

# Marketing Mix Analysis Regarding Customer Intention to purchase at Coffee Shop Premium

Marketing Mix  
Analysis

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## ABSTRACT

*This study examines the relationship between the marketing mix and purchase intention, focusing on premium coffee shops in Jakarta. The research employs the Theory of Planned Behavior (TPB) framework to assess how attitude, subjective norm, and perceived behavioral control mediate the effects of the marketing mix—product, price, place, and promotion—on consumer purchasing decisions. Data was gathered from 135 respondents, aged 15-46, who frequent coffee shops such as Starbucks Reserve and Djournal Coffee, using an online survey. The analysis was conducted through Structural Equation Modeling (SEM) using Smart PLS 4. The results indicate that the marketing mix enhances perceived customer value and shapes positive consumer attitudes towards premium coffee brands. While the marketing mix positively influences customer attitudes and subjective norms, it was found that subjective norms and perceived behavioral control do not significantly affect purchase intentions. This may be due to external factors such as market conditions and customer preferences playing a stronger role. Interestingly, value was not a direct driver of purchase intention, suggesting that cultural and social contexts, as well as personal experiences, might have a greater influence. The findings provide practical insights for premium coffee shop owners to refine their marketing strategies by focusing on enhancing the customer experience, maintaining product quality, and offering engaging promotions to encourage repeat purchases. The study contributes to the growing body of research on consumer behavior in the coffee shop industry and provides a foundation for future studies to explore additional variables influencing purchase decisions.*

**Keywords:** Marketing Mix, Theory of Planned Behavior, Value, Intention to Purchase

## ABSTRAK

*Penelitian ini meneliti hubungan antara bauran pemasaran dan niat pembelian, dengan fokus pada kedai kopi premium di Jakarta. Penelitian ini menggunakan kerangka kerja Teori Perilaku Terencana (TPB) untuk menilai bagaimana sikap, norma subjektif, dan kontrol perilaku yang dirasakan memediasi efek bauran pemasaran—produk, harga, tempat, dan promosi—pada keputusan pembelian konsumen. Data dikumpulkan dari 135 responden, berusia 15-46 tahun, yang sering mengunjungi kedai kopi seperti Starbucks Reserve dan Djournal Coffee, menggunakan survei daring. Analisis dilakukan melalui Structural Equation Modeling (SEM) menggunakan Smart PLS 4. Hasilnya menunjukkan bahwa bauran pemasaran meningkatkan nilai pelanggan yang dirasakan dan membentuk sikap konsumen yang positif terhadap merek kopi premium. Sementara bauran pemasaran secara positif memengaruhi sikap pelanggan dan norma subjektif, ditemukan bahwa norma subjektif dan kontrol perilaku yang dirasakan tidak secara signifikan memengaruhi niat pembelian. Hal ini mungkin disebabkan oleh faktor eksternal seperti kondisi pasar dan preferensi pelanggan yang memainkan peran yang lebih kuat. Menariknya, nilai bukanlah pendorong langsung dari niat pembelian, yang menunjukkan bahwa konteks budaya dan sosial, serta pengalaman pribadi, mungkin memiliki pengaruh yang lebih besar. Temuan ini*

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*memberikan wawasan praktis bagi pemilik kedai kopi premium untuk menyempurnakan strategi pemasaran mereka dengan berfokus pada peningkatan pengalaman pelanggan, menjaga kualitas produk, dan menawarkan promosi yang menarik untuk mendorong pembelian berulang. Studi ini berkontribusi pada semakin banyaknya penelitian tentang perilaku konsumen di industri kedai kopi dan memberikan dasar bagi studi masa depan untuk mengeksplorasi variabel tambahan yang memengaruhi keputusan pembelian.*

*Kata kunci: Bauran Pemasaran, Teori Perilaku Terencana, Nilai, Niat Pembelian*

## INTRODUCTION

The premium coffee shop industry in Jakarta continues to grow along with lifestyle trends that emphasize unique experiences for consumers. Coffee shops are not just places to enjoy coffee, but also places to gather, work, and socialize. In this context, understanding the factors that influence customer purchasing decisions is essential for entrepreneurs to develop effective marketing strategies (Noor et al., 2020). This study focuses on the variable intention to purchase, which is an important indicator in predicting future purchases. According to previous research by Farid et al. (2023), intention to purchase is associated with the marketing mix which includes product, price, place, and promotion. This mix affects customers in various ways, depending on their needs and lifestyle (Akkaya, 2021). Implementing the right marketing mix strategy helps companies meet consumer needs and increase purchasing opportunities (Fristanto et al., 2021). The product, as the main component of the marketing mix, must be considered comprehensively, including the materials used, production process, and packaging (Mahmoud, 2018).

