

MARKETING COMMUNICATION MIX ON PURCHASE DECISION IN INDUSTRIAL AREA: A STUDY FROM INTERNATIONAL CHAIN COFFEE SHOP

Filda Rahmiati ^{a*)}, Tasya Zahwa Prayoga ^{a)}, Felix Goenadhi ^{a)}, Roszi Naszariah Nasni Naseri ^{b)}

^{a)} President University, Cikarang, Indonesia

^{b)} Universiti Teknologi MARA, Melaka, Malaysia

^{*}Corresponding Author: filda.rahmiati@president.ac.id

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Abstract. The pandemic has impacted hospitality businesses, including domestic coffee shops, as it is becoming the primary factor in the economic rotation. Starbucks Coffee Indonesia also faces weakened demand from the community to purchase its products. This phenomenon is driven by panic-buying communities who prefer to buy daily necessities. Therefore, this study was conducted to determine the impact of the Marketing Communication Mix aspects, advertising, sales promotion, personal selling, public relations, and direct marketing, as mediated by purchase intention on Starbucks purchase decisions in Cikarang as an Industrial Area. The quantitative method was utilized to gather data using a questionnaire. The questionnaire was distributed online to consumers who purchased Starbucks coffee shop products during the pandemic (n = 188). Structural equation modeling was utilized to determine the proposed research hypothesis. The findings showed that advertising, public relations, and direct marketing positively influence purchase decisions directly and indirectly through Purchase Intention in the industrial region. Sales promotion and personal selling were unimportant in affecting consumer purchase decisions in industrial areas.

Keywords: marketing communication mix; purchase intention; purchase decision; coffee shop; industrial area

I. INTRODUCTION

Drinking coffee and visiting coffee shops is no longer a seasonal trend in Indonesia, but it has become a new culture that changed the domestic lifestyle [1]. The Indonesian coffee market was impacted by The Second World War, which introduced Indonesia to the coffee plantation as a potential archipelagic country that has abundant natural resources. Since then, Indonesians' coffee-drinking habits, which began as a tradition, have become a valuable business opportunity [2]. International Coffee Organization (ICO) Coffee Development Report 2019 recorded Indonesia as the fourth largest coffee producer in the world, with a total production of 12 million sacks of 60 kg of coffee from 2013 until 2018, below Brazil, Vietnam, and Colombia, which took the first to third positions respectively. Indonesian coffee production increased from 717,962 tons in 2017 to 756,051 tons the following year. Temporary records were set in 2019 with 752,511 tons and increased to 753,941 tons in 2020. The Indonesian Ministry of Agriculture also sees the potential increased size of Indonesian coffee plantations as it is growing yearly. The provisional figure for 2019 was 1.258 million hectares, expected to reach 1.264 million ha this year. This data is proved coffee has become a profitable business opportunity [3].

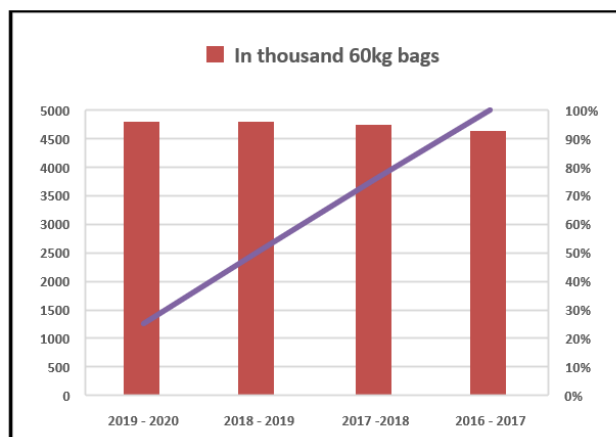


Figure 1. Indonesia's Coffee Consumption in the year 2016 – 2020

International Coffee Organization reported that Indonesian coffee consumption has gradually risen from 2016 until 2020. The growth of domestic coffee consumption encouraged all segments of people to drink and visit coffee shops [3].

