

## Exploring the Customer Decision Journey: a Study at Chatime Living Plaza Purwokerto

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### ABSTRACT

The purpose of this study was to identify the influence of brand image, brand awareness, store atmosphere and location on purchasing decisions at Chatime Living Plaza Purwokerto. The population studied was Chatime customers in Purwokerto. This type of research is quantitative research using the smart PLS 4.0 analysis tool. This study used a total of 124 samples using the method purposive sampling. The results of the study indicate that partially the variables brand image, brand awareness and store atmosphere have a positive and significant effect on purchasing decisions, while partially the location variable does not have a significant effect on purchasing decisions.

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## INTRODUCTION

The development of the beverage industry offers a variety of flavors of drinks, ranging from tea, coffee, milk and so on. The sizes of drinks served also vary from small, medium, and large. With the increasing development of various brands of bubble drinks, competition between bubble drink business actors is increasing (Hidayah, 2022). The beverage business with bubble topping or boba drinks has recently become increasingly popular. Sales of food and beverages or food industry products are estimated to grow 5-7% during the month of Ramadan in 2023 (Quality, 2023).

The brand of bubble tea products itself is quite a lot, such as Hop-hop, Chill Bubble Tea, Bubbleology, Comebuy, Chatime, Quickly, Mixue, Xiboba, Lup-lup. In the world of drinks, especially bubble tea, Chatime is a brand that has been quite famous since long ago. Drinks like bubble tea are in great demand, because there are indeed many interesting flavors and toppings.

Table 1. Bubble drink

Brand	TBI	
Chatime	60.00%	TOP
Hop-hop	6.80%	
Chill Bubble Tea	6.10%	
Bubbleology	4.10%	
Comebuy	3.10%	
Quickly	3.00%	
Mixue	2.60%	
Xiboba	2.60%	
Lup-lup	2.30%	

Source: Top Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))

From table 1, it can be seen that the Chatime product is ranked first in bubble drink products and has 60% of the top brand awards in 2024.

Chatime has been present in Indonesia since 2011 and is one of the pioneers of bubble tea drinks in Indonesia originating from Taiwan which has succeeded in stealing the hearts of the people compared to other bubble tea drink brands. There are at least 420 outlets that have operated in all cities in Indonesia (Syafagita & Santoso, 2024). The selection of Chatime as a research object is based on the rapid growth of the bubble tea industry, popularity and increasingly tight competition in the bubble tea market. To maintain a competitive position, companies must know the factors that influence purchasing decisions such as brand image, brand awareness, store atmosphere and location.

Brand image has a significant role in compelling people to make judgments about what to buy. Every customer has a unique perspective of a brand after seeing, hearing, reading, or feeling it through print, radio, or

television, according to Kotler & Keller (2016). Brand image, which is the perception of a brand as reflected by brand associations ingrained in consumer memory, is one of the key elements of customer-based brand equity. Thus, it may be said that a mixture of brand connections creates a brand's image (Haryanto & Harsono, 2022). Because there are so many Chatime outlets in Indonesia, bad customer experiences may harm the business's image as a whole. The tendency of consumers to choose drinks with a good product image when making a purchase highlights the importance of brand image. According to research by Nurbayzura & Soebiantoro, (2024), Meilani & Rosa, (2024), Pratiwi et al., (2023), Siagian et al., (2024), brand image significantly and positively influences consumer decisions to purchase. But according to Handayani & Kamilla (2023), Rahmawati et al. (2023), and Safitri & Santoso (2023), brand image has little influence on consumers' decisions to buy.

According to Kotler & Keller (2016), brand awareness is the capacity of potential customers to recognize and remember a brand as one of a product's attributes. The problem that Chatime may face in terms of brand awareness is the large number of competing products. High brand awareness is very important because it guarantees that consumers will choose Chatime when buying bubble drinks. Brand awareness has a positive and significant impact on purchasing decisions, according to research by Prabowo & Harsoyo (2023), Tambun et al. (2023), Handayani & Kamilla (2023), Meilani & Rosa (2024), and Mulyani & Hermina (2023). In contrast, Fitriani et al. (2023) and Nurfadilah & Hutaauruk (2024) demonstrate that brand awareness has no effect on purchasing decisions. (Amalia and others, 2022) Brand awareness significantly and negatively affects factors that impact purchase decisions.

