THE EFFECT OF KOPI KENANGAN ONLINE MENUS ON CONSUMERS' PURCHASE INTENTION DURING THE COVID-19 PANDEMIC

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ABSTRACT

This study examined consumers purchase intentions during the pandemic in relation to the online food menu under the extended S-O-R framework, particularly with Kopi Kenangan as the object. Kopi Kenangan is one of fastest-growing grab-and-go coffee chains in Indonesia. The purpose of this study is to discover the factors driving people intention to purchase Kopi Kenangan products through online food ordering platforms. In the data collection process, 250 samples from Kopi Kenangan consumers who had previously purchased them online were used, which involved distributing online questionnaires using Google forms. The data was then further analyzed using the PLS-SEM approach. The result shows that menu visual appeal and menu informativeness positively affected desire for food. The perception of COVID-19 risks positively affected the perceived convenience of online food ordering as well. While, desire for food and perceived convenience also positively affected purchase intention.

KEYWORDS	Menu appeal; menu informativeness; food desire; COVID-19 risks perception; perceived convenience; purchase intention

INTRODUCTION

Nowadays, Indonesians consider drinking coffee to be a lifestyle (Yudistira & Rabbani, 2020). According to data from the Ministry of Agriculture, the amount of coffee consumption in Indonesia increased by an average of 8.22 percent year between 2016 and

2021. However, as is known, the COVID-19 pandemic has seriously changed how consumers behave when making purchases and has harmed the food and beverage business (Eger, Komárková, Egerová, & Mičík, 2021). The restriction of physical distance led consumers to avoid going outside and dining out less in order to minimize the spread of COVID-19 (Kim & Lee, 2020). Hence, business must enhance the marketing strategy in order to survive in the current situation and adapt to consumer demands at home. Enhancing the digital consumer experience in particular by providing a practical online menu either using websites or food ordering platforms (Brewer & Sebby, 2021).

Menus are a marketing strategy used by restaurants to influence specific consumer perceptions (McCall & Lynn, 2008). Menu design offers the chance to define the value that the brand anticipates from buyers. Businesses should be aware of consumer preferences while buying food in order to enhance the shopping experience for customers and increase revenue (Peters & Remaud, 2020). Restaurants must create consumer-friendly online menus as a result. To assist consumers in making decisions, these menus might be displayed on websites or online food ordering platforms (Doanh, Do Dinh, & Quynh, 2022). Thus, this study examined o ne of the food and beverage (F&B) establishments in Indonesia using online menus which is Kopi Kenangan.

Kopi Kenangan is one of Indonesia's fastest-growing grab-and-go coffee chains, managed to open in 2017 (Marie & Budi, 2020). In just 4 years, Kopi Kenangan has expanded quickly and survived a pandemic by sustaining both online and offline business. Since Kopi Kenangan engages in online sales, they work to make their products available on a variety of platforms, such as the applications for Kopi Kenangan and Go-food, Grab-food, Shopee-food, and other e-commerce websites. Thus, Kopi Kenangan has a menu that provided online on various platforms.

In order to present the menu to consumer, the Kopi Kenangan have to take concern about menu information and visual design. It is in line with the suggestion by Jones & Mifll (2001) that menu must have two different meanings. First, the variety of foods and beverages that the restaurant offers. Second, it refers to a display that a restaurant uses to inform consumers about its menu. The two suggested interpretations are hence the focus of this investigation. This study evaluates how the visual design and informative content of the Kopi Kenangan menu affect customers' purchase intentions by referring them to the S-O-R model.

RESEARCH METHOD

Survey instrument and measures

This survey instrument is divided into two parts: screening questions and variable questions related to menu appeal and information, food desires, COVID-19 risk perception, perceived convenience in OFDs, and questions about purchase intentions (Gani, Faroque, Muzareba, Amin, & Rahman, 2021). The survey instruments used in this study for every variable were all adapted from prior study by Brewer & Sebby (2021). The Five-Likert scale was required to measure each item on the questionnaire (1 = strongly disagree; 5 = strongly agree). The survey included respondents' socio-demographics such as gender, age, area of origin, personal monthly food expense, marital status, employment status, and experience in purchasing Kopi Kenangan online. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021) as shown in **Fig1.**

Data collection

This study employed a quantitative approach using an online survey method in an attempt to reduce direct contact with respondents during the COVID-19 pandemic. Google Forms was employed to conduct the online survey. The online questionnaires are delivered through WhatsApp, Line, and Instagram particularly by having a chat with each respondent

individually or in a group chat and sharing the link by attach it in status and story. In addition, five selected respondents earned 50,000 rupiah Go-Pay balances as survey awards. Before moving on to the next section, respondents were first checked to determine if they had any prior experience purchasing Kopi Kenangan products online. Further, the pilot test was distributed to 50 participants living in Indonesia and having experience in purchasing Kopi Kenangan. The researcher evaluated SPSS in this pilot test to determine whether the measurement items would need to be improved by examining the level of validity and reliability. The main survey was distributed to 250 participants with the same criteria as the pilot test participants. Data collected was further analyzed with structural equation modelling (SEM) using SmartPLS software.