Cikarang city is one of Southeast Asia's largest industrial estates, managing about 2,000 national and multinational enterprises from 30 countries [4]. The high population density in Cikarang, based on thousands of

employees from industrial companies and students from several educational places, has influenced the demand for coffee shops, resulting in several coffee shops meeting market demand locally. Many employees and residents believe coffee is the ideal companion since it improves alertness, concentration, and performance [5]. With more than 10,000 locations across more than thirty countries, Starbucks Coffee is one of the world's most well-known and influential coffee chains. From 2002 until February 2020, Starbucks expanded its market in Indonesia and increased the number of outlets to 440 in 25 cities [6]. In Cikarang city, Starbucks has five branches strategically where residents and workers can easily reach each branch to enjoy one cup of coffee. The development of internet technology and the increasing use of social media have encouraged the industrial sector to survive in business competitiveness. The Pandemic also changes how people interact with others by relying upon the internet and social media as a tool for their mobility. The total number of internet users in Indonesia for the 2019–2020 second quarter was 196.7 million. [7]. Compared to 2018, this number climbed by 23.5 million, or 8.9%. These statistics demonstrate several businesses were already committed to advancing technology before the pandemic. This action forced all business sectors to be more creative and innovative in utilizing the internet. One of the fundamental components of marketing strategy is marketing communication, the initiatives used to serve and engage the market [8]. i-Buzz Word of Mouth Authority observed 70 coffee brands in Indonesia (both global and local) that monitor the future market research that provides consumer preferences for several brands [9]. In one year (July 2019 – June 2020), they found 3,502 WOM (Word of Mouth), and only Starbucks, as the world's most well-known coffee brand, earned 166 WOM, listed in the top 10 Coffee Brands in Indonesia [9]. Since the pandemic, Indonesian consumers tend to spend their money on primary needs resulting in a shift in consumer demand to go to simpler places that are more convenient for them. In line with consumer willingness to communicate and recommend premium coffee at a reasonable price to their relatives [10].

Despite the pandemic, coffee output and consumption in Indonesia steadily increase yearly. It opens up a lot of potentials for Indonesia's coffee shop sector to grow. As previously stated, Starbucks, the world's largest coffee shop, is declining its market preferences, compared to local coffee shops that Indonesians prefer to choose due to physical distance and restrictions that lead to panic buying. Furthermore, if a problem occurs regularly in several coffee shops, it will impact Starbucks consumers' purchasing decisions, leading to future consumer contributions to repurchase the product. One loyal customer who repurchases from the same company is considerably superior to five new customers. If the customer has reached the loyalty stage and believes in the product, they will tell his friends and family about the brand and influence them to purchase it [11]. The researcher will look at the exogenous Marketing Communication variable (Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing), the endogenous variable (Purchase Decision), and the intervening

variable (Purchase Decision) in this study (Purchase Intention). The researcher will use quantitative research and choose a sample who is the consumer of Starbucks in Cikarang city.

Marketing communication is the art of communicating with communities to grab market attention. It demonstrates how the company's communication tools convey a message to its target audiences consistently, clearly, and in an integrated manner [12], [13]. Company organizations use various promotional tools to survey today's business market and conduct marketing [14]. Marketing communication mix aspects, advertising, sales promotion, public relation, personal selling, and direct marketing will earn consumer attention and the decision to purchase the company's product and services. This tool also leads the company to better understand its consumer purchasing behavior [15].

Advertising is a non-personal kind of mass communication that delivers the message of the products or services to the customer [16]. Advertising messages can go beyond regional and national boundaries and could be exposed to a global market by using the internet to deliver the message [17]. Advertising is a competitive tool for companies to utilize innovative and appealing advertisements to attract and grab customer intention [18]. A study by Darmatama and Erdiansyah [19] explained that social media advertising relevant to consumer demands could impact consumer purchase decision action because advertising message effectively develops positive consumer opinions regarding the product.

Sales promotion is a short-term incentive encouraging the trial or purchase of a product or service [20]. Sales promotion has four constructs: identifying and attracting customers communicating new products, increasing the number of consumers for widely known products, inviting consumers to come to the store where the product is sold and motivating consumers to buy a product [21]. In addition, sales promotions affect consumers' behavior to buy a specific outcome [22]. In sum, promotion is a critical aspect and tool for marketers, and it has long been used to obtain a competitive advantage, increase sales, and draw consumers' attention. The quantity of money customers spend is influenced by promotions, which might shorten the time it takes them to decide [23].

Customer relationships with businesses are built through a personal presentation by personal selling [14]. Prayogi et al., [24], stated that promotion through personal selling is a direct meeting with the customer where the salesman explains the feature of the product to them, resulting in a better comprehension of the product and creating a desire to purchase it. It's also thought that as a salesperson meets potential customers and establishes a strong relationship, the number of product sales realized by customers would rise [25]. Additionally, consumers' purchasing decisions are influenced by the exchange of information and interest through personal selling as they see the information given to the product [25][27]. Furthermore, the salesman is believed to be a potential connection between the company and the consumer, as they represent the brand.

