VALUE PROPOSITION ANALYSIS OF CONSUMERS' PURCHASE INTENTION

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ARTICLEINFO	ABSTRACT
Keywords: Functional Value, Economic Value, Emotional Value, Symbolic Value, Purchase Intention.	The purpose of this study was to determine the effect of functional value, economic value, emotional value, and symbolic value on consumer buying interest at the Medan Coffee Café. The sampling technique used probability sampling with a total sample of 94 people with data collection using a questionnaire. Based on the results of the analysis, it is known that functional value, economic value, emotional value, and symbolic value have a positive and significant effect on consumer buying interest at the Kopi Kopi Café Medan, either simultaneously or partially. The results of the Determination test found an R square value of 0.796, this means that consumer buying interest in the Medan Chair Coffee Café can be explained by the variable functional value, economic value, emotional value, and symbolic value of 79.4%, while the rest (20.6%) explained by other factors outside the model.
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1. INTRODUCTION

Along with the development of the times, urban society is currently experiencing lifestyle changes. One of the changes in today's modern lifestyle is the habit of certain groups of people who spend time in cafes or coffee shops. Apart from being a place to eat and drink, cafes also provide entertainment that supports the convenience of consumers, and of course cafes are also used as places to socialize.

The development of the cafe business in Medan is currently starting to interest entrepreneurs and has very good improvements and progress. This can be seen from the many new cafe outlets that have sprung up. A cafe is a simple and quite attractive place to eat and drink. But apart from that, cafes also provide entertainment that supports the convenience of consumers and is used as a place to relax with family, socialize, and chat with colleagues. Consumer buying interest is an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out to attract consumer buying interest.

Purchase intention is an action taken before the actual purchase action occurs. Buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented [1]. Furthermore, it is said that buying interest can be identified through the following indicators: a. Transactional interest, namely a person's tendency to buy a product. b. Referential interest, namely the tendency of a person to refer the product to others. c. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preference product. d. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product [2].

According to Kotler [3], buyers will buy products from companies that they perceive to offer the highest customer delivered value. This is about meeting consumer needs which consist of functional needs, namely needs based on the usability of a product, psychological needs, namely needs based on personal (emotional) satisfaction for a product, or a combination of the two things [4]. However, in essence, the products that consumers will choose are products that can provide more value to consumers compared to other similar products.

A customer value proposition is an explicit promise made by a company to a customer that it will provide a number of useful value creations [5]. In other words, a customer value proposition is a written statement focusing all of an organization's market activities on important customer elements that make a significant difference in the customer's decision-making process, to choose and/or buy the organization's offers over competitors [6]. Furthermore [7] formulates the 4 main dimensions of customer value

propositions that can be created by a company to customers consisting of: functional value, economic value, emotional value, and symbolic value. Research from [8] [9] found that propositions have an effect on consumer buying interest. However, research from [10] found that not all variables in the customer value proposition have an effect on consumer buying interest. The difference in the results of this study underlies the researchers to conduct this research.

In some of the values offered by Café Kopi Ketua Medan, this concerns meeting consumer needs consisting of functional needs, namely needs based on the usability of a product, psychological needs, namely needs based on personal (emotional) satisfaction for a product, or a combination of the two. . In the last two years, the Café Kopi Ketua Medan has continuously created value for consumers through innovative coffee flavors that are presented so that the value intended by the Café Kopi Ketua Medan can be increasingly felt and realized by consumers. Café Kopi Ketua Medan also brings functionality that can be combined with a stylish style so that the value provided to consumers is to provide various other menu variants that suit the tastes of consumers in the city of Medan. However, according to the results of the survey, complaints were found from several consumers related to this value which consumers felt was still not optimal, causing a decrease in consumer buying interest.

