

# THE INFLUENCE OF LIFESTYLE, TRUST AND PRODUCT VARIATIONS ON CONSUMER SATISFACTION (STUDY ON CONSUMERS OF RESTO COFFE ANTARA MANTAN SEMARANG)

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## ABSTRACT

The purpose of the study was to analyze the influence of lifestyle variables on consumer satisfaction, the influence of trust variables on consumer satisfaction and the influence of product variation variables on consumer satisfaction. The object of this study is Resto Coffe Antara Mantan Semarang. The type of research conducted is quantitative research. The number of samples in this study was 84 Consumers of Resto Coffe Antara Mantan Semarang. The technique used in data collection is to use questionnaires. By using data analysis techniques that include descriptive statistical testing, data quality, classical assumptions, influences, and hypotheses. The results of the research obtained are Lifestyle has a positive and significant effect on consumer satisfaction, Trust has a positive and significant effect on consumer satisfaction and Product variations have a positive and significant effect on consumer satisfaction.

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## 1. INTRODUCTION

During the current COVID-19 pandemic, it affects economic changes that have an impact on all industrial sectors, including the culinary sector in Indonesia. This has led to many restaurants closing and a decrease in the number of diners. So that culinary business people must further improve the quality and standards of restaurants in accordance with health protocols that have been recommended by the Government. Like today's people visiting a restaurant is not just to want to enjoy good food or drinks, but also to get good service, standard prices, with a comfortable and safe atmosphere from the restaurant.

Based on an explanation from the Chairman of the PHRI Governing Body Sutrisno Iwantono (Indonesian Hotel and Restaurant Association) since October 2020 until now, it can be estimated that around 125 to 150 restaurants are closed per month due to the COVID-19 pandemic reported from Antara. With such conditions, business people must be able to create a suitable marketing strategy so that their business can survive, compete and develop. For example, in the city of Semarang, there are many restaurants that are closed due to the lack of visitors. So that consumers become more critical in choosing a place to eat that serves food and drinks as well as good service with a comfortable atmosphere in accordance with health protocols.

One of the culinary businesses affected by the Covid-19 Pandemic is Resto Coffe Antara Mantan Semarang. During the pandemic, this restaurant experienced a lack of visitors. Seeing this condition, restaurant management uses a marketing strategy by implementing health protocols to increase sales and consumer satisfaction. Apart from the decline in sales due to the pandemic, the reason why Resto Coffe Antara Mantan was chosen as the object of this thesis research is because Resto Coffe Antara Mantan is one of the many *Coffee Shops* that use local coffee products at affordable prices, are able to compete with coffee shops equivalent to starbucks and excelso or those that are starting to appear in Semarang City, and are an alternative to hangout places, Relax, or have a business meeting that is not too expensive but the quality and comfort are on par with Starbucks and other *coffee shops*. In addition, for *coffee shop* research, there are still many that discuss Starbucks and Excelso, there are not many studies that discuss Coffe Antara Mantan Semarang.

Resto Coffe Antara Mantan is one of the *coffeeshops* in Semarang. The concept applied by this *coffeeshop* is to offer a variety of processed coffee drinks that are of high quality and have a high taste. In running its business, Strada Coffee has several closest competitors including *The Blue Lotus Coffee House*, *Tekodeko Koffihius*, *Peacock Coffee*, *Easment Coffee House*, *Spiegel Bar* and *Resto, Kofinary Espresso Bar*, and many more spread across the Semarang area. One of the strategies of Resto Coffe Antara Mantan in facing

*The Influence Of Lifestyle, Trust And Product Variations On Consumer Satisfaction (Study On Consumers Of Resto Coffe Antara Mantan Semarang).* Jaka Bayu Pamuji, et.al

competition is to provide high-value product quality at competitive prices, and provide a variety of diverse products. According to Maharani Vinci (2014) product diversity is a process where the preparation and management of product variety in one group. The key to success in retail business competition is the diversity of products provided by the company to increase sales and consumer satisfaction.

Customer satisfaction is critical to business continuity. Consumer satisfaction can be defined as a state where consumer needs, wants, and expectations can be met through the products consumed. In general, consumer satisfaction can be said to be a person's feeling of pleasure or disappointment from the comparison between the products purchased according to or not with his expectations.

Lifestyle affects or underlies consumer satisfaction and decision-making on a product they will consume, both in the form of tangible products and intangible products (services).

