilities in terms of individuals and the organization itself (Jaudi, 2020). One of the impacts of innovation capability is a change in the type of innovation. Company innovation is divided into organizational, process, product, and marketing (Rajapathirana & Hui, 2018). Innovation capability is the ability to determine creativity in solving problems and opportunities to improve performance (Mulyana & Sutapa, 2015).

Coffee Shop Atmosphere

The atmosphere of a coffee shop is the comfort felt by customers. This comfortable aspect must be the focus of every business in the coffee shop field. One of the customers' conveniences when visiting a coffee shop is the atmosphere of a clean, comfortable coffee shop, which carries out strict health protocols during a pandemic. Covid-19, so that it can affect customer emotions and purchases (Nasihin et al., 2020).

A shop or shop designs and provides a unique experience according to its target consumers so that it can make customers buy the products or services offered (Firmansyah, 2018). The atmosphere or environment of the shop can stimulate customers' five senses and affect consumer perceptions and emotions of the shop or shop (Putri et al., 2014).

Changes in Customer Behavior

Consumer behavior is a series of activities by individuals in choosing, buying, using, and evaluating products or services to satisfy needs and wants. Consumer behavior is defined as a process regarding the existence of purchase transactions by doing several things, such as search efforts, research, and evaluation of products or services (Firmansyah, 2018).

The COVID-19 pandemic that has occurred to date has had many impacts on shifting consumer behavior. This pandemic condition forms new feelings or habits in society, ranging from small habits in daily life to habits that can change lifestyle (Hutauruk, 2020). Changes in consumer behavior are due to the encouragement of changing conditions that force consumers to adapt to the conditions of the COVID-19

pandemic (Rohmah, 2020). Based on a survey conducted by PWC Global on people affected by the pandemic, as many as 69% of global consumers stated that they are more aware of their mental health and well-being. Meanwhile, after the COVID-19 pandemic, the five major increases in Indonesian consumer spending are health products (77%), groceries (67%), entertainment and media (54%), and food pick-up/delivery (47%), and skill activities. independent (DIY)/home improvement/gardening (32%) (PWC, 2021).

With the Restrictions on the Movement of Community Activities (PPKM) set by the Government of Indonesia to prevent the spread of the Covid-19 virus, it requires people to behave in a clean and healthy life. Based on the conditions above, there are changes in consumer behavior during the pandemic (Handojo, 2021) as follows: (1) focus on primary needs, (2) prefer healthy and hygienic products, (3) online shopping mandatory, (4) contact-free and cashless, (5) group buying, (6) increasing interest in outdoor activities.

The condition of the COVID-19 pandemic has increased the psychological pressure and anxiety of the general public compared to before the pandemic (Vindegaard & Benros, 2020). This situation is also capable of rapidly changing people's consumption behavior. Consumers are trying to improvise and learn new habits during the COVID-19 pandemic (Sheth, 2020).

The Covid-19 pandemic, social restrictions, and online marketing simultaneously positively and significantly affect changes in consumer behavior when purchasing labeled retail products (Hutauruk, 2020). In addition, there has also been a change in consumer behavior when buying products and services during the COVID-19 pandemic (Abdullah & Suliyanthini, 2021). Changes in consumer attributes in choosing a coffee shop in Aceh Province during the COVID-19 pandemic experienced changes. The results of research conducted by Dedi et al. (2020) stated that the highest attribute was a comfortable place with a score of 15% this is This shows that people are starting to focus on health and environmental conditions so that they can create comfort to support health and avoid the transmission of the Covid-19 virus.

Conceptual Framework

Based on the literature review that has been presented above, the framework of this research is described as follows:

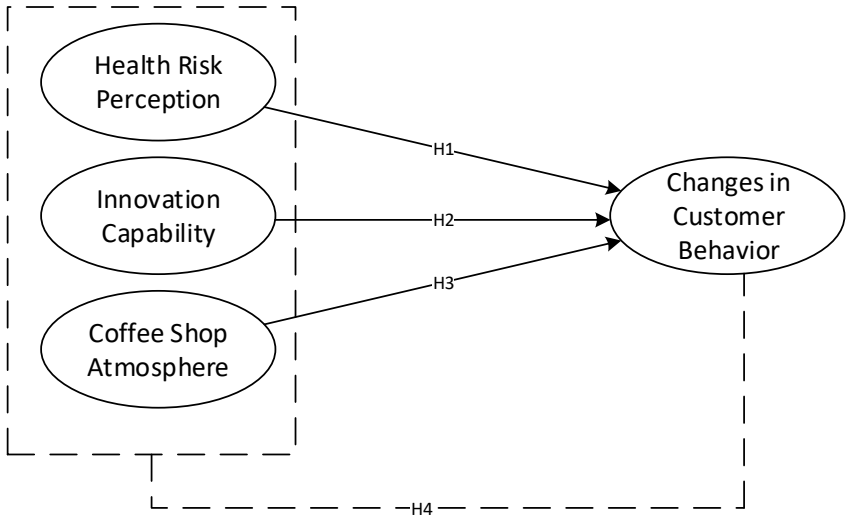


Figure 1. Conceptual Framework

One way to reduce the risk of Covid-19 transmission by consumers in a coffee shop to buy the product they need is to maintain a distance of 1-2 meters from other people. Then, business people must also limit the number of consumers who visit the coffee shop. Moreover, provide reminder signs to carry out health protocols. At the same time, in the coffee shop, then arrange the layout of the coffee shop so that there is enough room for consumers to move the conclusions of this research hypothesis are:

H1: Health risk perception significantly affects changes in consumer behavior.

Business actors are always trying to make marketing innovations in expanding their form of service so that they can increase sales, such as selling coffee in ready-to-serve glasses and bottles. This strategy will enable the consumers to order from home while enabling the coffee shops to sell it online. Thereby preventing the transmission of the COVID-19 virus. 19, then the conclusions of this research hypothesis are:

H2: Innovation capability has a significant effect on changes in consumer behavior.

Coffee shops in Jakarta always comply with government regulations in serving their consumers. The implementation is the span from carrying out health protocols by limiting the distance, maintaining cleanliness, good air circulation, and the availability of outdoor facilities so that it can affect changes in consumer behavior so the conclusions of this research hypothesis are:

H3: The atmosphere of the coffee shop has a significant effect on changes in consumer behavior.

Research Method

Research Type

The type of this research is descriptive quantitative. The purpose of the type of research is to analyze data by describing or describing the data that has been collected as it is to study two or more variables, namely the extent to which variations in one variable are related to variations in other variables.

Research Location

The locations of this research are coffee shops in Jakarta, namely: (1) Tak Kie Coffee Shop in Gang Gloria, Glodok, West Jakarta; (2) Sun Ho Tek Coffee Shop on Jalan Tangki School Mangga Besar, West Jakarta; (3) Djie Coffee Shop on Jalan Biak, Central Jakarta; (4) Bakoel Koffie Coffee Shop at Jalan Cikini Raya Number 25, Menteng, Central Jakarta; (5) Gondangdia Luwak Coffee Shop at Jalan Srikaya I Number 25, Kebon Sirih, Menteng, Central Jakarta.

Population and Sample

The population in this study consisted of all coffee shop consumers who had 5 (five) coffee shops in Jakarta. The sample is 100 respondents because, according to Sugiyono (2017), the study's appropriate sample size is between 30 to 500. So the determination of the number of 100 respondents has been determined. It is included in the criteria, so it deserves to be researched.

The sampling technique in this research is purposive sampling. Purposive sampling because it has the following criteria: (1) Consumers who buy coffee products by coming directly to the coffee shop; (2) The minimum age of the consumer is 18 years; (3) Consumers who come directly to the coffee shop in the last three months, November 2021 to January 2022.

Data Collection Techniques

The data collection technique uses a non-probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each

element or member of the population to be selected as a sample.

Data Analysis

The analysis method of this research uses multiple linear regression analysis methods. There are four variables in this study, namely three independent variables consisting of perceptions of health risks, innovation capabilities, coffee shop atmosphere, then one dependent variable, changes in consumer behavior. The data were processed by the SPSS program, including the validity, coefficient of determination, F, and t-test.

Results and Discussion

Results

Instrumen Validity and Reliability

Based on Table 1 and Table 2, it can be seen that all statement items that measure all the variables used are declared valid because all statements have an r-count > r-table (0.197). The test results indicates that all indicators used in this study are reliable because the Cronbach's Alpha value is > 0.6