Companies that are able to create diverse customer experiences tend to get positive reviews and more value in the eyes of consumers (Suthianto, 2023). Product value is obtained from customer satisfaction that is in accordance with the expectations of the target market (Lim, 2023). Consumers tend to choose products that provide the greatest benefits, which shows the importance of value in influencing purchasing decisions (Bilal et al., 2023). Strategic consumerism, where customers value the value of simplicity and brand consistency, also plays a role in forming purchase intentions (Wichmann et al., 2022). One of the theories used in understanding consumer purchasing behavior is the Theory of Planned Behavior (TPB), which includes three aspects: attitude toward behavior, perceived behavioral control, and subjective norms. This theory helps researchers and practitioners understand the motives behind individual behavior and the factors that influence it (Farid et al., 2023). In the context of premium coffee shops, TPB is used to test how these psychological factors affect consumer purchase intentions. By understanding these three variables, business owners can create more persuasive marketing campaigns to influence consumer purchasing decisions (Tsiotsou, 2006).

Attitudes toward behavior are based on cognitive information that consumers receive about a product or service (Duong & Vu, 2023). Companies must create positive experiences that encourage consumers to recommend the brand to others. Negative experiences, on the other hand, can damage the company's image, so it is important to maintain customer satisfaction (Govaerts & Olsen, 2023). Consumer attitudes greatly influence their behavior in various situations, including when they evaluate a product or service (Noor et al., 2020). Subjective norms refer to an individual's perception of whether others approve or disapprove of a particular behavior (Singh et al., 2022). Social pressure from the environment or relatives can influence a person's purchasing decisions (Sheth & Kim, 2017). However, most consumers show more positive subjective norms when they are satisfied with the purchasing process, which in turn increases their intention to purchase (Wang et al., 2023). By understanding these subjective norms, companies can develop more effective marketing strategies (Noor et al., 2020).

Perceived behavioral control reflects customers' beliefs about their ability to control the purchasing process, such as time availability, accessibility of place, and financial ability (Kidwell & Jewell, 2003). These factors influence customers' decisions to purchase a product. The easier the access to the product and the stronger the customer's self-confidence, the greater their chances of making a purchase (Noor et al., 2020). Perceived behavioral control can also be influenced by internal factors such as personal ability, as well as external factors such as environmental support (Tsiotsou, 2006). Value plays an important role in driving purchase intention. Consumers are willing to pay more if they perceive there is more value in the products they buy (Mahmoud, 2018). However, TPB emphasizes that purchase intention is not only influenced by product value or consumer attitudes, but also by social norms and perceived behavioral control (Sheth & Kim, 2017). Previous studies have shown that the relationship between attitude toward behavior, subjective norms, and perceived behavioral control can predict purchase intentions well, especially if consumer knowledge about the product or service is quite high (Farid et al., 2023).

This study uses marketing mix to identify the relationship between various TPB attributes and their influence on purchase intention. Previous studies by Chiou (1998) and Chou et al. (2020), showed that each component of the marketing mix, either directly or indirectly, can influence purchase intention through attitude, subjective norm, and behavioral control (Mahmoud, 2018; Fuady et al., 2020; Govaerts & Olsen, 2023). By understanding this relationship, premium coffee shops in Jakarta can design more effective strategies to attract customers and increase sales. This study aims to prove the influence of marketing mix, value, attitude towards behavior, subjective norm, and perceived behavioral control on purchase intention in premium coffee shops in Jakarta. The results of the study are expected to provide useful references for future research as well as guidelines for consumers to be wiser in shopping at premium coffee shops.