Kotler and Keller (2016) who said that the physical layout of a store can make shopping easy or difficult. One potential problem is that an uncomfortable place can give a bad impression to customers. For this reason, it is important to consider the store atmosphere, because it attracts customers to buy goods. Purnama & Wardhani (2023), Firman et al., (2023), Tambun et al., (2023), and Kurniawan & Fitriyah (2023) have all conducted research on the positive and significant impact of store atmosphere on purchasing decisions. However, according to the findings of Budiono and Siregar (2023) who claim that customer decisions to buy are not significantly influenced by store atmosphere, The Last & The Last (2021), Goddess, (2021) Store atmosphere does not influence purchasing decisions.

According to Tjiptono (2017), location refers to a variety of marketing strategies used to help manufacturers distribute and provide goods and services to consumers. Issues resulting from a bad site might have an impact on a company's ability to survive. Since strategic position can influence purchasing decisions, location is important in this study. Research has been conducted by Siagian et al., (2024), Syahriyah & Arifiansyah (2022), Biantoro (2021), and Anggraini (2022) on the significant and positive impact of location on purchasing decisions. However, research by Apriyani & Lestari (2023), Suhardi et al., (2024), and Yahya & Yuniarto (2024) shows that location does not have a significant influence on purchasing decisions.

Referring to earlier studies on brand image, brand awareness, and purchase decisions carried out by Sutrisno et al., (2023). This study represents an advancement as earlier studies looked more closely at these factors when analyzing the factors that affect purchasing decisions. However, this study provides novelty by adding new variables, namely store atmosphere and location.(Purnama & Wardhani, 2023)which also influences purchasing decisions. This research is important because it not only confirms previous findings but also extends the analysis. It is anticipated that this innovation will aid in the discovery of more successful marketing tactics, particularly by maximizing store atmosphere and location as crucial elements in grabbing customers' attention. So the title chosen is "Exploring the Customer Decision Journey: A Study at Chatime Living Plaza Purwokerto".

## **THEORETICAL REVIEW**

### ***Affective Theory***

Affective theory, which describes a person's propensity to adopt or reject awareness that is seen good or harmful by forming a positive or negative attitude, is applied in this study. This attitude is very important for choices and decisions. In addition, affective is related to emotions, feelings, values, appreciation, desires, and attitudes.(Inaku & Paputungan, 2022). Positive feelings, such as happiness or satisfaction, will result in positive judgments, while negative feelings, such as dissatisfaction or disappointment, will result in negative judgments. Each variable such as brand image, brand awareness, store atmosphere, and location can affect consumers' feelings or emotions, which in turn will affect their evaluation of Chatime products and purchasing decisions. By using this theory, it can be studied how feelings or affections that arise from consumers' experiences with brands, stores, and locations can change the way they evaluate and ultimately affect the purchasing decision of Chatime beverage products.

### ***Purchase Decision***

According to Armstrong (2015), a consumer's decision to buy or not buy a product is referred to as a purchasing decision. According to Aidhaningtyas and Purwanto (2024), purchasing is a process of taking action that involves a number of interrelated actions. Product quality, price, and public recognition are often factors that encourage buyers to buy an item. According to Kotler & Keller, et al., (2021), the following indicators are used to measure purchasing decisions: product confidence, purchasing behavior, recommending a product to others, and repeat purchases

### ***Brand Image***

Lukitaningsih et al., (2023) is the impression or belief held by customers that is represented in their individual experiences. Kotler and Keller (2016) stated that brand image is the impression felt by someone about an object or item or organization as a whole which will then be stored in the consumer's memory. The indicators used to measure brand image sourced from (Modification from Aaker (2012)) are: reputation, recognition, affinity, domain.

Nurbayzura & Soebiantoro, (2024), Meilani & Rosa, (2024), Pratiwi et al., (2023), Siagian et al., (2024), showed that brand image has a positive and significant effect on purchasing decisions.

H1: Brand image has a positive and significant influence on the decision to purchase Chatime beverage products.

### ***Brand Awareness***

Aaker (2018), brand awareness is the ability of consumers to recognize or remember that a brand is connected to a specific product category. Tambun et al. (2023) define brand awareness as the ability of customers to recognize or recall a brand based on certain characteristics (sound, visual, symbol, etc.). The following indicators brand inequality, brand recognition, brand recall, and front of mind are taken from (Modified Keller and Brexendorf, 2019) and are used to measure brand awareness.

Prabowo & Harsoyo (2023), Tambun et al., (2023), Handayani & Kamilla (2023), Meilani & Rosa (2024), and Mulyani & Hermina (2023) explained that brand awareness has a positive and significant effect on purchasing decisions.

H2: Brand awareness has a positive and significant effect on the decision to purchase Chatime beverage products.

