

Ringkasan

Pandemi covid-19 ini membuat mobilitas masyarakat dunia terganggu. Dampak dari pandemi covid-19 ini tidak hanya menyasar sektor kesehatan, namun juga berbagai macam sektor lain seperti sektor pendidikan, industri pariwisata dan sektor usaha. Perubahan perilaku konsumen yang terjadi membuat setiap perusahaan harus mampu beradaptasi dengan perubahan perilaku konsumen yang terjadi agar perusahaan atau usaha yang dijalankan dapat mempertahankan kelangsungan usaha. Era kebiasaan baru merupakan keadaan pemulihan menuju kebiasaan normal setelah adanya pandemi covid-19. Beberapa perubahan terjadi pada era kebiasaan baru, khususnya untuk bisnis *coffee shop* seperti :(1) penjualan yang belum maksimal seperti keadaan normal; (2) kunjungan konsumen yang belum mencapai taraf normal; (3) operasional *coffee shop* yang terbatas; (4) penggunaan transaksi *online*; (5) dan pembentukan unit bisnis sebagai penunjang bisnis utama.

Tujuan penelitian ini yaitu mengetahui: (1) pengaruh *digital marketing* terhadap *intention to purchase* dalam bisnis *coffee shop* di era kebiasaan baru; (2) pengaruh *celebrity endorsement* terhadap *intention to purchase* dalam bisnis *coffee shop* di era kebiasaan baru; (3) pengaruh *e-money* terhadap *intention to purchase* dalam bisnis *coffee shop* di era kebiasaan baru; dan (4) merumuskan rekomendasi strategi bisnis *coffee shop* menggunakan matriks *Boston Consulting Group* (BCG). Penelitian ini dilakukan menggunakan metode survei yang bersifat eksplanasi. Data primer dikumpulkan melalui kuesioner penelitian. Objek yang diteliti dalam penelitian ini adalah pengaruh *e-money*, *celebrity endorsement*, *digital marketing* terhadap *intention to purchase* dan strategi bisnis *coffee shop* di era kebiasaan baru. Sasaran penelitian adalah konsumen *coffee shop* yang melakukan pembelian secara *online* maupun *offline*. Lokasi penelitian dipilih secara *purposive* yaitu Taman Coffee, Society Coffee House, Kalih Coffee and Tea, Milos Coffee, Singgah Coffee and Book dan Soedoet Kaupi. Waktu penelitian yaitu September-November 2022. Teknik pengambilan sampel yang digunakan yaitu *Accidental sampling* sebanyak 140 responden. Analisis data dilakukan dengan menggunakan *structure equation model-partial least square* (SEM-PLS) untuk mengukur besar pengaruh variabel *e-money*, *endorsement*, dan *digital marketing* terhadap *intention to purchase*. Kemudian analisis *Boston Consulting Group* (BCG) digunakan untuk mengukur tingkat pertumbuhan pasar, pangsa pasar relatif, dan rekomendasi strategi bisnis *coffee shop* di era kebiasaan baru.

Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh positif variabel *e-money* terhadap *intention to purchase coffee shop*, (2) terdapat pengaruh positif variabel *celebrity endorsement* terhadap *intention to purchase coffee shop*, dan (3) terdapat pengaruh positif variabel *digital marketing* terhadap *intention to purchase coffee shop*. Kemudian dalam analisis *Boston Consulting Group* (BCG) menunjukkan bahwa Kalih Coffee and Tea termasuk kedalam kuadran *stars*, dan dapat direkomendasikan untuk menggunakan strategi *hold*. Society Coffee House termasuk kedalam kuadran *question marks*, dan dapat direkomendasikan untuk menggunakan strategi *build*. Taman Coffee termasuk kedalam kuadran *cash cows*, dan dapat direkomendasikan untuk menggunakan strategi *build*. Soedoet Kaupi termasuk kedalam kuadran *cash cows*, dan dapat direkomendasikan untuk menggunakan strategi *build*. Milos Coffee termasuk kedalam kuadran *pet*, dan dapat direkomendasikan untuk menggunakan strategi *harvest*. Kemudian, Singgah Coffee and Book termasuk kedalam kuadran *pet*, dan dapat direkomendasikan untuk menggunakan strategi *harvest*.

Summary

The Covid-19 pandemic has disrupted the mobility of the world's people. The impact of the Covid-19 pandemic is not only targeting the health sector, but also various other sectors such as the education sector, the tourism industry and the business sector. Changes in consumer behavior that occur make every company must be able to adapt to changes in consumer behavior that occur so that the company or business being run can maintain business continuity. The new normal era is a state of recovery towards normal habits after the co-19 pandemic. Several changes occurred in the new normal era, especially for the coffee shop business, such as: (1) sales that were not as optimal as normal; (2) consumer visits that have not reached normal levels; (3) limited coffee shop operations; (4) use of online transactions; (5) and the establishment of business units to support the main business.

The purpose of this study is to find out: (1) the effect of digital marketing on intention to purchase in the coffee shop business in the new normal era; (2) the effect of celebrity endorsement on intention to purchase in the coffee shop business in the new normal era; (3) the effect of e-money on intention to purchase in the coffee shop business in the new normal era; and (4) formulate recommendations for coffee shop business strategies using the Boston Consulting Group (BCG) matrix. This research was conducted using explanatory survey method. Primary data was collected through a research questionnaire. The objects studied in this study are the effects of e-money, celebrity endorsement, digital marketing on intention to purchase and coffee shop business strategies in the new normal era. The research targets are coffee shop consumers who make purchases online or offline. The research locations were chosen purposively, namely Taman Coffee, Society Coffee House, Kalih Coffee and Tea, Milos Coffee, Singgah Coffee and Book and Soedoet Kaupi. The time of the research was September-November 2022. The sampling technique used was accidental sampling of 140 respondents. Data analysis was carried out using the structure equation model-partial least square (SEM-PLS) to measure the influence of e-money, endorsement, and digital marketing variables on intention to purchase. Then the Boston Consulting Group (BCG) analysis is used to measure market growth rates, relative market share, and recommendations for coffee shop business strategies in the new normal era.

The results of the study show that (1) there is a positive effect of the e-money variable on the intention to purchase the coffee shop, (2) there is a positive effect of the celebrity endorsement variable on the intention to purchase the coffee shop, and (3) there is a positive effect of the digital marketing variable on the intention to purchase the coffee shop. Then the Boston Consulting Group (BCG) analysis shows that Kalih Coffee and Tea is included in the stars quadrant, and it can be recommended to use a hold strategy. Society Coffee House is included in the question marks quadrant, and can be recommended to use the build strategy. Taman Coffee is included in the cash cows quadrant, and can be recommended to use the build strategy. Soedoet Kaupi is included in the cash cows quadrant, and can be recommended to use the build strategy. Milos Coffee is included in the pet quadrant, and it can be recommended to use the harvest strategy. Then, Singgah Coffee and Book is included in the pet quadrant, and can be recommended to use the harvest strategy.