



The Impact of Utilitarian Value, Hedonic Value, and Brand Image of Modern Coffee Shop City of Malang on Customer Satisfaction

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Abstract—The existence of modern coffee shops in Malang City is growing and encouraging the birth of coffee shops with all things modern nuances, one of factor is the number of students in Malang City is increasing year by year, so that this moment is used by entrepreneurs to establishing modern coffee shops in the city of Malang, but not all modern coffee shops can maintain their business because competition in introducing or selling products is not oriented to the characteristics of their consumers, this is a challenge for entrepreneurs to be able to understand the characteristics of their consumers well to be able to compete. The purpose of this study is to find out how the impact of utilitarian value, hedonic value, and brand image of modern coffee shops in Malang City on customer satisfaction by using a quantitative descriptive analysis method approach. The results of data analysis show that: 1) utilitarian value behavior that has a consumer has a significant effect on modern coffee shop customer satisfaction; 2) the hedonic value behavior that has consumers has a significant effect on modern coffee shop customer satisfaction; and 3) brand image embedded in consumers has a significant effect on modern coffee shop customer satisfaction.

Keywords: Utilitarian Value; Hedonic Value; Brand Image; Customer Satisfaction

INTRODUCTION

A coffee shop is a place that sells coffee and other types of drinks, as well as small snacks such as fried foods at cheap prices with the peculiarity of being a place for men and gentlemen to drink coffee, gather, talk, and have fun. However, there has been a change in people's behavior that has made coffee shops not only a gathering place for men and gentlemen to drink coffee, gather, talk, and have fun, and has changed as a means to accommodate the self-actualization and socialization of upper-class urban society, thus creating shops- modern coffee shop (Derwentiana & Dharmawan, 2011). The existence of coffee that is increasingly sought

after at this time encourages the birth of coffee shops with all things modern nuances that offer coffee with various types, flavors, and presentations (Igiasi, 2017). Therefore, in the face of competition, the coffee shop manager understands the development of customer behavior more selectively by rephrasing the concept or product innovation presented at the coffee shop with different characteristics to provide satisfaction to its consumers. Satisfaction is a person's feeling in the form of pleasure or disappointment resulting from comparing the perceived performance of a product (or outcome) for its expectations (Kotler & Armstrong, 2012).

Satisfaction as a form of consumer behavior, companies and entrepreneurs must

have a good understanding of consumer behavior. In the past, shopping activities were carried out by consumers rationally, in the sense that purchases were made by consumers on consideration of the benefits provided by the product or what was called utilitarian value. Holbrook and Hirschman in (Anderson et al., 2014), utilitarian value is the selection of products efficiently based on rational reasons. However, currently, shopping activities are also influenced by emotional values such as enjoyment and pleasure, or what is known as hedonic value (Ma'ruf in Yistian, 2012; Babin et al., in Hanzac & Rezaeyeh, 2013). This hedonistic attitude puts more emphasis on human emotional aspects, where hedonic attitudes ultimately lead to satisfaction, wants, and needs. According to (Batra & Ahtola, 1991) states that hedonic is the overall evaluation of a consumer based on the fulfillment of pleasure. This hedonistic attitude affects the level of public consumption, causing the wheels of the economy to spin and can help companies to help open up new market opportunities.

Besides hedonism and utilitarianism, some factors influence consumer satisfaction, namely brand image, where at first the brand is considered a symbol or symbol which then develops into an image so that by using or buying a certain brand, consumers want to show what they want. which is believed to be self-identity to other consumers, brands have associations related to certain concepts that are based on consumer perceptions of the information received by consumers. Brand image is not only determined by how to give a good name to a product but also how to introduce the product so that it can become a memory for consumers in forming a perception of a product. According to (Kotler & Keller, 2007). Brand image is the perception and belief made by consumers of a particular brand, as reflected in the associations that occur in consumer memory which are the same as the perception process because the image can be formed from perceptions that have been formed for a long time. After going through the stages that occur in the perception process, then proceed to the stage of consumer involvement. There is a different taste when consumers enter and drink or eat in places that are identical to modern drinks and food, not only taste but consumers also buy patterns and lifestyles, so that they become modern people, this is a side effect of imaging through media and advertising according to (Kartajaya, 2009).