### ***Store Atmosphere***

According to Utami CW (2017) store atmosphere is the impression formed by customers based on the physical mix of the store, which includes things like decor, architecture, lighting, color schemes, aromas, background noise, and temperature. Berman and Evan (2012) in Tambun et al. (2023), "store atmosphere is the design of the environment through the communication of images, light, color, music, and aromas to shape consumer perceptions and emotional responses". This is used to persuade customers to make purchases. Soefhwan & Kurniawati (2022) state that the following indicators are used to measure store atmosphere: store exterior, store interior, store layout, and store appearance.

According to research by Purnama & Wardhani (2023), Firman et al., (2023), Tambun et al., (2023), and Kurniawan & Fitriyah (2023), store atmosphere has a positive and significant effect on purchasing decisions.

H3: Store atmosphere has a positive and significant influence on the decision to purchase Chatime beverage products.

### ***Location***

Kotler and Armstrong, (2018) location is producing products that can be sold profitably in a particular market at a particular price. According to Pratiwi et al., (2024) Location is the location of a business or sale determined by the company so that it can be reached by consumers. The company's growth prospects can be influenced by its location. Therefore, it is very important for business owners to carefully consider where to set up shop. The indicators used to measure location mentioned by Arcana et al., (2023) are: access, visibility, traffic, parking (which is spacious, comfortable, and safe).

According to research by Siagian et al., (2024), Syahriyah & Arifiansyah (2022), Biantoro (2021), and Anggraini (2022), location has a significant and positive influence on consumer decisions to purchase.

H4: Location has a positive and significant influence on the decision to purchase Chatime beverage products.

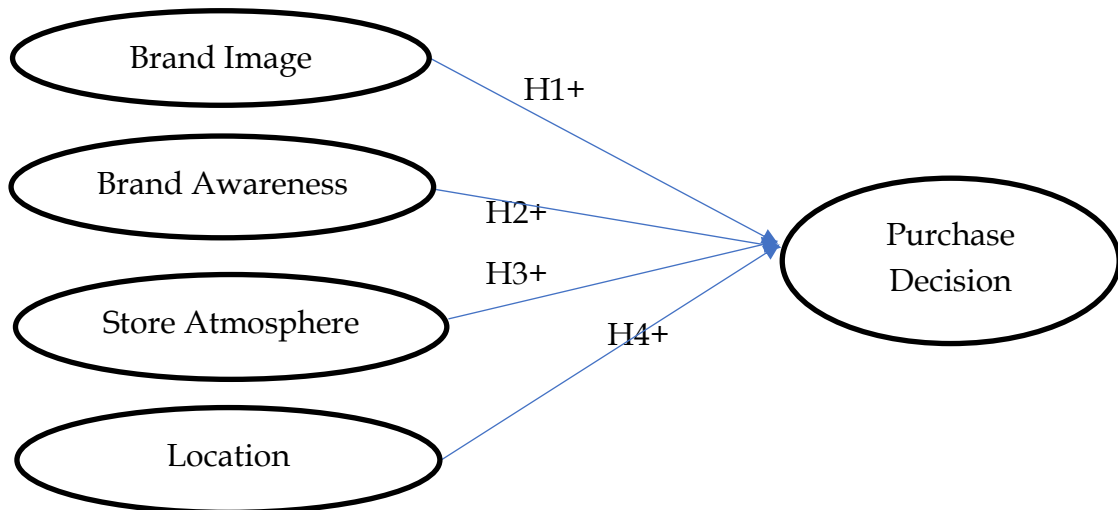


Figure 1. Conceptual framework

## METHODOLOGY

In this work, a quantitative technique is employed. The quantitative research technique is a positivist approach to analyzing a certain population or sample, according to Sugiyono (2013: 13). Purposive sampling combined with non-probability sampling is the sampling strategy employed. Respondents who are at least 17 years old and have purchased and consumed Chatime beverage products at the Living Plaza Purwokerto branch at least twice in the previous two months are the research population. The exact number of respondents is not known for sure so using the Roscoe formula (1982) which shows the number of variables multiplied by 10 ( $5 \times 10 = 50$ ) obtained a minimum of 50 samples. The initial total of 151 respondents, 27 respondents did not meet the characteristics so that the result was 124 samples that met the respondent criteria and using the Roscoe formula, (1982). A Likert scale is used to quantify the variables, and the respondent's response choices are rated on a scale of 1 to 5. Google Forms is used to distribute online surveys to collect data for this study. Smart PLS 4.0 is a data analysis tool in this study.