Public relations (PR) is an interactive system that uses one or more communication tools to maintain a relationship with a consumer [27]. PR is not only concerned with the products; it is also aligned with the entire organization. The main goal of this initiative was to gain audience knowledge and influence public opinion regarding the brand. Firmansyah [28] also claimed that relations attempt to trust in mutual understanding for consumers and businesses and can create a positive brand image by using public opinions. It is highlighted that public relation is part of a company's organizational structure for creating a good brand image in the eyes.

Direct marketing is a strategy for the company to engage directly with its target customer and generate a reaction from them. By utilizing several channels and media, direct marketing will be able to generate responses from the potential consumer, making it an easier connection between the company and the consumer for future transactions [29]. Consumers can interact with company through phone, website, or mobile app to build an exact configuration of product information [14]. When a company utilizes direct marketing, they interact directly with its target market, which results in higher sales success rather than communicating to the general public, who may or may not be interested in the products and services [30].

Purchase intention is an important aspect of consumer behavior when a customer is ready to agree with a seller [31]. Businesses regularly assess and use purchase intention to decide on new and existing products and services. Consumer purchase intentions indicate that they will rely on their knowledge, first option, and external surroundings to gather information and then make a purchasing decision by different types of behavior [32]. Predicted income, pricing, and product benefits may influence consumers' purchasing intentions. On the other hand, unexpected situations may affect the purchase decision. For example, the economy might worsen, a close competitor could lower its price, or relatives express dissatisfaction with your brand's preferences [14]. To conclude, purchase intention is a process where consumers analyze their knowledge of the product, compare the product with other similar products, and make a decision on the product to be purchased

Purchasing decisions are consumers' understating of their desire and need for a product by assessing existing sources in line with setting purchase goals and identifying alternatives to create a decision [33]. As stated by Rahmiati et al., [34], the core of consumer purchase decisions may simply be individuals selecting their purchasing destination among accessible market options. The purchase is a phase in the customer decision-making process, including initial awareness, information search, alternative appraisal, actual purchase, and building brand loyalty. The decision-making purchase is usually affected by marketing activities, as well as the consumer's social and cultural environment

II. RESEARCH METHODS

For this study, a questionnaire as a data collection was methodically developed to measure the proposed variables. The partial Least Square-Structural Equation Model (PLS-SEM) will be used to evaluate the sample. The general rule is that the number of observations at the base is multiplied by five by Hair et al., [35]. A hypothetical structure illustrates the link between the constructs. Garson [36], asserts that PLS is the most efficient methodology when the purpose of the study is exploratory or predictive modelling. PLS-SEM analysis uses two sub-models; structural models (inner model) and measurement models (outer models). The structural model could be achieved by using PLS-SEM to display the intensity of latent variables. Convergent validity, discriminant validity, and reliability are used to evaluate internal variable accuracy (see Table I). The inner construct's measurement is regarded as a structural construct. An inner model shows and explains the link between each latent variable in a research model. The following idea is to assess the SEM-PLS structural model using R2 and Q2 measurements. The hypotheses can be accepted if the statistical t-value is more significant than 1.96 and the P-value for each pathway is less than 0.05 or 5%.

Table 1. Parameter Measurement Model Validity and Reliability [35][37]

Test	Parameter	Rule of Thumb
Convergent Validity	Outer Loading Factor	> 0.708
	Average Variance Extracted (AVE)	> 0.5
Discriminant Validity	Cross Loading	Each indicator must be positively correlated to its construct
	Heterotrait-Monotrait (HTMT)	< 0.90 / <1
Reliability	Cronbach Alpha	> 0.70
	Composite Reliability	> 0.70

III. RESULTS AND DISCUSSION

Demographic Information

Overall, this study gathered 209 respondents, 188 were used in the study, considered valid respondents who had visited Starbucks stores in Cikarang city (Industrial Area). Likewise, most respondents were under 25 (79.3%), followed by those between 25-40 (20%). Data gathered might be influenced by marital status, occupation, and high monthly income, as most of these respondents are still single and pursuing a Bachelor's degree. This study's gender result shows that female respondents were higher than male respondents, 47.9% compared to 52.1%. In terms of monthly income, were varies from less than 1 million rupiahs to above 10 million rupiahs. The highest percentage of 52.1% ranged from 1-5 million rupiah, followed by 23.4% from <1 million rupiahs. Given the previous data gathered, most undergraduate students and the age range <25 years old fill out the questionnaire, and the result of this income data is consistent.