## **LITERATURE REVIEW**

The Theory of Planned Behavior (TPB) is a theoretical framework in social psychology that identifies the main factors that influence individual behavior. According to this theory, a person's behavior is determined by three main factors: attitude toward behavior, subjective norm, and perceived behavioral control (Nugroho & Irena, 2017). Each of these factors contributes to a person's intention to perform a particular behavior. Research by Chou et al. (2020), shows that an individual's tendency to plan their actions is influenced by their perception of these factors. Attitude toward behavior includes an individual's view of a behavior, whether they view it positively or negatively (Tsiotsou, 2006). Attitude is formed from a person's knowledge, experience, and beliefs about the expected outcomes of a behavior (Noor et al., 2020). Attitude can be explicit, which is a rational assessment of the benefits or disadvantages of an action, and implicit, which influences behavior spontaneously without rational analysis (Brecic et al., 2022). Although attitudes tend to be stable, changes can occur with new experiences. Thus, attitude plays a big role in forming the intention to behave in a certain way.

Subjective norm refers to an individual's perception of the social pressure they feel to perform or not perform an action (Singh et al., 2022). This norm is based on beliefs about what others, such as family, friends, or society, expect them to do. If a person feels strong social support to perform an action, they are more likely to perform it. Conversely, if they feel social pressure not to perform a particular action, they are more likely to avoid it. Subjective norm influences behavior by strengthening or inhibiting a person's intention to act in accordance with social expectations. Perceived behavioral control refers to a person's belief in their ability to perform a particular behavior (Twillert et al., 2020). This includes perceptions of how easy or difficult it is to perform an action as well as external factors that may affect a person's ability to perform it (Govaerts & Olsen, 2023). If individuals feel they have sufficient control over the situation and are confident that they can perform the desired behavior, they are more

likely to perform it. Perceived behavioral control can also be influenced by factors such as self-efficacy, social norms, and the ease of performing the action.

In the marketing context, TPB has been used to predict consumer intentions to purchase a product, join a loyalty program, or use a particular service (Lodorfos et al., 2006). Attitude toward behavior, subjective norm, and perceived behavioral control can influence consumer intentions to purchase a particular product. For example, if consumers have a positive attitude toward a product, feel social support for purchasing the product, and feel able to purchase the product, they will be more likely to purchase the product. In an effort to increase intention to purchase, companies must understand and manage the factors that influence consumer purchase intentions. Customer satisfaction and perceived value play an important role in shaping purchase intentions. When consumers are satisfied with a product or service, they are more likely to make repeat purchases and become loyal to the brand (Bilal et al., 2023). Companies can use this understanding to design more effective marketing strategies, which combine the four elements of the marketing mix (product, price, place, and promotion) to reach target markets and maximize profits (Fristanto et al., 2021).

Companies can provide value to customers, partners, and clients through marketing mix strategies, concepts, and programs that are responsive to market changes (Wichmann et al., 2022; Lim, 2023). Value is an exchange between a company and its customers, often manifested by improving the quality of products and services (Wichmann et al., 2022). The marketing mix plays a role in building relationships that benefit the company and provide value to customers (Wahab et al., 2016). Value can focus on product quality, competitive prices, superior service, and unique features that are effective in driving sales and brand loyalty.

**H1:** Marketing mix has a positive effect on value

In order to satisfy customers, companies must understand the marketing mix that influences customers through attitude toward behavior. Marketing mix components such as product, price, place, and promotion are the main factors in shaping consumer attitudes and behavior (Chou et al., 2020). Attitude toward behavior influences the response to the marketing mix and can predict a person's intention to buy a product (Farid et al., 2023). This attitude is influenced by cognitive, affective, and persistent models. Therefore, businesses need to understand customer behavior to create the right marketing mix and positively influence purchasing decisions.

**H2:** Marketing mix has a positive effect on attitude toward behavior

Marketing mix includes various marketing activities such as advertising, public relations, promotions, and direct marketing (Mahmoud, 2018). Consumers evaluate products based on their variety, cleanliness, and naturalness (Farid et al., 2023). The 4P theory (product, place, price, promotion) helps businesses develop effective strategic plans to reach target audiences and build brand loyalty. Marketing management plays an important role in managing market segmentation and consumer communication to create intention to purchase (Akkaya, 2021). A good marketing mix increases consumer awareness, interest, desire, and action, and supports loyalty and repeat purchases.

**H3:** Marketing mix has a positive effect on Intention to purchase

Marketing mix can influence subjective norms through strategies such as communication, social media, pricing, and packaging (Harorli & Erciř, 2023). Subjective norms in the marketing mix relate to the distribution of policies to produce products that suit customers (Puteri et al., 2023). Subjective norms, which refer to the attitudes of people around an individual, influence a person's decision to buy a product (Slaba, 2021). The choice of products by relatives can influence a person's consumption (Farid et al., 2023). Paying attention to subjective norms in marketing strategies can help businesses influence potential customers and meet their needs.