Table 1. Validity Test

Indikator	Item Pertanyaan	r-hitung
Health Risk Perception Variable		
X1.1	During the covid-19 pandemic, the service at the coffee shop paid attention to health protocols (physical distancing) to make me feel safe from the risk of being exposed to the covid-19 virus.	0,588
X1.2	I feel confident that the service process at this coffee shop guarantees product hygiene that does not risk my health.	0,633
X1.3	I came directly to the coffee shop during the covid-19 pandemic because the coffee shop environment was clean and safe for my health risk.	0,564
X1.4	This coffee shop has good air circulation, so it keeps me safe from the risk of transmitting the covid-19 virus.	0,670
Innovation Capability		
X2.1	The coffee shop uses a payment system that was initially cash to non-cash through debit card, credit card, or debit through payment applications such as QR-Scan, OVO, GoPay, ShopeePay, etc.	0,491
X2.2	The coffee shop I visited made product innovations by providing literal coffee.	0,549
X2.3	Food products at the coffee shops I visited also changed so that the products began to be made in various categories of shapes such as frozen, separation of serving ingredients, microwaveable, and so on.	0,675
X2.4	The coffee shop I visited had an ordering app so customers could place an order in advance before arriving at the coffee shop.	0,581
X2.5	The coffee shop layout can keep the distance between tables.	0,721
Coffee Shop Atmosphere		
X3.1	There is a symbol or signage to comply with health protocols while in the coffee shop.	0,739
X3.2	Visitors always keep their distance.	0,818
X3.3	Employees apply health protocols.	0,827
X3.4	Employees dress according to health protocols.	0,824
X3.5	Employees reprimand consumers who do not apply health protocols.	0,776
X3.6	There is a temperature check at the entrance.	0,769
X3.7	There is a hand washing area, or hand sanitizer is provided.	0,713

Change in Customer Behavior		
Y3	During the covid-19 pandemic, I chose a coffee shop that implemented strict health protocols.	0,616
Y4	I will immediately consume coffee drink products after paying for it because I want to know the taste of the coffee immediately, so I choose to come directly to a coffee shop with an outdoor environment to avoid contagion of covid-19.	0,701
Y5	I prefer a coffee shop with an outdoor space compared to an indoor one so that the air exchange is good and avoids the spread of covid-19.	0,694
Y6	With the Covid-19 pandemic, I am increasingly aware that the cleanliness of my environment by maintaining the quality of the environment to stay healthy will automatically positively influence health.	0,693

Sources: Primary Data, 2022

Table 2. Reliability Test

Variable	*Cronbach's Alpha*
Health Risk Perception	0,935
Innovation Capability	0,872
Coffee Shop Atmosphere	0,811
Changes in Customer Behavior	0,746

Sources: Primary Data, 2022

Tabel 3. Pengujian *Path Coefficient* dan *T-statistic*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	**Std. Error**	**Beta**		
(Constant)	4,150	1,545		2,685	0,009
X1	0,191	0,099	0,165	1,997	0,048
X2	-0,175	0,077	-0,196	-2,266	0,026
X3	0,386	0,053	0,748	7,259	0,000
R =	0,755				
R Square	0,570				
F Annova	42,453	Sig. 0,000			

Sources: Primary Data, 2022

Hypotheses Testing

From Table 3 indicates the standard multiple linear regression equation resulting in the following statement.

Y= 4.150 + 1.191 X1 + -0.175 X2 + 0.386

The formula above can be explained as follows: (1) The constant value of -4.150 indicates that the absence of perception of health risk, innovation capability, and coffee shop atmosphere will reduce the performance level of 4.150. (2) The value of the health risk perception coefficient is 0.191 with a positive value, which means that for every single increase in the perception of health risk, the change in consumer behavior will increase by 0191 with the assumption that the other variables are constant. (3) The value of the innovation capability coefficient is -0.175 shows a negative value. This result means that for every increase in innovation capability, the change in consumer behavior will decrease by -0.175, assuming the other

variables are constant. (4) The coefficient value of the coffee shop atmosphere is 0.386 with a positive value. This result means that for every one change in the atmosphere of the coffee shop, the change in consumer behavior will increase by 0.386, assuming the other variables are constant.

The results of the t-test on the health risk perception variable (X1) show a significance value of 0.048, which is smaller than 0.05, and the t-count (1.997) is greater than the t-table (1.960). Based on the data above, it can be stated that the perception of health risk significantly affects changes in consumer behavior.

The results of the t-test on the innovation capability variable (X2) show a significance value of 0.026, which is smaller than 0.05, and the t-count (-2.266) is more significant than the t-table (1.960). Based on the data above, it can be stated that innovation capability has an effect significantly negative on changes in consumer behavior.

The results of the t-test on the coffee shop atmosphere variable (X3) show a significance value of 0.000 which is smaller than 0.05. At the same time, the t-count (7.259) is greater than the t-table (1.960). Then based on the data above, it can be stated that the shop atmosphere coffee significantly affects changes in consumer behavior.

Based on the results of the F test presented in the table above, the test results indicate a value of 42.453 following a significant level of 0.000. Based on the results above, it can be concluded that the variables of health risk perception, innovation capability, and coffee shop atmosphere simultaneously significantly influence changes in consumer behavior.

