

Determining the Factors Influencing the Success of Popular Coffee Shops in Banda Aceh City, Indonesia

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An increasing number of consumers and high value of coffee marketing in various places of the world cause the number of coffee shops to grow rapidly and become a high growth food industry. This condition will increase business and job opportunity for the people in the poverty reduction programs. However, an increasing number of coffee shops means stricter competition and thus causes some coffee shops to have loss and slow development. This aims to determine the factors that influencing the success of a coffee shop based on its location and marketing strategy factors; wide of the coffee shop, access to the coffee shop, facility, interior and price. The success parameters of a coffee shop are the number of customers and the profit level. The more visitors and profit level in the long-term, the more success is the coffee shop. The samples were taken from 10 popular coffee shops in Banda Aceh City on different location with 10 visitors of each coffee shop; so total samples were 100 visitors. This research used two analysis methods namely Descriptive and Multiple Regression Methods. Descriptive Method was used on the location of a coffee shop, consumers' and coffee shops' characteristic and profit analysis of popular coffee shop business in Banda Aceh City. Multiple Regression Method was used on tied variables (number of visitors and profit level) to the free variables (location of coffee shop, access to the coffee shop, wide, facility, interior and price). It is hoped that the question of the research will be answered by using the two mentioned analysis methods above. The result of the research shows that most popular coffee shops locations are on the main street with many alternative accesses, over 200 square meters in width, with good interior and average 494 visitors per day. The highest number of visitors is in the coffee shop that are located in the downtown, hotels and modern shopping centres. There are four factors that influence the

number of visitors namely; accessibility, size of the coffee shop, interior and price. Whereas there are three factors that influence the profit level, which are size of the coffee shop, interior and price. Price has a negative influence, meaning that price increase will decrease the number of the visitors and the profit level. Other marketing factors have positive influence, so to increase the number of visitors and profit level in the long-term need to pay attention on the wide of coffee shop, access, interior and reasonable price.

Key words: *Success of a coffee shop, location of a coffee shop, marketing factors and business opportunity.*

Introduction

Rapid increase of coffee consumers in different big cities in the world including in Indonesia causes the coffee shop and its related business becomes an industry with the fastest growth of 9.1 % in comparison to other food industries in this case is restaurant industry which is internationally 5.7% (Euromonitor Internasional, 2016). The biggest growth of the coffee industry is in Asia Pacific, mainly in China and South Korea amounted US \$ 3.7 billions in the period of 2016 – 2020. High competition makes rapid coffee shops' diversification like Starbucks (United States of America), Mc Cafe and Costa Coffee (England) and Coffee Bare (South Korea)

Export value of coffee industries reach US \$ 20 billion per year mostly consumed by industrial countries. Coffee is a commodity that mostly consumed in the world after crude oil. The coffee value is 100 billion higher than other commodities like natural gas, gold, sugar and corn. The world coffee consumption is more than 500 billion cups per year with total 25 billion workers. There are 50 countries of coffee producers in the world situated in Asia, Africa, South America, Middle America and Caribbean (WEVIO, 2015).

Indonesia is the fourth biggest coffee exporting countries in the world after Brazil, Columbia and Vietnam that has total area of coffee plantation 1,254,832 hectare; total coffee production 739,000 tons per year with total export value reaches US\$ 1,174,029,000. Indonesia exports more Arabica than Robusta coffee. There are nine regions of coffee producers in Indonesia and Aceh Province is one of the biggest Arabica coffee producers and third biggest coffee production after South Sumatera and Lampung. Total area of coffee plantation in Aceh is 125,064 hectares (about 10 % of Indonesia's total coffee plantation) with total production 56,325 ton per year (Mardalena, 2014).

The coffee product in Indonesia and generally in the world is very unique and loved by all classes, ordinary and rich people and from educated to uneducated. It is estimated that there

are thousands of coffee shops in Indonesia and tens of thousands in the world with total consumptions 5-6 % per year whereas the coffee production is only 1-2 % per year (Kopikini.com, 2016). Banda Aceh City is well known with 1001 coffee shops. Initial data shows that there are 250 coffee shops in Banda Aceh. There are 250,000 populations in Banda Aceh, so every coffee shop serves 1,000 people. Sukmono (2014) said that, “the popular coffee shops have 500 visitors per day”. High growth of coffee shop will increase competition among the coffee shop entrepreneurs, so this research has questions what factors that enable a coffee shop to be sustainable in the competition.