**H4:** Marketing mix has a positive effect on subjective norms

Marketing mix can increase customer loyalty, satisfaction, and business profits. Perceived behavioral control, as perceived behavioral control, affects consumer purchase intentions. Consumers use these cues to evaluate products before purchasing, which also affects the marketing mix. Customers who have certain perceptions about products tend to be more responsive to marketing strategies, considering factors such as price, promotion, product, and distribution. Thus, perceived behavioral control plays an important role in consumer responses to a company's marketing mix, affecting the effectiveness of marketing strategies.

**H5:** Marketing mix has a positive effect on perceived behavioral control

Perceived value is an important approach in the relationship between companies and customers (Akkaya, 2021). Consumers need to be informed about the benefits and basic ingredients of the product, as well as the value they get for purchasing decisions (Puteri et al., 2023). Companies must evaluate that consumer not only buy products, but also the value offered. The value and intention to buy communicated by customers can be used by companies as product evaluation tools (Tsotsou, 2006). In Akkaya's research (2021), value influences purchase intentions and depends on the type of perceived value and priorities in purchasing decisions and lifestyle. When customers perceive high value from a product or service, they are more likely to buy. In addition, if customers feel they are getting better value, they will become loyal customers and recommend the product to others.

**H6:** Value has a positive effect on intention to purchase

Attitude is a positive or negative assessment of an individual, which influences their attitude and behavior (Dida et al., 2021). Attitude towards information can determine a person's alertness. Consumers may have multiple insurance policies for similar commodities, considering the possible advantages and disadvantages (Farid et al., 2023). Order delivery can increase positive attitudes towards a brand, influencing purchase intention if the communication comes from a trusted source (Sheth & Kim, 2017). Purchase intention is related to concerns about the accuracy of information. Research shows a positive relationship between attitude towards information and purchase intention for coffee products (Farid et al., 2023), leading to a hypothesis related to the purchase of coffee products.

**H7:** Attitude toward behavior has a positive effect on intention to purchase

Subjective norm refers to the perceived societal influence on a particular behavior from the consumer's perspective (Farid et al., 2023). Self-efficacy relates to the evaluation of an individual's ability to deal with a particular situation. Social pressure affects behavior differently (Noor et al., 2020). Subjective norm can be measured based on the need to meet other people's standards (Hasan & Suciarto, 2020). Research by Gundala et al. (2022), shows the relationship between subjective norm, purchase intention, and attitude based on the theory of planned behavior. Therefore, including subjective norm in measuring purchase intention can increase the accuracy of consumer purchasing behavior.

**H8:** Subjective norms have a positive effect on intention to purchase

Perceived behavioral control is related to the ease or difficulty of an individual in engaging in a particular activity. It reflects a person's belief in their ability in consumer behavior (Tsotsou, 2006). Research by Sadeli et al. (2023), shows that perceived behavioral control influences purchase intentions and purchasing activities. This is important in shaping purchasing behavior by assessing an individual's ability to use a product or service (Farid et al., 2023). The theory of planned behavior model explains the positive relationship between perceived behavior and purchase intention, which is

influenced by an individual's beliefs and abilities in evaluation. Hypotheses are proposed based on this analysis.