In this study, researchers will focus on the

study of modern coffee shop objects in Malang City, considering the development of modern coffee shops in the city of Malang is very rapid, one of the factors is the number of students in the city of Malang is increasing year by year, so that This moment is used by entrepreneurs to establish modern coffee shops in the city of Malang, but some modern coffee shops cannot maintain their business because of competition in introducing or selling similar products. So we need a good understanding of the characteristics of consumers who have a very dynamic mindset. Therefore, the researcher aims to determine the extent to which utilitarian value, hedonic value, and brand image of modern coffee shops in Malang City affect customer satisfaction.

CONCEPT AND HYPOTHESIS

Consumer behavior that is oriented towards utilitarian values will choose products efficiently based on rational reasons Holbrook and Hirschman in (Anderson et al., 2014). According to (Blythe, 2005) utilitarian value is a consumer's assessment of the functional attributes of a product.

Another opinion was conveyed by (Subagio, 2011) who stated that utilitarian value is an impulse in a person to evaluate motives in obtaining quality products and/or services, as well as efficiency in time and effort.

According to (Kim, 2006) there are two dimensions of utilitarian value, namely: 1) Efficiency can be interpreted as consumer needs in saving time and sources of funds (resources), and 2) achievement can be defined as the achievement of shopping goals in the form of finding products that have been planned.

Based on this explanation, it can be concluded that utilitarian value is an encouragement to consumers to choose products based on the value of efficiency and achievement.

Hedonic value is related to the fulfillment of pleasure or aesthetic aspects of a product (Blythe, 2005). Hedonic is a stimulus that selects the quality of the shopping environment in terms of perceived enjoyment, visual appeal, and escapism (Subagio, 2011). Meanwhile, (Batra & Ahtola, 1991) define hedonic value as the overall evaluation of a consumer based on the fulfillment of pleasure.

Arnold and Reynolds in (Kim, 2006), mention six dimensions to measure the level of hedonic of a consumer, namely: 1) Adventure

shopping is a consumer who purchases because of the experience and by shopping, consumers feel like they have their world; 2) Social shopping is a consumer who feels that shopping is a socialization activity, both between consumers with one another, or with employees who work in outlets, consumers will get a lot of information about the products to be purchased; 3) Gratification shopping is an alternative to reduce stress, overcome bad problems, and a means to forget the problems that are being faced; 4) Idea shopping is consumers who shop to follow new fashion trends and to see new products or something. Usually because of seeing the advertisements offered through the mass media; 5) Role shopping is a consumer who prefers to shop for others than for himself so that consumers feel that shopping for others is a fun thing to do; 6) Value shopping is a consumer who thinks that shopping is a game when bargaining prices, or when consumers are looking for places to shop that offer discounts, closeouts, or places to shop at low prices.

Based on this explanation, it can be concluded that hedonic value is an impulse in consumers to choose products based on the value of experience, togetherness, excitement, trends, pleasing others, and games.

According to (Kotler, 2007), Brand image is "a collection of beliefs or beliefs made by consumers on certain brands". According to (Rangkuti, 2002) "Brand Image is a set of brand associations formed in the minds of consumers".

From the definition above, it can be formulated that brand image is the perception and understanding of consumers about the brand of a product that can be thought, felt, and imagined. By creating a positive brand image for a product, it will certainly encourage the success of marketing a product.

According to Gary Hamel and CK Prahalad in (Kartajaya, 2009) suggest that four main things must be considered in a brand, so that the brand is well-formed and will provide a good image, namely: 1) Recognition, namely the level of recognition of a brand by consumers. If a brand is not known, then the product with that brand must be sold by relying on a low price; 2) Reputation, which is a fairly high level or status for a brand because it is more proven to have a good track record; 3) Affinity, namely an emotional relationship that arises between a brand and its consumers, a product with a brand that is liked by consumers will be easier to sell and a product with a perception of high quality will have a

good reputation; 4) Loyalty, which concerns how much loyalty consumers use the brand concerned.