Coffee shops are small and medium enterprises (SMEs), which have important roles in absorbing employment and income generation. More than 90% of the world business is SMEs (OECD, 2014). The development of SMEs is needed to decrease the poverty rate in developing countries, because they are the major source of domestic income and export.

Coffee shops, either traditional or modern like Starbucks are the third places visited by the people all over the world after homes and offices. The increasing of coffee consumption is spread all over the world because drinking coffee has become an international culture (Eorumonitor International, 2016). Coffee shop is a place to enjoy various facilities with its social interactions. The reason people come to the coffee shop is not only to enjoy the coffee, but also it is more for fashion, socialization, relaxation, productivity and for public information. The competition of a coffee shop is influenced by the number of customers with easy access for vehicles and pedestrians. Regionally, the number of coffee visitors is influenced by the income level, weather, people health level and oral promotion (Research Paper, 2007). According to Euromonitor International (2016) to increase the coffee shop's competition is by making cooperation with various business networking, making brand loyalty and good business reputation.

IBIS World (2017) stated that strong competition and raise in coffee price would decrease the profit of the coffee shop. Nowadays, there are five tendencies become the trend of coffee shop namely, new generation emerge with quick and social lifestyle; fast coffee marketing; coffee with nitrogen; Cold Coffee Chocolate topping; and other specialty coffee. The usage of the social media like Starbucks is an effective promotion method to influence the customers' decision to get a quick respond in business development (Gallaugher and Ransbotham, 2010). To maintain the profit level, the coffee shop's owner should be able to attract young generations. Big coffee shops like Starbucks, Costa and Coffee Nero are able to have good competition in term of services, coffee quality, price and the because they have networking and atmosphere (Liang and An, 2013). At the other hand, the atmosphere is influenced by external environment where the coffee shop is, such as location and access for the consumers to reach the coffee shop. Furthermore, Kotler (2009) said that there are five steps of consumers' buying process, which are: a need of identification; information searching; alternative evaluation;

buying decision, post buying behaviour. Furthermore, Priyono (2006) and Adhityo (2014) said that, “factors influence consumers in choosing the coffee shop to visit are: advertisement, ambience, security, prices and variations of menu, location and business meeting.

According to William J Staton (1993) in Windy Chan (2014), “marketing is a business activity to satisfy and fulfil the need of customers, through the market performance and the business’ goal. Warsito, 2014 said that, “if the customers feel satisfied, they will do repeated transactions and the customers’ satisfaction is influenced by the quality of goods and services”. Different locations, facilities and the performance of a coffee shop will influence the number of visitors and the profit of the coffee shop. This research will analyze the characteristic of visitors and factors influence the number of visitors and income of popular coffee shops in Banda Aceh City.

Literature Review

To be a successful and popular coffee shop should have loyal visitors. Baibei (2013) said that, “factors influence the visitors’ loyalty of coffee shops for the young generation in Sweden are: comfortable, ambience, quality of products and services and prices”. Adinegara, et al (2016) said that the service quantity will increase the company performance and the consumers’ satisfaction in the long term measured by the coffee taste, barista performance, accurate system of consumers’ demand record, clean, neat and comfortable as well as quick complain feedback. Maieiam (2009) said that, “all customers hope the best services.” It is regarding to the characteristic of the customers’ demography. Muhar (2015) said that demography aspect like age and gender will influence micro business performance through consumers’ buying decision. Competency of various businesses has become a global competency and growing into a rapid development. The change of paradigm of the comparative advantage into competitive advantage makes the company to compete effectively and efficiently (Karsan, 2017).

Consumers’ population increase rapidly in various big countries in the world (United Kingdom, Taiwan, Indonesia, Swedia, America, Iran, etc) causes the coffee business and its related business develops rapidly (Jan, et al: 2013).