Customer trust is one of the factors that affect consumer satisfaction. According to Ratih and Kerti (2020) trust is to attribute an individual's willingness to act specifically because the partner's belief is to give the satisfaction he aspires to and a mind that the individual generally has, a word, promise, or statement other individuals want to believe or the individual's beliefs want to meet what he wants in other individuals, and not what he fears. This is because before the product is purchased by consumers, producers and companies must be able to create customer trust in the products offered, in order to attract attention and buying interest from consumers as well as customer confidence in the products being marketed. If consumers have trusted coffee *shop* products provided by a business, then it can allow them to increase their desire to make purchases continuously and create consumer satisfaction. Buyers' trust in *coffee shop* products is increasing, so buyers are more confident and trusting.

The next factor affecting consumer satisfaction is the product variant. According to Maharani Vinci (2014) product diversity is a process where the preparation and management of product variety in one group. The key to success in the culinary business competition is the diversity of products provided by the company to increase sales. Product diversity or product variety is a collection of various products and goods offered from marketers to consumers. In making purchasing decisions for a product, consumer behavior and product variations are very closely related to the continuity of sales of a company. According to Indrasari (2019) the diversity of products or product variations, namely the many options from the availability of large and varied products, this is what makes the consumer shopping process arise. The main menu offered by the former restaurant is processed coffee drinks. Such as nusantara coffee (*black coffee*) milk coffee (*capucino, café latte, piccolo, vanilla latte, tiramisu, caramel latte, affofato*), while for non-coffee drinks this coffee shop provides *chocolate, red velved, green tea latte, milkshake, sparkling soda*, and also provides a variety of food menus such as steak, pasta, etc. Nusantara coffee drinks at Strada Coffee usually use coffee from the Sulawesi region, Borneo, Bali, Flores, Sumatra. Strada Coffee in running its business has a certain goal, namely, the owner seeks to help the economic welfare of coffee farmers by taking coffee beans from the coffee producing area. In addition to the variety of Indonesian coffee and milk coffee offered, this *coffeeshop* also sells *coffee beans (coffee bean)* from various well-known coffee producing regions. With it makes it an added value for coffee connoisseurs.

The above efforts were made by Resto Coffe Antara Mantan Semarang to make Coffe Antara Mantan as the coffee shop of choice for consumers in their decision-making amidst the rapidly growing coffee *shop* business competition in Semarang City and following the lifestyle of consumers ranging from those who have an interest in coffee and are satisfied with the services of Resto Coffe Antara Mantan. Customer satisfaction is certainly the hope of a service. If there is a consumer complaint, it needs to be followed up. The problem of customer satisfaction is in the form of less fast service, less friendly staff, more expensive prices, less varied menus and less clean places.

In addition to the problems with consumer satisfaction above, there are problems related to lifestyle, trust and product variety. Based on a field survey of 15 consumers, 4 consumers think that the available menu is less able to follow the lifestyle of consumers, especially for consumers who need a type of black coffee type of coffee. According to consumers, the type of coffee provided is a type of coffee that has been combined with milk and tastes softer. Consumer responses related to the belief that 5 out of 15 consumers expressed less confidence in the barista's abilities, this is according to consumers that the taste felt does not match the tastes of these 5 consumers. Consumer responses regarding product variations that 4 out of 15 consumers stated that the coffee provided needs to be added to the variety, these five consumers feel saturated with the type of coffee provided.

Based on the background above and the differences in research, the author will conduct a study with the title: The Influence of Lifestyle, Trust and Product Variations on Consumer Satisfaction (Study on Consumers of Resto Coffe Between Former Semarang)

## 2. LITERATURE REVIEW

### Lifestyle

People's interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle. A person's lifestyle is a person's lifestyle expressed in his activities, interests and opinions. Lifestyle is in principle a person's pattern of managing his time and money. Lifestyle influences a person's behavior which ultimately determines a person's consumption patterns. According to Sutisna in Suprihadi (2017) lifestyle is broadly defined as a way of life identified by how others spend their time (activities) in terms of work, hobbies, shopping, sports, and social activities and *interests* consist of food, fashion, family, recreation and also *opinions* consisting of about themselves, social issues, business, and products.

### Belief

Ratih and Kerti (2020) trust is to associate an individual's willingness to act specifically because his partner's belief is to give him the satisfaction he aspires to and a mind that the individual generally has a word, promise, or statement another individual wants to believe or the individual's belief is to encounter what he wants in other individuals, and not what he fears. Based on some of the opinions above, trust is an attitude of customers when they believe they are satisfied with the beliefs given by the company.

### Product Variations

Product diversity or product variety is a collection of various products and goods offered from marketers to consumers. In making purchasing decisions for a product, consumer behavior and product variations are very closely related to the continuity of sales of a company. Maharani Vinci (2014) Product diversity is a process where the preparation and management of product diversity in one group. The key to success in retail business competition is the diversity of products provided by the company to increase sales.