RESULT AND DISCUSSION

Sample characteristics

Table 1. Socio-demographics of Respondents

Characteristics	Frequency (n=250)	Percentage
Gender		
Male	99	39.6%
Female	151	60.4%
Age		
< 20 years	27	10.8%
20 – 29 years	155	62%
30 – 39 years	36	14.4%
40 – 49 years	25	10%
> 50 years	7	2.8%
Origin		
Maluku Island and surrounding	1	0.4%
Java Island and surrounding	211	84.4%
Borneo Island and surrounding	14	5.6%
Celebes Island and surrounding	10	4%
Sumatera Island and surrounding	14	5.6%
Marital Status		
Married	78	31.2%
Single	172	68.8%
Employment Status		
Employed	129	51.6%
Unemployed	121	48.4%
Monthly Expense		
< Rp 500.000	41	16.4%
Rp 500.000 -Rp 1.500.000	96	38.4%
Rp 1.500.001 – Rp 2.500.000	50	20%
Rp 2.500.001 - Rp 3.500.000	22	8.8%
Rp 3.500.001 - Rp 4.500.000	17	6.8%
> Rp 4.500.000	24	9.6%
Online Food Ordering Platform Used		

Go-food	116	46.4%
Grab-food	49	19.6%
Kopi Kenangan App	31	12.4%
Shopee-food	54	21.6%

Source: Primary data processed (2022)

Socio-demographic characteristics data of respondents are shown in **Table 1.** A total of 250 respondents were successfully gathered for this study through questionnaires made with Google Form. In terms of age, 62% of all respondents, or the majority, were between the ages of 21 and 29. There were 151 female respondents (60.4%) dominating the total sample and male 99 respondents (39.6%). Based on marital status, the dominant data were single (N=172, or 68.8%) and 31.2% were married. In terms of monthly expense, the data dominated with people with monthly expense in number from Rp500.000 until Rp1.500.000 with the total of 96 respondents (38.4%). Their employment status was near balance with 129 employed respondents (51.6%) and 121 unemployed respondents (48.4%). According to origin, respondents from Java Island (N=211, 84.4%) dominated the field, followed by those from Borneo, Celebes, Sumatra, and Maluku Island. Since the majority of Kopi Kenangan had established its stores in Java, hence this result was already expected. The, when respondents were asked what sort of online food ordering platform they had used, 116 respondents (46.4%) said they had used Go-food. Followed 49 respondents use Grab-food (19.6%), 54 respondents use Shopee-food (21.6%), and 31 respondents utilize the Kopi Kenangan App (12.4%).

Validity and reliability of measurements

Table 2. Validity and Reliability Test

Variable	Indicator	r count (n = 50)	Cronbach's Alpha
Menu Visual Appeal	MVS1	0.759	0.814
	MVS2	0.720	
	MVS3	0.789	
	MVS4	0.846	
	MVS5	0.630	
Menu Informativeness	MIF1	0.818	0.776
	MIF2	0.738	
	MIF3	0.757	
	MIF4	0.783	
Perception of COVID-19 Risk	PCV1	0.454	0.842
	PCV2	0.586	
	PCV3	0.585	
	PCV4	0.807	
	PCV5	0.798	
	PCV6	0.892	
	PCV7	0.815	

	DSF1	0.616	
	DSF2	0.745	
	DSF3	0.732	
Desire for Food	DSF4	0.654	0.855
	DSF5	0.833	
	DSF6	0.781	
	DSF7	0.801	
	COF1	0.813	
	COF2	0.642	
	COF3	0.761	
Perceived Convenience in Online Food Ordering	COF4	0.706	0.791
	COF5	0.554	
	COF6	0.584	
	COF7	0.613	
	PIC1	0.816	
Purchase Intention	PIC2	0.842	0.768
	PIC3	0.826	

According to the findings of the validity test conducted on the 50 respondents mentioned above, all statement items show values that are in the range of r count > r table (0.279). Thus, all of the questionnaire statement items can be evaluated as being valid. In terms of reliability, it is shown that the Cronbach's Alpha of each variables had a value of > 0.7. It can be concluded that all of the respondents' questionnaire replies are reliable. Thus, the questionnaire from this study can be used in further study.