The success of Starbuck to maintain its customers and partners is obtained through specific guidelines, where the best control and direction of employment to ensure the customers’ satisfaction and products’ quality as well as business’ sustainability. It can be seen from the result of Research Paper (2007) stated that there are seven factors influence the success of the coffee shop in the future namely: product innovation and services, technology, coffee socialization, cooperation, quality control consistency, meeting demand and policy. Besides, the coffee shop business should also notice its waste for the environment’s sanitary. CLP

(2013) said that, “coffee business is a trusted and justice business. Haspal (2010) said the same thing, “although the demand of coffee and tea is high, however we should consider the parity of the product economically, socially and environmentally”.

For long-term of coffee market development, Smith (2010) said, “fair profit share for all stakeholders and consistent to quality and market change adaptation. According to OECD (2014), “The policy of the SMEs (including Coffee shop business) should be oriented on:

1. SMEs as centre of economic growth and employment
2. SMEs capacity strengthening and obstacles decreasing to increase competition
3. Management capacity upgrading of multinasional enterprises

Mc Kinsey (2016) said that, “enterprises will be superior competitors if able dinamically fulfill high stisfaction of their customers”. Thus, the regulations of the eterprises will be adjusted with the customers’ high satisfaction wherever all over the world. (Jan, et al: 2013). There are two important elements of the consumers behavior:

Decisions making process and, physicall activity. Coffee business as one business organization should adjust itself with its internal and external environment. Business organization should conduct sustainable transformation in order to increase the stakeholders’ satisfaction (Agryris and Schon, 1978 in Junita, 2014)

Marketing activity of an eterprise is based on the marketing strategy. Before setting up the trategy, it is importan to learn about: Market and its environment, kinds of product, motive and buyers behaviour, market segment and determining the market’s target.

Micro economic theory said that the decision of a person to buy is a result of a rational and economical consideration and will relatively choose products with the best utility in accordance with the taste and cost (BasuSwasta, 2006). This theory is based on some assumption: t

- a. Consumers always try to maximize their satisfaction in accordance with their financial.
- b. Consumers know how to satisfy their need.
- c. Consumers always act rationally.

Further, sociology theory said that, “someone’s behavior is partly formed by a social group where he is the member of the group” (BasuSwasta 2006).

Research Method

The research was conducted in the City of Banda Aceh by choosing 10 popular coffee shops in different locations with the purpose to see the influence of the coffee shop's location to the number of visitor and the business' profit. Rex and Walls, 2000 in Park 2001 stated the location chosen of a restaurant (including coffee shop) is an important thing and require time and hard work. Strategic location is a key factor, because location will increase the competition, profit level, operational cost minimization and fulfil the need of certain community (Park, 2001, Research Paper, 2007). This can be seen in Table 1 below:

Table 1: Popular Coffee Shops Location as Research's Samples.

No	Coffee Shop Located near:	Address:
1	Downtown	Simpang Surabaya
2	Traditional Market	Lamyong
3	Multifunction	Peunayong
4	Education Centre	Darussalam
5	Settlement	Batoh
6	Hotel	Lampineng
7	Health Facility	Lamprit
8	Main Street	Batoh
9	Bus Station	Batoh
10	Modern Market	Ulee Kareng

Tied variable are the number of visitors and the profit of coffee shops business and the free variables are the characteristic of the consumers, the characteristic of the coffee shops, distance of the coffee shop from the protocol street, access to the coffee shop, wide, facilities, interior and the coffee price. The purpose of the research is to see the influence of the marketing factors to the visitor number and the profit of the coffee shop. There were 100 respondents for the research samples from 10 selected coffee shops and each coffee shop consist of ten visitors. The popular coffee shop is a favourite coffee shop that is always crowded and with oral promotion. Kinds of collected data were primary and secondary data. The collection of data was conducted by filling the questionnaire list and the observation of the coffee shop situation.

Data analysis was conducted with the descriptive analysis and the processing data with tabulation and frequency. Descriptive method aims to systematically, factually and accurately describe the facts, characteristics as well as the correlation among the researched phenomenon (Nazir, 1999). Double regression was conducted to see the factors that influence the number of visitor.

Results and Discussion

Discussion will be conducted by showing visitor's characteristic, coffee shop location, analysis of coffee shop's profit; factors influence the number of visitor and the profit level of coffee shop.