2. METHOD

The type of research used in this study is a type of quantitative research with an associative approach. The research was conducted at the Café Kopi Ketua Medan. The population in this study were all visitors from the Café Kopi Ketua Medan, which is predicted to have an average of 60 people x 30 days = 1800 consumers per day. Determination of the respondent sample used in this study is through probability sampling with the Accidental Sampling approach, where every cafe visitor who comes who has never bought at the Medan Coffee Café can be used as a research sample. Based on the Slovin formula, the sample for this study was 94 respondents. Data collection techniques used by using a questionnaire with a scale of 5-1 (strongly agree-strongly disagree). Data analysis techniques with: Data quality test, classical assumption test, multiple linear regression test, hypothesis test and coefficient of determination test.

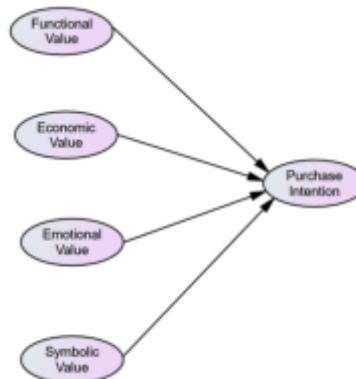The conceptual framework in this study can be described as follows :

Figure 1. Conceptual Framework

3. RESULT AND DISCUSSION
3.1 Test Validity, Reliability and Classical Assumptions

Based on the SPSS output results, it is known that the validity values for the variables functional value, economic value, emotional value, symbolic value and purchase intention in the Corrected Item-Total Correlation column are all coefficients greater than 0.30, so that all indicators of the five variables are declared valid (legitimate).

Furthermore, the results of the reliability test can be seen in Table 1 below:

Tabel 1. Hasil Uji Reliabilitas

No	Variable	Cronbach's Alpha	N of Items	Conclusion
1	Functional Value	,782	5	Reliable
2	Economic Value	,761	4	Reliable

3	Emotional Value	,758	4	Reliable
4	Symbolic Value	,734	5	Reliable
5	Purchase Intention	,769	4	Reliable

The SPSS output results show that the Cronbach's Alpha value of the five variables is > 0.60 so it can be concluded that the statement items on the variables functional value, economic value, emotional value, symbolic value and buying interest are reliable or said to be reliable.

Furthermore, in Table 2, the results of the Kolmogorov Smirnov normality test will be presented.

Table 2. Normality Test One Sample Kolmogrov Smirnov Test

		Unstandardized Residual
N		94
NormalParameter[a,]	Mean	,0000000
	Std. Deviation	2,51043311
Most Extreme Differences	Absolute	,093
	Positive	,084
	Negative	-,072
Kolmogrov- Smirnov Z		,086
Asymp. Sig. (2-tailed)		**,100[c]**

In Table 2, it can be seen that the results of processing the data, the Kolmogrov Smirnov significant value is 0.100, so it can be concluded that the data is normally distributed, where the significant value is greater than 0.05 (P = 0.100 > 0.05). The following shows the results of the multicollinearity test:

Table 3. Multicollinearity Test Results Coefficients[a]

	Collinearity Statistics	
Model	Tolerance	VIF
(Constant)		
Functional Value	,519	1,120
Economic Value	,457	1,356
Emotional Value	,486	1,268
Symbolic Value	,323	1,420

a. Dependent Variable: Purchase Intention

Based on Table 3, it can be seen that the Variance Inflation Factor (VIF) is less than 10, including functional value 1.120 < 10, economic value 1.356 < 10, emotional value 1.268 < 10 and symbolic value 1.420 > 0.10 so it is free from multicollinearity.

Next, the results of the heteroscedasticity test will be displayed:
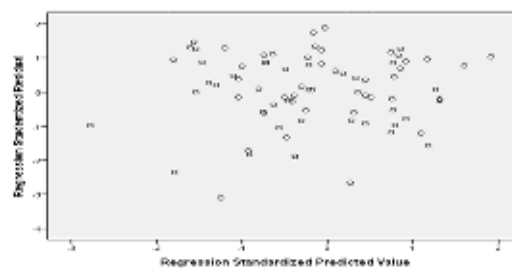

Figure 2. Scatterplot Graph of Heteroscedasticity Test

Figure 2 shows that the data distribution is around the zero point. The results of this test indicate that the regression model is free from heteroscedasticity problems.