Oliver in (Kotler & Keller, 2012) defines satisfaction as a feeling of pleasure or displeasure (disappointed) that arises after comparing the impression of the results of a product with his expectations. A similar understanding was conveyed by (Kotler & Armstrong, 2012) which stated that satisfaction is a function of perceived impressions of performance and expectations. When performance is below expectations, they are dissatisfied, when performance meets expectations, they are satisfied, and when performance exceeds expectations, they are very satisfied.

(Buttle, 2009) states that customer satisfaction has been the focus of several studies. There are many definitions and measurements of customer satisfaction. Buttle defines customer satisfaction as a fulfilling response to the customer's experience, or part of his experience. Satisfaction occurs when the experience is pleasant (pleasurable), but when the experience is not pleasant (unpleasant), the customer will be dissatisfied (dissatisfaction).

Another opinion was conveyed by (Hoyer & MacInnis, 2010) which stated that customers can evaluate the results of a decision when the customer has consumed. If the resulting evaluation is positive, in the sense that the needs or goals are met, then the customer will feel satisfied. However, when a customer has a negative evaluation of an outcome, the customer will feel dissatisfied. Meanwhile, (Kotler & Keller, 2012) state that satisfied customers are more likely to repurchase the product and tend to tell others about the product they have purchased. Dissatisfied customers are likely to throw away or return the products they have purchased, and complain to the company.

Although the explanation of customer satisfaction according to the experts differs contextually, it can be found in common, namely, customer satisfaction occurs when the results or performance of the product consumed exceeds expectations, causing feelings of pleasure. The development of the hypothetical model in this study is as follows:

H1: Utilitarian value has a positive and significant effect on customer satisfaction at modern coffee shops in Malang City.

H2: Hedonic value has a positive and significant effect on customer satisfaction at a

modern coffee shop in Malang City.

H3 : Brand image has a positive and significant effect on customer satisfaction at modern coffee shops in Malang City.

METHOD

The method approach used is descriptive quantitative, namely to analyze and find out how the impact of utilitarian value, hedonic value, and brand image on customer satisfaction of modern coffee shops in Malang City. This approach will attempt to examine and unravel the interrelationships between the variables used in the study by using descriptive analysis tools and multiple linear regression analysis.

This study uses the locus of modern coffee shops in Malang City with a total sample of 120 respondents spread across modern coffee shops in Malang City by using a google form, while the sampling uses a multistage random sampling technique.

The instrument used has been through a feasibility test using validity and reliability tests by referring to the opinion of (Sugiono, 2011) who said that if you want to know the extent to which the instrument used can measure something that should be measured, you can use a validity test. Of all items (32) that have been tested using the validity test, it is stated that all items in the questionnaire are valid because the probability value is smaller than 0.05. Meanwhile, the reliability test refers to the opinion of (Nurgiyantoro & Gunawan, 2000) which says that the coefficient value of 0.60 is the minimum requirement for an instrument to be declared reliable. Of all the variables that have been tested using the reliability, the test has been declared reliable. So that the instrument is declared feasible to use. The operationalization of research variables is as follows.

Table 1.

Research Variable Indicators		
No	Variable	Indicators
1	Utilitarian Value	Efficiency Achievement
2	Hedonic Value	Adventure Social Gratification Idea Role Value
3	Brand Image	Recognition Reputation Affinity Loyalty
4	Customer Satisfaction	Like Satisfied Good Mood Enjoy

RESULT AND DISCUSSION

Respondent Description

Table 2.