Visitors' Characteristic of the Coffee Shop

Characteristic is a feature or identity that naturally attached on a person or an organization like age, sex, education, income, jobs, asset and etc. Jan, et al (2013) said that there are three types of coffee shop's visitor: fashion, plain and consumer's type. The coffee shop function is more favourable by customers with fashion and lifestyle purpose as one of the way to have daily relaxation, but still productive. Consumers' characteristic of the coffee shop in Banda Aceh City will be shown in Table 2 below:

Table 2: Consumers' Characteristics of the Coffee Shops in Banda Aceh.

NO	Characteristic	Average
1.	Age (year))	29.52
2.	Education (year)	15.24
3.	Income (Rp/month)	2,067,936.5
4.	Sex:a. Male (%)	89
	b. Female (%)	11
4.	Jobs (%):	
	a. Government's Employee	25.4
	b. Private's Employee	44.6
	c. Students	30.0
5.	Total expenditure for Coffee Shop (Rp/month)	216,031

Table 2 shows that the visitors of the popular coffee shops in Banda Aceh are young people where in average have bachelor of art education, with income 2 million per month; most of them are males, work as private employee with total expenditure for coffee of Rp. 216,000 per month (10% of income) and with visiting frequency of three times per week. Generally, the Coffee shop's visitors in America are also young (25-46 years old). Rich and proficient education people although dominated by students. America is the biggest coffee imported country in the world with coffee consumption 3.7 cups per day and the income of the coffee shop worker is \$40,000 per year(Research Paper, 2007). More than 50 percent of American people drink coffee every day that is why coffee shop business can develop quickly (Euromonitor Internasional, 2016).

Location and Characteristic of Coffee Shop

Location is a place where a coffee shop is established. Popular coffee shops in Banda Aceh City located in places with certain characteristic like in city centre, health centre, education centre, hotel centre, office areas, in Main Street and around the bus station. The location where the coffee shop is established will determine the success and also development strategy and coffee shop long-term result. (Klara, 2001; American National Economic Board, 2011; Alancorn, 2011; Research Paper, 2007; Lin and Zu, 2013). According to Lin and Zu (2013) the most suitable location for coffee shop in San Francisco is the location closes to university and city parks. Furthermore, Ko and Chihwei (2006) and Research Paper (2007) said that visitor's favourite location is the location close to shopping centre, city centre, office buildings, countryside and campus with 200 to 3000 square meters. Waxman (2006) said that coffee shop's location chosen by visitors has correlation and feel comfortable with a social group and as a unique unit with their life experiences. Location and Characteristic of Popular Coffee Shop in Banda Aceh City will be shown in Table 3 below:

Table 3: Location and Characteristic of Popular Coffee Shop in Banda Aceh City

NO	Coffee Shop, Close to:	Location	Number of Access	Wide (M ²)	Facilities	Interior	Visitors
1.	Downtown		3				
2.	Traditional	2	1	240	18	7	800
3.	Market	1	4	192	9	5	150
4.	Multi Location	2	2	156	7	7	750
5.	Education Centre	2	1	192	15	4	300
6.	Settlement	2	3	150	14	9	200
7.	Hotel	1	1	240	19	8	700
8.	Health Facility	1	1	160	9	8	400
9.	Main Street	2	2	240	18	10	600
10.	Bus Station	2	3	240	13	8	340
	Modern Market	2		160	14	5	700
	Mean :	2	2.1	197	13.6	7.1	494

Note: 1. Non Protocol Street; 2. Protocol Street

Table 3 shows that the most visitors' number and access is on the coffee shop that located in downtown, multi-location, close to famous hotel and in the modern market. It shows that location and access to the coffee shop have important role to increase the number of visitors. Characteristic of popular coffee shop generally located on the main street with more than two alternative streets, 200 square meters wide, good facilities (13.6 points), fair interior score (7

points), high number of visitors (494 people per day). Facilities value and maximum interior score is 20 points and 9 points.