**H9:** Perceived behavior has a positive effect on Intention to purchase

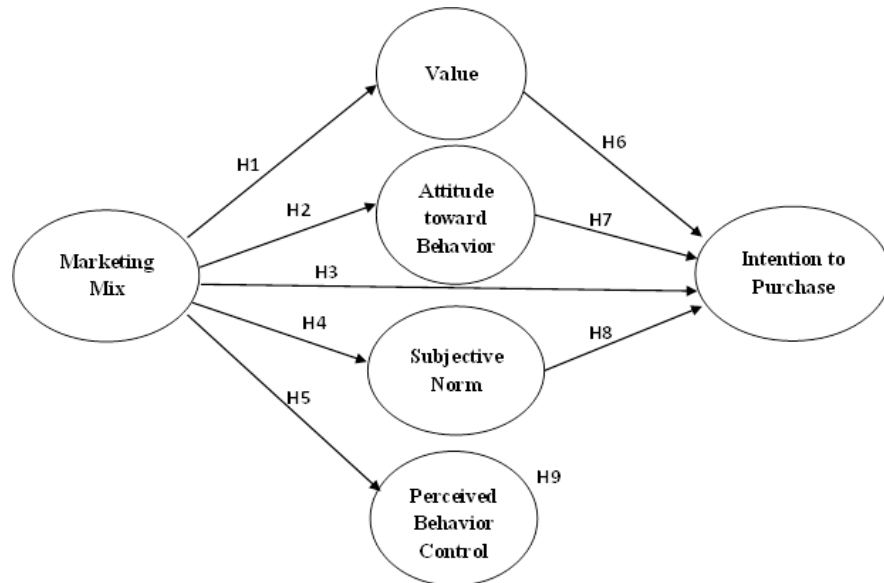


Figure 1. Research method framework

## METHODS

This study is a quantitative study with a deductive approach based on the Theory of Planned Behavior (TPB) framework (Hair et al., 2020). Variable measurements were adapted from previous studies by Farid et al. (2023) and Fuady et al. (2020), using a Likert scale of 1 to 5, where 1 indicates strongly disagree and 5 strongly agree. The variables measured include attitude toward behavior (4 questions), value (4 questions), subjective norm (3 questions), perceived behavior control (2 questions), marketing mix (11 questions), and intention to purchase (3 questions). The total measurement consists of 27 questions. The population of this study were customers of premium coffee shops in Jakarta, with research objects consisting of Starbucks Reserve, Djournal Coffee, Harlan Holden, and Arabica. The samples taken were men or women aged 15-46 years who had visited or purchased at the premium coffee shop. Data collection was conducted online via Google Form, and the number of respondents required based on the Confirmatory Factor Analysis (CFA) method was 135 respondents, calculated from 5 to 10 times the number of questions. Before data collection, a pretest was conducted on 30 respondents to check the validity using SPSS with Kaiser Mayer-Oklin (KMO) and Measure of Sampling Adequacy (MSA) values. The accepted values were KMO and MSA above 0.5 and the component matrix was 1. For the reliability test, Cronbach's Alpha was used with a value above 0.6. Data were analyzed using the Structural Equation Model (SEM) with Smart PLS 4 software.

## RESULTS

The results of the confirmatory factor analysis (CFA) analysis on the pretest of 30 respondents showed that all constructs used had a Kaiser Meyer-Olkin (KMO) value greater than 0.50 and a measurement system analysis (MSA) value equal to or greater than 0.50. This indicates that all indicators used in this study are considered valid or able to measure accurately. In addition, Cronbach's alpha value for all research indicators also exceeds >0.50, indicating an adequate level of reliability for all indicators used. Therefore, this research instrument can be considered reliable and can be used as a measurement tool for all required samples.

**Table 1.** CFA analysis results

Variable	Item	MSA	KMO	Cronbach's Alpha
Attitude toward behavior	ATB 1	0.711	0.643	0.738
	ATB2	0.777		
	ATB 3	0.800		
	ATB 4	0.757		
Value	V1	0.683	0.643	0.814
	V2	0.832		
	V3	0.802		
	V4	0.645		
Subjective norm	SN3	0.747	0.716	0.822
	SN2	0.743		
	SN3	0.732		
Perceived behavior control	PBC1	0.640	0.500	0.797
	PBC2	0.764		
Marketing mix	MM1	0.743	0.500	0.922
	MM2	0.667		
	MM3	0.764		
	MM4	0.688		
	MM5	0.923		
	MM6	0.795		
	MM7	0.855		
	MM8	0.805		
	MM9	0.796		
	MM10	0.864		
	MM11	0.799		
	MM12	0.800		
Intention to purchase	ITP1	0.864	0.716	0.859
	ITP2	0.883		
	ITP3	0.999		

Of the 140 valid respondents, 61% (86) of the respondents were female and 39% (54) of the respondents were male. The majority of the respondents were in the age range of 21-25 years, namely 49% (69) of the respondents and the majority were students/college students, namely 52% (73) of the respondents, and the majority of premium coffee buyers, namely Starbucks Reserve, were in Jakarta, namely 53% (72) of the respondents.