Characteristics of Respondents in Research	
Information	Percentage
Gender:	
Man	63%
Woman	37%
Work:	
college student/Student	44%
entrepreneur	20%
PNS	8%
Private sector worker	15%
Etc	13%
Visiting Intensity:	
1 time	7%
2 time	23%
3 time	30%
More 3 times	40%

Source: primary data (processed), 2021

The description of the respondents from the existing sexes obtained that there were 76 male respondents (63%) and 44 female respondents (37%) while judging from the job status description of the respondents, 53 students (44%), self-employed a total of 24 people (20%), 10 people working for civil servants (8%), private jobs for 18 people (15%), and other jobs for 15 people (13%). Furthermore, when viewed in terms of the intensity of respondents visiting modern coffee shops, as many as 8 people (7%) of respondents had once visited a modern coffee shop in Malang City, 28 people (23%) of respondents visited a modern coffee shop in Malang City 2 times, there were many 36 people (30%) of respondents visited a modern coffee shop in Malang City 3 times and the remaining 48 respondents (40%) had visited a modern coffee shop in Malang City more than

3 times.

Classic assumption test

Multicollinearity

Table 3.
Multicollinearity Test

Variable	VIF	Results	Information
Utilitarian value (X ₁)	1.433	< 10	There is no multicollinearity
Hedonic value (X ₂)	1.718	< 10	There is no multicollinearity
Brand image (X ₃)	1.851	< 10	There is no multicollinearity

Source: primary data (processed), 2021

In multiple linear regression, it is known that there are no symptoms of multicollinearity after the multicollinearity test is carried out as shown in the table above.

Heteroscedasticity

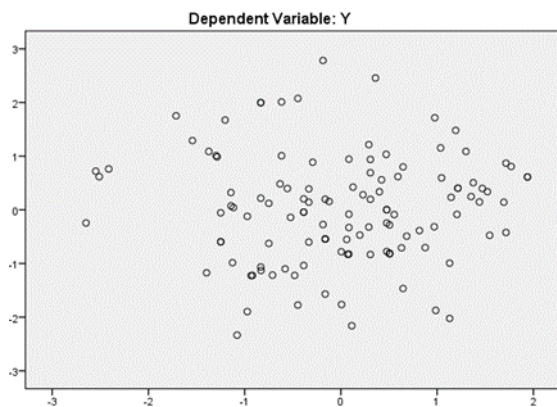


Image 1
Heteroscedasticity Test

Source: primary data (processed), 2021

The heteroscedasticity test in the picture above shows that if the observation data used does not have a heteroscedasticity problem because the spread of the points is perfectly spread both above and below the Y-axis and the distribution pattern is irregular.

Normality

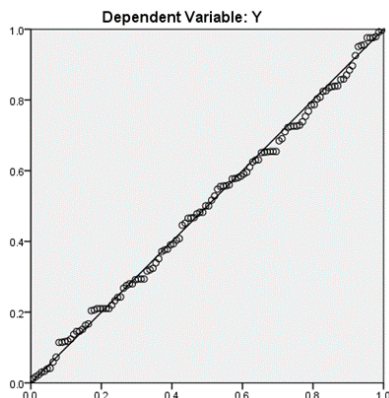


Image 2

Normality Test

Source: primary data (processed), 2021

The data in this study are normally distributed, this can be seen from the norm of probability plots where the points follow the diagonal line contained in the normal curve line.

Multiple Linear Regression Analysis

Model Feasibility Test

The f test in this study is used to analyze the model test by using the standard probability value below 0.05. From the results of the f test, the probability value is 0.000 so that a comparison is obtained (0.000 < 0.05), thus the estimated linear regression model is feasible to use because the degree of significance determined is greater than the probability value obtained.

As for the results of the coefficient of determination of utilitarian value, hedonic value and brand image on customer satisfaction of modern coffee shops in Malang City as follows:

Table 4.

Output Model: Summary of Determination Coefficients

R	R Square	Adjusted R Square	Std. Error of the Estimate
.753 ^a	.567	.556	.28424

Source: primary data (processed), 2021

Based on the calculation of the coefficient of determination, the value of Adjusted R Square in this study was 0.556. This gives an understanding that when the independent variables consisting of utilitarian value (X₁), hedonic value (X₂), and brand image (X₃) if connected will be able to contribute to influencing customer satisfaction of modern coffee shops in Malang City by 55.6 % while the rest is influenced by other factors of 44.4%. So it can be said that the contribution of utilitarian value, hedonic value, and brand image to modern coffee shop customer satisfaction in Malang City is in the medium category.