Coffee Shop's Facility

Facility is all available equipments for the coffee shop customers' comfortableness. There are 6 facilities of the coffee shop that will be measured namely: wifi, meeting room, praying room, TV, fan and watching (TV) together. The score of a facility is counted based on the quality and the number of facilities. Asmawaty (2011) and Adinegara (2016) said that, "there is direct correlation among the product component, prices, locations, promotions and physical facilities of the consumer's decisions in using services of a business. Liang and An (2013) showed that the election of a coffee shop in Taiwan is not only for the atmosphere and comfortableness reasons, but also because of good space allocation as well as discount facility for members in order to maintain good relationship with the customers. The facility of the coffee shop will increase the number of loyal customers (Trainen Manual, 2013; Pham Do, 2014)

The result of the field research shows that 60% of popular coffee shops in Banda Aceh City have fully equipped facilities and 40 % do not have fully equipped facilities. Coffee shop also has function as public space for socialization and relaxation in certain community, information exchange center and public opinion polling on certain issue and work productivity will be influenced by the facilities offered by the coffee shop (Waxman, 2006; Sohrabi, 2015). The coffee shop competition effort is influenced by the number of visitors and comfortable atmosphere with quick-change preference (Research Paper, 2007). Mardinal (2016) said that nowadays almost all the coffee shops in Banda Aceh provide WIFI service, electricity power socket for the need of customers' laptop battery. Besides, some coffee shops have cooperation with local government in providing internet service connection as to businessmen able to upload process of tender documents electronically on LPSE government procurement operator they can process document upload process. Budiyanto (1999) and Rahmatullah (2009) said that "facilities, services, product prices will influence visitors' satisfaction which has correlation with significant determination coefficient 77.2 % and the most dominant variable is the quality of services".

Analysis of Coffee Shop's Profit

Pham Do (2014) and Trainer Manual (2013) said that to develop a restaurant that is combined with coffee shop requires good business planning which is based on location, product and service quality and certain effort to attract loyal customers. Marketing is human's activity to fulfil the consumers' needs through the exchange process and getting profit from the exchange. (Basu Swasta, 2006). The profit is the difference between income and total cost. Total cost is a total shop management expense and the coffee shop raw material expense. Monthly

management expense like Wi-Fi, electricity, water, manpower and the shop expense. Daily raw material expense like ground coffee making, sugar, mineral water, tea, fuel and etc.

Table 4: Analysis of Coffee Shops' Profit in Banda Aceh City

NO	Coffee Shop, close to:	Expense (Rupiah x 1000)				
		Management	RawMaterial	Total Expense	Income	Profit
1.	Downtown	2,376	6,382	8,758	15,000	6,242
2.	Traditional	500	1,445	1,945	5,000	3,55
3.	Market	1,366	2,655	4,021	8,000	3,979
4.	Multi Location	1,316	1,874	3,190	6,000	2,810
5.	Education Centre	200	615	935	3,000	2,065
6.	Settlement	1,312.3	2,095	3,407	9,000	5,593
7.	Hotel	406.6	1,370	1,776.7	5,000	3,224
8.	Health Facility	1,363.3	1,460	2,23	6,000	3,177
9.	Main Street	800	2,345	3,145	6,000	2,855
10.	Bus Station	1,733	4,180	5,900	10,000	4,100
	Modern Market					
	Total	11,480.3	24,422	35,901.3	73,000	37,100
	Average	1,148	2,442	3,590.1	7,300	3,710

It is seen on Table 4 for that the profit of the coffee shop per day is Rp. 3.7 million. The profit level per day is more than 100%. High profit of the coffee shop business will push to open new coffee shops and it will increase the competitions among the coffee shop entrepreneurs. Although it is relatively profitable, there are some obstacles to come into the coffee shop business like high level of investment, branded socialization needs, difficulty in reaching economy scale, human resources quality and appropriate marketing system need to be well considered. (Research Paper, 2007)

Factors Influence the Number of Coffee Shop's Visitors

There are three important aspects to attract new customers in Taiwan namely; product price, coffee quality and atmosphere, where customers will be more loyal with discount rate for the customers who have membership card (Liang and An, 2013). The product's quality and services will influence the loyalty of visitors towards the coffee shop. The coffee shop's entrepreneurs should understand the sociology and physiology of the consumers' behaviour to make the customers come back to buy, realizing on special decisions of buying (Suminarta, 2005; Bhuva, 2018). According Pangengar, et al (2015) the visitors' decision in Semarang Cityare influenced by the quality of services and facility of the coffee shop, whereas according

to Widodo (2014) it is influenced by menu and price. Factors influence the number of visitor will be shown in Table 5 below:

Table 5: Factors Influence the Number of the Coffee Shop's Visitors in Banda Aceh City

NO	Characteristic of the Coffee Shop	Value of Coefisien Determinant	t -statistics	Significans Value
1.	Constanta	-549.010	-2.983	0.058
2.	Location	112.818	1.788	0.172
3.	Access	128.156	3.298	0.046**
4.	Size of Coffee Shop	5.375	4.888	0.016***
5.	Facilities	-17.192	-2.116	0.125*
6.	Interior	124.983	4.752	0.018***
7.	Price	-0.216	-4.109	0.026***
8.	$R^2 : 0.979$			

It is seen on Table 5 that out of the six factors that are supposed to influence the number of visitors of the coffee shops, there are five significant factors. They are access, size of shop, facility, interior and prices. Among the five factors, two factors have negative effects namely: facility and price. Good Facility will be followed with high selling price, so the number of visitors will decrease. Wi (2009) said that, "the loyalty of customers with repeated buying will increase income and profit of the coffee shops in the long-term." Positive significant factors of the coffee shops visitor number are access, size and interior of the coffee shop. The three factors make visitors become easier to visit the coffee shop and feel more comfortable. Maulidah et al (2013) said that, "comfortable atmosphere will make the number of loyal consumers 93.7%.

Factors Influence the Profit Level

Research Paper (2007) said that mastery on the prominent location, crowded traffic, high quality of product, buying access, financial and marketing will also influence the profit level of the coffee shop. Table 6 below will show factors supposed to influence the profit of the coffee shop namely; location, access, wide, facility, interior and price.

Table 6: Factors Influence the Profit level of Coffee Shops in Banda Aceh

No	The Level Profit of Coffee Shop.	Coeffisien Determinant Value	t value	Significant Value
1.	Constanta	-0.00000234	-1.739	0.180
2.	Location	-182,519.08	-0.283	0.796
3.	Access	52,078.43	0.105	0.923
4.	Wide of Coffee Shop	38,965.39	4.911	0.016***
5.	Facilities	-51,979,25	-1.373	0.264
6.	Interior	518.777.14	3.436	0.041**
7.	Price	-936,750	-4.057	0.027***
		$R^2 : 0.971$		

Table 6 shows that there are three factors significantly influence the profit of the coffee shop; wide and interior of the coffee shop and coffee price. Wide and interior have positive influence while price has negative influences. Factors of location, access and facilities do not influence the level of the coffee shop's profit, because the three factors influence the visitors' number coming to the coffee shops as it has been explained above.

Conclusion and Recommendation

Popular coffee shops with the most visitors are located in the city center, shopping centre, famous hotels and other multi-function places. Visitors of the popular coffee shops in Banda Aceh City are private company employees and young and well-educated students and dominated by men. Characteristics of success and popular coffee shops in Banda Aceh City are located on the main streets, 200 square meters wide, good facility, access and interior. Popular and success coffee shops have in total 495 visitors per day with revenue of Rp. 7,300,000 and profit of Rp. 3,710,000 (more than 100 %). Factors influences the success of coffee shops are the number of visitors and the profit level. There are 4 factors influence the number of visitors namely: the wide of coffee shop, interior, access and price. The first three factors have a positive influence and the fourth one has negative influence.

Profit level of the coffee shops is influenced by the wide of coffee shop, interior and price. Price has a negative influence that means the higher is the price, the less is the profit. The wide and interior of coffee shops of have positive influence that means the wider and the better interior of coffee shop, the more profit earn. Location and facility of the coffee shop are not influence the number of visitors and income. It because the location can be reach by the alternative access, whereas the facility is not influence because the coffee shop's function for visitors in Banda Aceh City is to have gather and socialize, relax and recreation with their community. They don't need high class facility, because it will increase the product's selling price



To increase the number of visitors, the coffee shop should be located in the downtown, hotels and modern shopping centre. The coffee shop's entrepreneurs should maintain the coffee shop comfortable atmosphere by making the shop wider with nice interior and with reasonable coffee price in order to be sustainable in the competition with other coffee shop entrepreneur. Coffee shop entrepreneurs should consider the wide and interior of the coffee shop, as well as the reasonable price to increase the profit of the coffee shop.



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