Given the previously indicated target categories, Starbucks Coffee would be best served by focusing on bachelors and newlyweds since these demographics correlate well with the desired age groups [38].

Analysis of Structural Equation Model (SEM)

a) Outer Model Measurement

In an outer model measurement, all manifest variables (indicators) are correlated with their corresponding hidden variables using convergent validity, discriminant validity, and reliability. Loading factors for items AD1, AD2, PD3, PI1, PR1, and PR5 are less than 0.708. From in viewpoint of Hair et al. [35], indicators that do not exceed the required loading factor of >0.708 should be removed (Table 2). Each latent variable has an AVE value greater than 0.5, indicating that it can represent at least 50% of its item (Table 3). In sum, it is considered valid and meets the convergent validity requirements. Next, the discriminant validity can be done by checking cross-loading. The correlation value in cross-loading on the observed latent variable indicator must be greater than other latent variables. This study found that the cross-loading value for each construct has a higher correlation to the associated construct (Table 4). Next, Heterotrait-Monotrait (HTMT) also met the parameter measurement model requirement. All unrelated constructs are shown to be unrelated and satisfy the requirements for discriminant validity. The last test for evaluating outer models is reliability. Each variable has a dependability value of better than 0.7, which includes Cronbach Alpha (CA) and Composite Reliability (CR). As a result, it can be argued that all variables are trustworthy and can be used to test hypotheses.

Table 2. Outer Loading Result after removal

	ADV	DM	PS	PR	PD	PI	SP
AD3	0.838						
AD4	0.833						
AD5	0.737						
AD6	0.841						
DM1		0.794					
DM2		0.825					
DM3		0.886					
DM4		0.816					
DM5		0.858					
PD1					0.742		
PD2					0.787		
PD4					0.913		
PD5					0.794		
PD6					0.847		
PI2						0.800	
PI3						0.772	
PI4						0.819	
PI5						0.783	
PR2				0.739			
PR3				0.886			
PR4				0.898			
PS1			0.809				
PS2			0.849				
PS3			0.776				
PS4			0.840				
PS5			0.809				

	ADV	DM	PS	PR	PD	PI	SP
PS6			0.808				
SP1							0.809
SP2							0.839
SP3							0.756
SP4							0.819
SP5							0.820
SP6							0.818
SP7							0.755

Table 3. AVE Result

Latent Variable	AVE Result	Interpretation
Advertising	0.662	Valid
Sales Promotion	0.645	Valid
Personal Selling	0.665	Valid
Public Relation	0.712	Valid
Direct Marketing	0.699	Valid
Purchase Intention	0.630	Valid
Purchase Decision	0.670	Valid