Discussion

*The Effect of Health Risk Perception on Changes in Consumer Behavior*Based on the test results above, it can be stated that the health risk perception variable significantly affects changes in consumer behavior. This result means that during the COVID-19 pandemic, consumers prefer to maintain a distance (social distancing) between 1-2 meters from other consumers, one way to reduce the risk of Covid-19 transmission. When in a coffee shop, consumers will prefer to visit a coffee shop that is not too full of visitors and the queue is not too long. To support safe social distancing, coffee shop entrepreneurs should limit the number of consumers in coffee shops, establish a one-way flow for consumers, and provide signage to carry out health protocols while in coffee shops. In addition, it is essential to arrange the layout of the coffee shop in such a way that there is enough room for consumers to move.

This research is in line with Chebli & Ben Said (2020), which states that changes in tourist behavior include choosing a close destination. Tourists will prefer tourist objects that are not well known and far from crowds to reduce the risk of transmission of the covid-19 virus. , care about health, safety, and hygiene so as not to be exposed to the covid-19 virus, choose private travel over groups, and travel insurance is essential.

The Effect of Innovation Capability on Changes in Consumer Behavior

Based on the test results above, the innovation capability variable significantly negatively affects changes in consumer behavior. The five coffee shops chosen by the researchers in conducting the research are legendary coffee shops in Jakarta that existed during the Dutch colonial era. According to consumers, if the business owner makes innovation by selling coffee in ready-to-eat glasses and bottles, then The aroma and taste of the coffee have changed, not as pleasant as the original. Therefore, coffee products processed at the five coffee shops are better

and of higher quality when processed traditionally without using a machine and are more delicious to be consumed directly at the coffee shop, while warm, followed by cakes. Chinese traditional cake. So that if there are product and marketing innovations in the five legendary coffee shops in Jakarta, it will result in the consumers in the five coffee shops not consuming because the aroma and taste of the coffee have not changed as well as the original. Consumers prefer to come directly to the coffee shop instead of ordering online.

The results of this study are in line with research conducted by Lasasi (2021), which states that business actors operating traditional coffee shops must maintain the quality of coffee products and process their coffee traditionally because many consumers are fanatical and loyal to maintaining the quality of aroma and taste so that it does not change.

The Effect of Coffee Shop Atmosphere on Changes in Consumer Behavior

Based on the test results above, it can be stated that the coffee shop atmosphere variable significantly affects changes in consumer behavior. This is because these five coffee shops follow research conducted by Hariandini & Maharani (2021), which shows that coffee shops must make changes to the design or atmosphere of coffee shops during the COVID-19 pandemic, such as distance restrictions, maintaining cleanliness, good circulation, Good air and the availability of outdoor facilities, thereby influencing changes in consumer behavior when visiting coffee shops in the current pandemic era.

Conclusion and Suggestion

Conclusion

The results of this study are used to answer the problems in the introduction that have been stated previously. The conclusions of this study are as follows: Instagram content marketing has a positive effect on repurchase intention and social media marketing. Instagram has a positive effect on repurchase intention, the price has a positive effect on repurchase intention, and the restaurant atmosphere has a positive effect on repurchase intention. The study results show that social media features have a stronger influence, especially on Instagram content marketing. Restaurants and Bars in South Jakarta must always be vigilant with content marketing created and distributed, such as raising consumer sales inquiries.

Regarding Instagram social media marketing for repurchase, it is recommended that Restaurants and Bars provide excellent service to consumers. Serving consumers quickly and patiently is a good service to consumers. Therefore, Restaurants and Bars should consider creating FAQs (Frequently Asked Questions) to assist consumers in understanding the information obtained from Restaurants and Bars. Restaurant and Bar staff need to be trained to handle consumer issues. The owner can improve Restaurant or Bar services through social media such as Instagram, Facebook, and Twitter. The results of traditional marketing features show that restaurant atmosphere is the dominant factor compared to price. This condition shows that the main consideration of customers is more towards the physical atmosphere of the restaurant or bar when compared to price. This finding is according to the segmentation of consumers with a middle income. In addition to improving the atmosphere, there is a need for employee training in providing services with an emphasis on existing SOPs (Standard Operating Procedures). It is also hoped that social media services in restaurants and bars will be better and more standardized.

Suggestion

After all, this research is reported with no limitation. First, the study only includes a small size of the population. Future research could also include another size of the coffee shop. By comparing the size of the coffee shop, future research could compare different types of coffee shops and any behavioral shifts from their customers. Second, this study does not measure the actual purchase behavior during the shift. Future research could investigate the actual repurchase behavior from the current shifts and any shifts that may occur in the future.

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