Hypothesis testing

By using SmartPLS program, structural equation modeling (SEM) was performed out to examine the relationships between the variables in our model (Wong, 2013). Model testing and model estimation are two forms of model testing (Hou, Huo, Leng, & Mannering, 2022). Inner model testing and outside model testing are two types of model testing. The two test models each had their own goodness-of-fit indicators (Skytt, Kermarrec, & Dokken, 2022). Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA), and Composite Reliability (CR) are used as indicators in the outer model testing. Meanwhile, the suitability of the inner model is determined using the PLS Bootsrapping approach with its indicators, t-values, p-values, and R-square (R^2). *Measurement Model*

Table 3. Convergent validity and discriminant validity

Construct	FL	CR	AVE	DSF	MVS	MIF	COF	PCV	PI
DSF	0.866-0.898	0.960	0.772	**0.879**					

MVS	0.890-0.933	0.963	0.839	0.729	**0.916**			
MIF	0.899-0.920	0.951	0.831	0.686	0.697	**0.911**		
COF	0.897-0.927	0.972	0.834	0.803	0.781	0.723	**0.913**	
PCV	0.807-0.872	0.950	0.732	0.777	0.728	0.653	0.786	**0.855**
PI	0.921-0.936	0.949	0.860	0.833	0.741	0.669	0.826	0.738	**0.927**

Since the value of the outer loadings or standardized factor loading (FL) is more than 0.70, it can be inferred from the description in **Table 3** above that all indicators in the study variables fulfill convergent validity. Additionally, it is clear that all variables in both the validity test using Average Variance Extracted (AVE) and the reliability test using Composite reliability (CR) have value that is greater than 0.50 (Shrestha, 2021). Therefore, it can be said that the variables tested are valid and reliable, enable the structural model to continue to be tested (Oyman, Bal, & Ozer, 2022).

The variable score for the outcomes of discriminant validity is shown in Table 4.10. As explained previously, a strong indicator of discriminant validity was when the square root AVE score above the correlation score of the other variables below (Ab Hamid, Sami, & Sidek, 2017). In detail, desire for food (0.879) was higher than menu appeal (0.729), menu informativeness (0.686), perceived convenience (0.803), perception of COVID-19 risk (0.777), and purchase intention (0.833). Menu appeal (0.916) was higher than menu informativeness (0.697), perceived convenience (0.781), perception of COVID-19 risks (0.781), and purchase intention (0.741). Menu informativeness (0.911) was higher than perceived convenience (0.723), perception of COVID-19 risks (0.653), and purchase intention (0.669). Perceived convenience (0.913) was higher than perception of COVID-19 risks (0.786), and purchase intention (0.826). Perception of COVID-19 risks (0.855) was higher than purchase intention (0.783). Finally, there were no other variables below the purchase intention (0.927) variable that were higher than its score. It was based on the results that were stated that each variable in this study had effectively described a good discriminant validity (Mehralian, 2022).

Table 4. Path Coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	p-value	Result
H1: MVS → DSF	0.245	3.202	0.001	H1 is supported

H2: MIF → DSF	0.216	3.433	0.001	H2 is supported
H3: PCV → DSF	0.457	7.108	0.000	H3 is supported
H4: PCV → COF	0.786	21.693	0.000	H4 is supported
H5: DSF → PIC	0.477	7.723	0.000	H5 is supported
H6: COF → PIC	0.443	7.175	0.000	H6 is supported

Note: MVS= Menu visual appeal; MIF= Menu informativeness; DSF=Desire for food; PCV=Perception of COVID-19 risks; COF=Perceived convenience in online food ordering; PI=Purchase intention

Source: Primary data processed (2022)

The path coefficient of the research is displayed in **Table 4** and **Fig. 2**. The test shows the result that all hypothesizes in this study, H1, H2, H3, H4, H5, and H6 are all supported since the number of t statistics are all greater than 1.96 and p-values are less than 0.05

CONCLUSION

The purpose of this study is to discover the factor that affect people's intention to buy Kopi Kenangan products online. This study builds an empirical investigation into consumers' purchasing intentions during the pandemic in relation to the online food menu under the extended S-O-R framework, particularly with Kopi Kenangan as the focus. In particular, factors that affect consumers' intentions to purchase food through an online food ordering platform are factors that researchers may utilize to understand better and implement marketing materials. Similar studies that have looked at how online food menus affect consumers' purchasing intentions, particularly in Kopi Kenangan, are still uncommon. The findings of this study will thus help to further the empirical studies on what motivates potential customers to purchase Kopi Kenangan products online.

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