Table 4. Cross Loading Factor

	ADV	DM	PS	PR	PD	PI	SP
AD3	0.838	0.542	0.486	0.468	0.568	0.568	0.620
AD4	0.833	0.495	0.497	0.408	0.552	0.492	0.613
AD5	0.738	0.606	0.639	0.476	0.584	0.635	0.689
AD6	0.841	0.476	0.506	0.455	0.598	0.546	0.647
DM1	0.481	0.794	0.526	0.500	0.589	0.617	0.494
DM2	0.611	0.825	0.544	0.518	0.597	0.695	0.538
DM3	0.529	0.886	0.586	0.608	0.630	0.584	0.570
DM4	0.583	0.816	0.564	0.559	0.624	0.604	0.581
DM5	0.543	0.858	0.543	0.657	0.622	0.617	0.603
PS1	0.611	0.502	0.809	0.558	0.552	0.579	0.541
PS2	0.599	0.576	0.849	0.495	0.605	0.578	0.572
PS3	0.441	0.418	0.776	0.421	0.448	0.458	0.432
PS4	0.532	0.541	0.840	0.574	0.652	0.519	0.520
PS5	0.538	0.636	0.809	0.559	0.645	0.565	0.516
PS6	0.501	0.543	0.808	0.581	0.607	0.528	0.528
PR2	0.382	0.450	0.504	0.739	0.432	0.462	0.415
PR3	0.497	0.570	0.566	0.886	0.535	0.586	0.548
PR4	0.528	0.676	0.584	0.898	0.657	0.641	0.558
PD1	0.644	0.481	0.440	0.392	0.742	0.597	0.549
PD2	0.584	0.617	0.579	0.561	0.787	0.640	0.567
PD4	0.582	0.684	0.694	0.543	0.913	0.750	0.585
PD5	0.540	0.630	0.627	0.568	0.794	0.654	0.612
PD6	0.580	0.578	0.589	0.587	0.847	0.737	0.577
PI2	0.609	0.585	0.566	0.501	0.695	0.800	0.568
PI3	0.405	0.585	0.474	0.555	0.580	0.772	0.431
PI4	0.538	0.568	0.496	0.534	0.694	0.819	0.535
PI5	0.645	0.640	0.561	0.554	0.653	0.783	0.590
SP1	0.620	0.484	0.453	0.383	0.525	0.552	0.809
SP2	0.663	0.567	0.600	0.543	0.616	0.623	0.839
SP3	0.674	0.423	0.465	0.460	0.493	0.464	0.756
SP4	0.663	0.544	0.521	0.461	0.652	0.553	0.819
SP5	0.587	0.536	0.486	0.517	0.547	0.533	0.820
SP6	0.638	0.639	0.622	0.575	0.624	0.562	0.818
SP7	0.648	0.541	0.419	0.462	0.484	0.476	0.755

Table 5. Heterotrait-Monotrait Ratio (HTMT) Value

	AD	DM	PS	PR	PD	PI	SP
AD							
DM	0.754						
PS	0.753	0.734					
PR	0.678	0.797	0.770				
PD	0.838	0.828	0.805	0.768			
PI	0.836	0.880	0.773	0.836	0.982		
SP	0.913	0.738	0.699	0.706	0.790	0.778	

Table 6. Construct Reliability

	Cronbach's Alpha	Composite Reliability	Interpretation
Advertising	0.829	0.886	Valid
Direct Marketing	0.892	0.921	Valid
Personal Selling	0.899	0.922	Valid
Public Relation	0.796	0.881	Valid
Purchase Decision	0.875	0.910	Valid
Purchase Intention	0.804	0.872	Valid
Sales Promotion	0.908	0.927	Valid

The values of each indicator's loading factor and R² for each endogenous latent variable are shown in Figure 2.

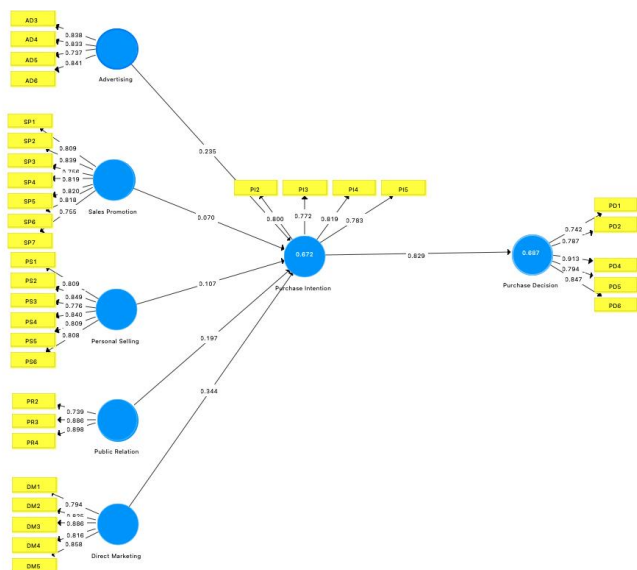


Figure 3. Outer Model

b) Inner Model Measurement

There are eleven hypotheses in the inner model results. The following four hypotheses were disproven: Hypotheses 2 (Sales Promotion influences Purchase Intention in the Starbucks Cikarang area), Hypotheses 3 (Personal Selling influences Purchase Intention in the Starbucks Cikarang area), Hypotheses 8 (Purchase Intention mediates the relationship between Sales Promotion and Purchase Decision on Starbucks Cikarang area), and Hypotheses 9 (Purchase Intention mediates the relationship between Personal Selling and Purchase Decision on Starbucks Cikarang area) (Table 7). In contrast, seven hypotheses are accepted in this study with a t-value larger than 1.96 and a P value (sig) of less than 0.05

for each path. (See Table 8). R² of the purchase decision was 0.687, indicating that the exogenous latent factors can explain the purchase decision. (Advertising, Sales Promotion, Personal Selling, Public Relation, and Direct Marketing) as for 68.7%, variables outside of this study explain the remaining 31.3. Meanwhile, the R² for purchase intention is 0.672, which is moderate. This research's exogenous variables can count up to 67.2% of purchase intention and stated that other variables outside this research explain the remaining 32.8%.