Hypothesis Test

The t-test in this study is used to test the hypothesis by using a probability value below 0.05, this t-test is to determine whether or not there is a significant effect of the independent variable on the dependent variable.

Table 5.

T-test Results for Utilitarian Value, Hedonic Value, and Brand Image Variables on Customer Satisfaction

Model	B	Std. Error	t	Sig.
(Constant)	1.454	.226	6.446	.000
Utilitarian value (X_1)	.239	.051	4.670	.000
Hedonic value (X_2)	.218	.061	3.592	.000
Brand image (X_3)	.217	.065	3.349	.001

Source: primary data (processed), 2021

The Effect of Utilitarian Value on Customer Satisfaction

Based on the t-test output contained in table 5, it can be seen that the utilitarian value has a positive and significant effect on customer satisfaction of modern coffee shops in Malang City. Therefore, the first hypothesis is tested or accepted because the probability value of the utilitarian value is 0.000 (< 0.05) from the specified value. These results can not be separated from the ability of modern coffee shop managers in Malang City in providing services and products needed by consumers, so that respondents are satisfied with what is served by coffee shop managers, besides that coffee shop managers several times if they want to issue products. In the new era, coffee shop managers often ask consumers for opinions with the aim that the products to be sold later make products according to the tastes of their consumers. The results of this study are also in line with the findings of research conducted by (Nurmala, 2016), where the results of his research stated that there was a significant influence between utilitarian values on consumer satisfaction of the department store he studied.

The Effect of Hedonic Value on Customer Satisfaction

In table 5 above, it can be seen that hedonic value has a positive and significant effect on customer satisfaction of modern coffee shops in Malang City. Therefore, the first hypothesis is tested or can be accepted because the probability value of the hedonic value is 0.000 (< 0.05) from the specified value. This is inseparable from the designs or nuances offered by modern coffee shops in Malang City, modern coffee shops are always improving to make their coffee shops always visited by consumers by updating the photo spots in their coffee shops, so that encourage consumers to always come and hang out at their coffee shops. The results of a similar study were also presented by (Fajar, 2013),

where the results of the study showed that there was a significant influence between hedonism and brand satisfaction on Harley Davidson users in Surabaya.

The Effect of Brand Image on Customer Satisfaction

The t-test output contained in table 5 can be seen that brand image has a positive and significant effect on customer satisfaction of modern coffee shops in Malang City. Therefore, the first hypothesis is tested or accepted because the probability value of the brand image is 0.000 (< 0.05) from the specified value. Modern coffee shops in Malang City are very aware of the power of social media that they have to create a brand image of their coffee shop, and it is not uncommon for them to promote price discounts through their social media so that the brand of their coffee shop is always remembered and visited by consumers. . The results of this study are also in line with the findings of research conducted by (Herliza, & Saputri, 2016), where based on the results of research conducted, it is found that there is a significant influence between the brand image on customer satisfaction at Zara at PVJ Mall Bandung.

CONCLUSION

The following are the conclusions obtained from the results of the above analysis: 1) utilitarian value has a significant and positive effect on customer satisfaction of modern coffee shops in Malang City; 2) hedonic value has a significant and positive effect on customer satisfaction of modern coffee shops in Malang City, and 3) brand image also has a significant and positive effect on customer satisfaction of modern coffee shops in Malang City. Meanwhile, the contribution of utilitarian value, hedonic value, and brand image if linked together will be able to contribute to influencing customer satisfaction of modern coffee shops in Malang City by 55.6%. Therefore, modern coffee shop entrepreneurs in the city of Malang must always understand the characteristics of their customers to continue to exist and win the competition considering the development of modern coffee shops in the city of Malang is very fast.

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