**Table 2.** Results of the measurement model evaluation

Variable	Items	Loadings	AVE	CR
Marketing mix	MM2	0,936	0.786	0.936
	MM3	0,918		
	MM5	0,649		
	MM7	0,950		
	MM9	0,941		
Value	V1	0,840	0.743	0.908
	V4	0,884		
Attitude toward behavior	ATB1	0,963	0.619	0.438
	ATB2	-0,092		
	ATB3	0,960		
Subjective norm	SN2	0,879	0.733	0.647
	SN3	0,833		
Perceived behavior control	PBC1	0,959	0.767	1.057
	PBC2	0,784		
Intention to purchase	ITP1	0,862	0.706	0.591
	ITP2	0,817		

The square root value of the average variance extracted (AVE) of each variable also exceeds the square root value of the correlation between the latent variable and other variables, in accordance with the results of the discriminant validity test conducted using the method suggested (Fornell & Larcker, 1981). These results indicate that each construct in the study meets the requirements of discriminant validity, convergent

validity, and reliability, which means providing a strong foundation for understanding the structural model.

Table 3. Fornell-Larcker

Variable	ATB	ITP	MM	PBC	SN	V
ATB	0.787					
ITP	0.818	0.840				
MM	0.875	0.901	0.886			
PBC	0.219	0.112	0.243	0.876		
SN	0.828	0.877	0.884	0.277	0.856	
V	0.813	0.886	0.842	0.084	0.878	0.862

A value called model suitability, or model fit, indicates how well a model fits the actual data. The SRMR value is stated as poor fit, which is 0.162 and 0.167, indicating that there is a significant lack of fit between the model and the data. The NFI value of 0.461 (>0.9) means that the structural model in this study is poor fit.

Table 4. Fit model

Model	Saturated model	Estimated model
SRMR	0.162	0.167
d_ULS	6.673	7.091
d_G	12.487	12.761
Chi-square	4.186.181	4.251.263
NFI	0.354	0.344

The r-square value of the perceived behavior control variable only affects around 0.059 or 6% while 94% is influenced by other variables not included in the study. The intention to purchase variable is 0.877 which shows that the influence of marketing mix, value, attitude toward behavior, subjective norm and perceived behavior control on intention to purchase is 88% and 22% is influenced by other variables not included in this research model.

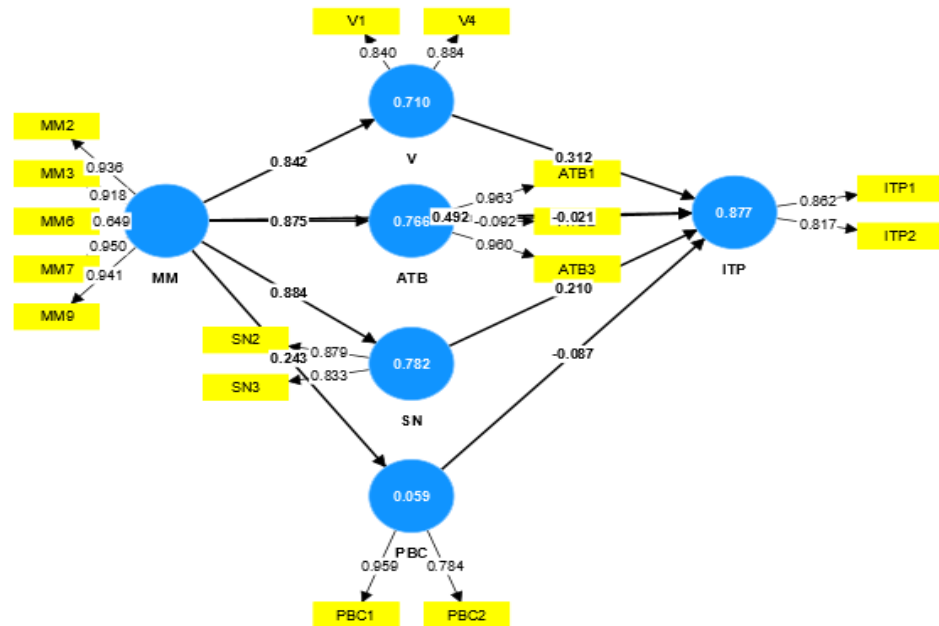


Figure 2. Path diagrams

It can be concluded that out of 9 hypotheses, 5 hypotheses are accepted and 4 hypotheses are rejected. The 4 accepted hypotheses are H1, H2, H3, H4 and H5, while the hypotheses rejected are H6, H7, H8, and H9 which have been summarized.