Table 7. Result of Hypotheses (Direct Effect)

Path	T-statistics	P-value	Interpretation	Result
Advertising -> Purchase Intention	2.373	0.018	Significant	H1 Accepted
Direct Marketing -> Purchase Intention	4.595	0.000	Significant	H5 Accepted
Personal Selling -> Purchase Intention	1.226	0.221	Insignificant	H3 Rejected
Public Relations -> Purchase Intention	2.796	0.005	Significant	H4 Accepted
Purchase Intention -> Purchase Decision	21.029	0.000	Significant	H6 Accepted
Sales Promotion -> Purchase Intention	0.558	0.577	Insignificant	H2 Accepted

Table 8. Result of Hypotheses (Indirect Effect)

Path	T-statistics	P-value	Interpretation	Result
Public Relation -> Purchase Intention -> Purchase Decision	2.793	0.005	Significant	H10 Accepted
Sales Promotion -> Purchase Intention -> Purchase Decision	0.559	0.576	Insignificant	H8 Rejected
Advertising -> Purchase Intention -> Purchase Decision	2.383	0.018	Significant	H7 Accepted
Personal Selling -> Purchase Intention -> Purchase Decision	1.214	0.225	Insignificant	H9 Rejected
Direct Marketing -> Purchase Intention -> Purchase Decision	4.628	0.000	Significant	H11 Accepted

c) Discussion of Findings

The result of this study showed that Hypotheses 1 was accepted. In line with previous research conducted by Ruswanti et al., [31], advertising has a beneficial influence on the desire to buy organic vegetables in Lotte Mart. Advertising items triggers consumers' purchase intention in the hospitality industry (KFC, SFC, Bake and Fried, Chinese restaurant) in Gcity. Furthermore, suppose customers are convinced that the product advantages meet their expectations and result in satisfaction. In that case, their purchasing

experience influences their desire to repurchase and their intention to acquire the product. Advertising promotes product attributes, notifies consumers of product availability, and describes what differentiates one brand from another to attract customers. The same result was also found in Hypotheses 7, which is that Advertising mediated by Purchase Intention influences the Purchase Decisions of Starbucks in the industrial area. This result means advertising would draw consumers' attention to the company's products and urge them to purchase them, which is a good thing; as a result of the company's advertising, consumers will be aware of the company's products, causing them to want to buy them.

Considering the sales promotion, the analysis of the conducted data via PLS-SEM states that it does not impact both purchase intention and purchase decision, so Hypothesis 2 & 8 are rejected. This research contradicts Martey's [25] study, which revealed that sales promotion impacts purchase intent in the Ghanaian restaurant industry. Furthermore, Maulana and Mulyana [39] also discovered that sales promotion impacts buying intention in Starbucks Bogor city. Starbucks' promotion enticed most of its respondents in Starbucks Bogor city. It is supported by short-term incentives, which can enlighten customers about certain products and urge them to respond. Discounted prices and promotions make buyers feel encouraged to acquire certain brands, which can improve purchase intention. In contrast, a study by Ruswanti et al. [31], have found sales promotion does not affect buying intention. The hypotheses do not imply that sales promotion affects purchase intention for organic veggies in the Lotte Mart store, which supports the findings of this study. According to their findings, organic veggies are rarely offered sales promotion tools like coupons or discounts. When a business has conducted sales promotions that have had no obvious impact on purchasing decisions, they said the company's sales promotion does not affect their purchasing behavior. In sum, Starbucks consumers in the industrial area may not consider sales promotion as their product's added value as they are regular customer who often visited Starbucks even before the pandemic. They buy Starbucks' products as their primary needs, attitudes towards the brand, and lifestyle.