## 3. METHOD

The type of research carried out is quantitative research used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistic. The population used in this study is consumers of Resto Coffe Antara Mantan Semarang, whose numbers are not known for certain. The sampling technique in this study is to use accidental sampling technique. Based on the calculation of the sample above, the number of samples in this study was 84 Consumers of Resto Coffe Antara Mantan Semarang. The technique used in data collection is to use questionnaires. Questionnaire is obtaining data by providing a list of questions or statements that will be filled out or answered by the respondents.

## 4. RESULTS AND DISCUSSION

### Validity Test and Reliability Test

The validity test results in this study are based on the results of the sample adequacy test that the kmo variable lifestyle ( $X_1$ ) is 0.574, trust ( $X_2$ ) is 0.658, product variation ( $X_3$ ) is 0.629 and The satisfaction of konsumen (Y) of 0.681 was declared greater than 0.5 and the factor analysis test showed a *loading factor* value of  $>0.4$  so all question items were said to be valid. So of all the indicators in the questionnaire are able to measure variables.

The Reliability Test shows how far a measurement result is relatively consistent if the measurement is taken twice or more against the same symptoms using the same measuring instrument. The reliability test results showed that the answers from respondents showed consistency, this can be seen by cronbach, alpha  $> 0.7$  with Cronbach, alpha Lifestyle Variable 0.812, Trust 0.833, Product Variation Variable 0.789 and Consumer Satisfaction Variable 0.763 With this result then, the answer is declared reliable.

### Multiple Linear Regression Analysis

The results of the regression analysis between lifestyles, product variations, quality of trust and consumer satisfaction can be seen in table 1 below:

Table 1. Recapitulation Results of Multiple Linear Regresi Calculations

Equation Variable	Adjusted R Square	Test F	Test F Sig	Coefficient (β)	Test - t	Test - t Sig	Information
Lifestyle towards Customer satisfaction	0.822	32.020	0,000	0.772	17,993	0,000	Hypothesis Accepted
Belief towards Customer satisfaction				0.225	5,218	0,000	Hypothesis Accepted
Product Variations towards Customer satisfaction				0.111	2,532	0.013	Hypothesis Accepted

Based on the regression results in Table 1 linear equation can be made between lifestyle, trust, product variation, and consumer satisfaction as follows:

$$Y = 0.772X_1 + 0.225X_2 + 0.111X_3$$

The linear equation can be interpreted as follows: (1)Lifestyle ( $\beta_1$ ) with a positive sign of 0.772 can be interpreted to mean that the higher the lifestyle you have, the more you have it will increase consumer satisfaction, and vice versa. (2)Trust ( $\beta_2$ ) with a positive sign of 0.225 can be interpreted to mean that the higher the trust given will provide an increase in consumer satisfaction, and vice versa. (3)Product variation ( $\beta_3$ ) with a positive mark of 0.111 can be interpreted as the more product variations will provide an increase in consumer satisfaction, and vice versa.

#### Test F

The statistical test F basically shows whether all the independent variables included in the model have an influence together or simultaneously on the dependent variables. Based on the results of data analysis, a significance figure of  $0.000 < \alpha = 0.05$  was obtained so that it was significant $\alpha$  (Ghozali, 2011). Based on table 4. 6 it can be known that the value of F calculates the regression result obtained by 32.020 with a probability of 0.000 that the significant value is  $0.000 < 0.05$ . This means that all independent variables or free variables (lifestyle, trust, and product variation) have a common influence on dependent variables or bound variables (consumer satisfaction).

#### Coefficient of Determination

The coefficient of determination ( $R^2$ ) essentially measures how far the model is capable of explaining the variation of dependent variables. Based on table 4. 6 can be seen The test results show an Adjusted R square value of 0.882 this means that the change in the consumer satisfaction variable of 88.2% ( $0.882 \times 100\%$ ) can be explained by the three independent variables (lifestyle, trust, and product variation) while the remaining 11.8% ( $100\% - 88.2\%$ ) is explained by other variables outside the independent variables such as facilities, promotion, distribution, etc.

#### Hypothesis Testing (Test - t)

The t-test basically shows how far one explanatory variable (independent or free) influences in describing the variation of dependent/bound variables (Ghozali, 2011). Hypothesis test results according to table 4. Fig. 6 is as follows:

(1) Lifestyle has a significant value of 0.000 less than 0.05, with a Beta value of 0.772, meaning that lifestyle has a positive and significant effect on consumer satisfaction. So that the higher the lifestyle you have, it will provide an increase in consumer satisfaction. On the contrary, the lower the lifestyle, the decrease in consumer satisfaction. (2)Trust has a significant value of 0.000 less than 0.05, with a Beta value of 0.225, meaning that trust has a positive and significant effect on consumer satisfaction. So that the greater the trust given, it will provide an increase in consumer satisfaction. On the contrary, the smaller the trust given, the decrease in consumer satisfaction. (3)Product variation has a significant value of 0.013 smaller than 0.05, with a Beta value of 0.111, meaning that product variation has a positive and significant effect on consumer satisfaction. So that the more variety of products provided will provide an increase in consumer satisfaction. On the contrary, the less product variation, the more it will also reduce consumer satisfaction.