**Table 5.** Hypothesis Testing

Hipotesis	Pernyataan Hipotesis	T-Statistic	P-Value	Information
H1	Marketing mix has a positive impact on Value	21.936	0.000	Data supports the hypothesis
H2	Marketing mix has a positive impact on Attitude toward behavior	17.362	0.000	Data supports the hypothesis
H3	Marketing mix has a positive impact on Intention to purchase	0.111	0.013	Data supports the hypothesis
H4	Marketing mix has a positive effect on subjective norms	30.349	0.000	Data supports the hypothesis
H5	Marketing mix has a positive effect on Perceived behavioral control	2.983	0.003	Data supports the hypothesis
H6	Value has a positive impact on Intention to Purchase	1.316	0.188	Data doesn't support the hypothesis
H7	Attitude toward behavior has a positive impact on Intention to purchase	0.111	0.911	Data doesn't support the hypothesis
H8	Subjective norm has a positive impact on intention to purchase	0.825	0.410	Data doesn't support the hypothesis
H9	Perceived behavior has a positive impact on Intention to purchase	0.923	0.356	Data doesn't support the hypothesis

This study reveals various findings regarding the influence of marketing mix on customer behavior in premium coffee shops. Marketing mix—consisting of product, price, place, and promotion—has been shown to increase customer perceived value. These elements create an engaging experience that can increase consumer awareness of the products or services offered. In addition, direct interaction with customers, such as loyalty programs and personalized services, strengthens the relationship between customers and the company. The combination of product quality, appropriate price, effective promotion, and efficient distribution play a role in building a positive image of premium coffee shops. Marketing mix also has a positive effect on customer attitudes (attitude toward behavior) in premium coffee shops. Good marketing implementation, such as attractive promotions and sensible prices, helps create a positive attitude toward purchasing. This attitude is influenced by consumer perceptions of product characteristics, which are closely related to customer loyalty. Consistency in product presentation, which not only meets consumer expectations but also creates an attractive brand image, has a significant effect on customer purchase intentions.

The positive experience provided by the marketing mix elements encourages customers to make purchasing decisions. Product quality, value offered, and customer experience are all important drivers for consumers to turn purchase intentions into real actions. The marketing mix has a positive impact on subjective norms, which are customers' views of what others consider to be appropriate behavior. High-quality products, reasonable prices, and efficient distribution influence customers' perceptions of these norms. As a result, customers are more likely to give positive recommendations to premium coffee shops. The influence of the marketing mix is also seen in customers' perceived behavioral control. Marketing elements help customers feel they have the ability to control their choices regarding product purchases. Thus, customers are more satisfied and feel more confident in their purchasing decisions. Although value is important in purchasing decisions, findings show that value does not directly influence purchase intentions. Factors such as culture, social environment, and consumer life experiences play a greater role in this decision making.

Consumer attitudes toward purchasing behavior have not been shown to moderate the relationship between purchase intention and purchase decision. There are other variables that may be more influential in customers' purchase decisions. Subjective norms do not have a significant effect on purchase intention. This may be due to other

factors such as product quality, customer experience, or market trends that are more dominant in influencing purchase decisions. The effect of perceived behavioral control on purchase intention is also not significant. Individual variations in perceived control and external factors such as market conditions and aggressive promotions may have a greater influence on consumer purchase decisions.

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### CONCLUSION

This study concludes that factors such as value, attitude toward behavior, perceived behavioral control, and subjective norms do not affect intention to purchase or individual decisions to buy at premium coffee shops. On the contrary, marketing mix is proven to affect these variables as well as intention to purchase, indicating that marketing strategies play an important role in influencing consumer purchasing decisions. However, this study has several limitations, including the use of the theory of planned behavior method. The researchers suggest the use of alternative methods such as the Theory of Reasoned Action (TRA) which may be more suitable for examining intention to purchase. In addition, the t-statistic and p-value of the intention to purchase variable show insignificant results, so the researchers suggest considering different research objects. They also recommend adding customer service quality variables and changing intention to purchase to brand experience for further research. The implications of this study are an increase in understanding of the influence of marketing mix on intention to purchase through the theory of planned behavior model and the addition of value variables. This information can help companies design more effective marketing mix strategies to increase purchases. This study also highlights that marketing mix, value, and other variables can influence consumer intentions to continue purchasing premium coffee shop products. However, intention to purchase does not significantly affect variables such as subjective norm and perceived behavioral control. Therefore, coffee shops may need to better understand the challenges faced by consumers and adjust their marketing strategies to maintain purchase intentions.

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