The analysis has shown that personal selling has not influenced both direct and indirect relation to purchasing decisions and intention. Hence, Hypotheses 3 & 9 were rejected. These results are consistent with prior research by Ruswanti et al., [31]. They claimed organic food information is rarely distributed by personal selling, and healthy people only choose organic food as their life preference for a healthy lifestyle. Martey [25] also claimed that salespeople could create a huge impact on consumer interest in their purchasing behavior; however, communication with the customer mitigates the arousal effect on consumer satisfaction and behavior. From this vein, it depends on salespeople to stimulate consumer interest in their products. Nevertheless, most Starbucks consumers in Cikarang city are unaffected by personal Selling as they deal with the current pandemic outbreaks. Consumers prefer to order from Starbucks' delivery services that already provide all product information

rather than receive product information directly from baristas (salesperson).

The findings indicated that public relations significantly affected consumer purchase intention and decision, and this relationship confirmed Hypotheses 4 and 10, respectively. The obtained result aligns with Maulana and Mulyana's [39] research, which indicated that Starbucks' public relations attract much consumer attention in Bogor city. Added to Sari et al., [27] study, the company's engagement in creating public relations is through its role in expressing gratitude or following an event hosted by the surrounding community. According to them, "the goal of public relations is to establish deep relationships with corporate relations so that the company's reputation is always protected." In sum, by using public relations as a marketing initiative, their brand awareness will grow as more consumers are interested in purchasing the company's products, and the company's reputation could be improved.

Hypotheses 5 and 11 were also accepted. This finding aligns with Ruswanti et al., [20], who indicated that direct marketing effectively reaches a wide range of audiences. It's an interactive marketing system that uses one or more advertising mediums to track sales at every level. Direct marketing is a component of marketing communication that greatly impacts the desire to purchase organic products in retail. Direct marketing entails various media activities that elicit customer responses, allowing the marketer to understand better and respond to the customer's genuine needs, which confirms the outcomes [25]. The hypothesis might be that direct marketing impacts Starbucks' customers in the industrial area, eliciting a response from customers drawn to acquire Starbucks' products, resulting in a desire to buy them. Based on the statistical analysis, the Purchase Intention towards Purchase Decision (H6) is also accepted. This finding is also consistent with Raza et al.'s [40] study, which verified numerous approaches to influencing purchase intention using marketing communication strategy. Prior knowledge by Batra and Keller [41], who stated a consumer's marketing experience towards a brand would have a considerable impact on purchase intention, leads to their behavior regarding the decision to purchase. In sum, improving purchase intention could affect purchase decisions, indicating that people considered having an intention in an industrial area would likely increase their desire to purchase.

IV. CONCLUSION

Marketing strategies have received increasing attention from several researchers to conduct some studies. The previous study, which attempted to examine the influence of marketing communication mixes on consumer purchasing behavior, was completed in a limited context. Specifically, there is a lack of study concerning the importance of marketing communication experience for the hospitality industry, especially amid the pandemic. This research was designed to provide an approach of marketing communication experience by consumer in Starbucks Cikarang city. This research investigates how advertising, sales promotion,

personal selling, public relation, and direct marketing impact their intention and how it further influences their decision to purchase. Despite the global COVID-19 epidemic, Starbucks has evolved as a corporation for decades and has solid roots that will allow it to meet the current environmental constraints. Their marketing strategy includes using social media to keep in touch with their customers. Individuals are encouraged to engage in projects and to provide suggestions for future improvements, and their customers perform the research and development for free. As a result, PT. Sari Coffee Indonesia should maintain these variables by improving its product promotion and providing innovation. These factors should be considered to grow the number of customers, maintain sales, and encourage consumers to buy their items. Other factors, such as sales advertising and personal selling, have little impact on buying intention and decision. PT. Sari Coffee Indonesia should use this chance to reconsider its distribution and advertising strategies to maximize potential in the post-COVID-19 market, even though these variables are minor. The local coffee shop also will be able to understand customer preferences that influence their decision to purchase an international coffee chain; several contributing factors should be questioned and re-examined since the pandemic situation has returned to normal, PT. Sari Coffee Indonesia should continue to expand its product offering and continuously monitor new technical advances, as its target market anticipates, as well as how to persuade consumers to make purchases. Furthermore, as the number of customers grows, Starbucks must remain well-organized and maintain its customized consumer approach, which defines this and encourages customers to return. For future research, they can attempt to refer to Starbucks in Cikarang city as an industrial area and the implications of the hospitality business in general. Other, larger study objects were used to obtain more general data on the elements that impact Starbucks' buying decisions in the Cikarang area. Future research is expected to employ a qualitative approach, allowing for more extensive and intricate data to be retrieved from the interview since this study used quantitative approaches.

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