## DISCUSSION

### The Effect of Lifestyle on Consumer Satisfaction

The results of this study show that lifestyle affects consumer satisfaction.

Lifestyle describes one's whole self in interacting with one's environment and describes the whole pattern of a person in action and interaction in society. Lifestyle is a function of individual characteristics that have been formed through social interaction (Rahmadika & Kristaningsih, 2018). A person's lifestyle affects purchase satisfaction, which can determine many levels of individual satisfaction. Lifestyle shows how a person allocates his income, and chooses products and services and various other options when choosing alternatives in one category of existing product types until finally the consumer is satisfied with what he gets (Muchsin, 2017)

Istighfarin's research (2021) states that lifestyle has a positive effect on consumer satisfaction. Adnan's research (2020) states that lifestyle has a positive effect on consumer satisfaction.

Based on the test results in this study, it shows that the higher the lifestyle, the more it will provide an increase in satisfaction to consumers. The results of the study are in line with research conducted by Istighfarin (2021) which states that lifestyle has a positive effect on consumer satisfaction. As well as penelitian Adnan (2020) who stated that lifestyle has a positive effect on consumer satisfaction.

### The Effect of Trust on Consumer Satisfaction

The results showed that trust affects consumer satisfaction in the future.

Customer trust is one of the factors that affect consumer satisfaction. According to Ratih and Kerti (2020) trust is to attribute an individual's willingness to act specifically because the partner's belief is to give the satisfaction he aspires to and a mind that the individual generally has, a word, promise, or statement other individuals want to believe or the individual's beliefs want to meet what he wants in other individuals, and not what he fears. This is because before the product is purchased by consumers, producers and companies must be able to create customer trust in the products offered, in order to attract attention and buying interest from consumers as well as customer confidence in the products being marketed. If consumers have trusted coffee shop products provided by a business, then it can allow them to increase their desire to make purchases continuously and create consumer satisfaction. Buyers' trust in coffee shop products is increasing, so buyers are more confident and trusting.

Based on the results of this study, it shows that the greater the trust, the more it will provide an increase in satisfaction to consumers. The results of the study are in line with research conducted by Wiyasa (2021) which states that trust has a positive effect on consumer satisfaction. As well as penelitian Susanto et al (2021) who stated that trust affects consumer satisfaction.

### The Effect of Product Variations on Consumer Satisfaction

The results of this study show that product variations affect consumer satisfaction received. Maharani Vinci (2014) Product diversity is a process where the preparation and management of product diversity in one group. The key to success in the culinary business competition is the diversity of products provided by the company to increase sales. Product diversity or product variety is a collection of various products and goods offered from marketers to consumers. In making purchasing decisions for a product, consumer behavior and product variations are very closely related to the continuity of sales of a company. According to Indrasari (2019) the diversity of products or product variations, namely the many options from the availability of large and varied products, this is what makes the consumer shopping process arise.

Based on the results of this study, it shows that the more variety of products provided will provide an increase in consumer satisfaction. The results of the study are in line with research conducted by Febila and Renny (2021) which states that product variations have a positive effect on consumer satisfaction. As well as Penelitian Nining and Siti (2021) who stated that product variations have a positive effect on consumer satisfaction.

## 5. CONCLUSION

Based on the results of the study, there are three main conclusions. First, lifestyle has a positive and significant effect on consumer satisfaction of Resto Coffe Antara Mantan Semarang, meaning that the higher the lifestyle, the more it will provide an increase in satisfaction to consumers. The second conclusion, Trust has a positive and significant effect on consumer satisfaction of Resto Coffe Antara Mantan Semarang, meaning that the greater the trust, the more it will provide an increase in satisfaction

to consumers. The third conclusion, product variations have a positive and significant effect on consumer satisfaction of Resto Coffe Antara Mantan Semarang, meaning that the more product variations provided will provide an increase in consumer satisfaction.

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*The Influence Of Lifestyle, Trust And Product Variations On Consumer Satisfaction (Study On Consumers Of Resto Coffe Antara Mantan Semarang).* **Jaka Bayu Pamuji, et.al**

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