3.2. Regression Test

Multiple linear regression aims to calculate the influence of two or more independent variables on a dependent variable and predict the dependent variable using two or more independent variables. The formula for multiple regression analysis is as follows:

$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

Table 4. Multiple Linear Regression Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.188	3.036		.383	.678
Functional Value	.437	.154	.224	2.845	.005
Economic Value	.439	.106	.332	4.084	.000
Emotional Value	.787	.263	.249	3.020	.004
Symbolic Value	.756	.253	.234	2.990	.006

a. Dependent Variable: Purchase Intention

Based on Table 4, the following multiple linear regressions are obtained:
$Y = 1,188 + 0,437 X_1 + 0,439 X_2 + 0,787 X_3 + 0,756 X_4$

3.3. Hypothesis testing
1. t Test
Based on Table 4 it can be seen that:
a) The effect of functional value on purchase intention, where the tcount is 2,845 while the ttable is 1.986 and a significant value is 0.005 (H1 is accepted), so it is concluded that the functional value has a positive and partially significant effect on consumer purchase intention of the Café Kopi Ketua Medan.
b) The effect of economic value on purchase intention, where the tcount is 4,084 while the ttable is 1,986 and a significant value is 0,000 (H2 is accepted), so it is concluded that economic value has a positive and partially significant effect on consumer purchase intentions of the Café Kopi Ketua Medan.
c) The effect of emotional value on purchase intention, where the tcount is 3.020 while the ttable is 1.986 and a significant value is 0.004 (H3 is accepted), so it is concluded that emotional value has a positive and partially significant effect on consumer purchase intention of the Café Kopi Ketua Medan.
d) The effect of symbolic value on purchase intention, where the tcount is 2,990 while the ttable is 1.986 and a significant value is 0.006 (H4 is accepted), so it is concluded that symbolic value has a positive and partially significant effect on consumer purchase intention at Café Kopi Ketua Medan.

2. F Test
The F test (simultaneous test) is carried out to see the effect of the independent variable on the dependent variable simultaneously. Following are the results of the F test:

Table 5. Simultaneous Test (F Test)
Anova[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	436.200	4	110.231	19.601	.000[a]
	Residual	529.890	90	5.579		
	Total	968.050	94			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Functional Value, Economic Value, Emotional Value, Symbolic Value

Based on table 5 it can be seen that Fcount is 19.601 while Ftable is 2.473 which can be seen at α = 0.05. The significant probability is much smaller than 0.05, namely 0.000 <0.05, so the regression model can be said that the functional value, economic value, emotional value, and symbolic value simultaneously have a significant effect on consumer purchase intentions at Café Kopi Ketua Medan.

3.4. Coefficient of Determination
Analysis of the coefficient of determination is used to determine the percentage of the variation in the influence of the independent variable on the dependent variable:

Table 6. Coefficient of DeterminationModel Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896[a]	.801	.796	3.19636

a. Predictors: (Constant), Functional Value, Economic Value, Emotional Value, Symbolic Value

b. Dependent Variabel: Purchase Intention

The Adjusted R Square figure is 0.796 which can be called the coefficient of determination which in this case means that 79.6% purchase intention can be explained by functional value, economic value, emotional value and symbolic value. While the remaining 100% - 79.4% = 20.6% is explained by other factors or variables outside the model.

4. CONCLUSION

Based on the results of the analysis, it is known that functional value, economic value, emotional value, and symbolic value have a positive and significant effect on consumer buying interest at the Café Kopi Ketua Medan, either simultaneously or partially. The results of the Determination test found an R square value of 0.796, this means that consumer buying interest in the Café Kopi Ketua Medan can be explained by the variable functional value, economic value, emotional value, and symbolic value of 79.4%, while the rest (20.6%) explained by other factors outside the model.

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