## RESULTS

### *Respondent Characteristics*

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Presentation
Gender	Woman	59	48%

	Man	65	52%
Age	17 - 19 years	35	28%
	20 - 22 years	74	60%
	22 years	15	12%
Work	Student	27	22%
	College Student	64	52%
	Private Sector Employee	22	18%
	ASN/PNS	5	4%
	Other	6	4%
Purchased menu:	Chatime milk tea	27	22%
	Hazelnut chocolate milk tea	19	15%
	Brown sugar milk tea	27	22%
	Roasted milk tea	9	7%
	mango green tea	12	10%
	other	30	24%

Source: Questionnaire Data

Based on table 2, in terms of gender are predominantly male at 52%, the reason is that the respondent's age is at least 17 years, namely Schiffman and Kanuk (2007) stated that late adolescent consumers begin to behave like adult consumers, with more rational consumption patterns and based on evaluation of emotional and functional factors. This age is ideal for studying consumer behavior, especially in the context of marketing, at the age of respondents more dominant 20-22 years with 60%, for the occupation of respondents more dominant students with 52%, the characteristics of the menu that has been purchased more dominant other menus with 24% the reason for entering the menu that has been purchased is to find out which menu is more dominantly purchased by Chatime consumers.

### ***Partial Last Square Analysis Results***

*Assessment of Measurement Results (External Model)*

#### **Convergent Validity**

Nilai validitas konvergen ditentukan oleh korelasi antara skor indikator dan variabel. If the correlation is more than 0.70, then the reflexive measure is considered strong (Novry et al., 2022). *Outer loading* of the indicator must be more than 0.70 to indicate that the indicator has adequate convergent validity (Hair et al., 2021).

Table 3. Outer Loading (Run 3)

	Brand Awareness (X2)	Brand Image (X1)	Purchase Decision (Y)	Location (X4)	Store Atmosphere (X3)
X1.2		0.797			

X1.5		0.816			
X1.6		0.829			
X1.7		0.811			
X1.8		0.773			
X2.4	0.701				
X2.5	0.834				
X2.6	0.874				
X2.7	0.884				
X2.8	0.780				
X3.1					0.785
X3.2					0.806
X3.3					0.792
X3.4					0.843
X3.5					0.772
X3.6					0.807
X3.7					0.701
X3.8					0.795
X4.1				0.824	
X4.2				0.818	
X4.3				0.826	
X4.4				0.768	
Y.1			0.827		
Y.2			0.832		
Y.3			0.798		
Y.4			0.842		
Y.5			0.770		
Y.6			0.735		
Y.7			0.810		
Y.8			0.774		

Source: Questionnaire data processed using Smart PLS 4

Table 3 indicates that all of the chosen statement items in the preceding table have values greater than 0.70, indicating that they are all convergently valid.

### *Discriminant Validity*

Table 4. Fornell Lacker Criterium

	Brand Awareness (X2)	Brand Image (X1)	Purchase Decision (Y)	Location (X4)	Store Atmosphere (X3)
Brand Awareness (X2)	0.817				
Brand Image (X1)	0.867	0.805			
Purchase Decision (Y)	0.882	0.865	0.799		

Location (X4)	0.764	0.778	0.809	0.809	
Store Atmosphere (X3)	0.823	0.829	0.877	0.858	0.789

Source: Questionnaire data processed using Smart PLS 4

Based on table 4 in the Fornell-Larker Criterium, a value  $> 0.70$  for each variable indicates good discriminant validity (Setiaman, 2020). According to Jogiyanto, (2004) the requirements for discriminant validity and also the cross loading value are values exceeding 0.7. So, it can be concluded in table 4. valid discriminant data.

### Reliability

Table 5. Reliability Test

	Cronbach's alpha	Composite reliability (rho_c)
Brand Awareness (X2)	0.873	0.909
Brand Image (X1)	0.864	0.902
Purchase Decision (Y)	0.919	0.934
Location (X4)	0.825	0.884
Store Atmosphere (X3)	0.913	0.929

Source: Questionnaire data processed using Smart PLS 4

Hair et al., (2017) stated that very good internal consistency is indicated by the value *Composite reliability*  $> 0.70$  and good reliability is indicated by the value of cronbach's alpha  $> 0.70$ . Therefore, in table 5 it can be said that the data is reliable.

### Structural Model Evaluation (Inner Model)

#### R Square

R square describes how a certain independent latent variable affects the dependent variable and how significant that influence is. Novry et al. (2022) define adjusted r square as the r square value calculated with the standard error value taken into consideration.

Table 6. R Square

	R-square	R-square adjusted
Purchase Decision (Y)	0.860	0.856

Source: Questionnaire data processed using Smart PLS 4

According to table 6's R-squared adjusted value for the purchase decision variable of 0.856, brand image, brand awareness, shop environment, and location variables account for 85.6% of the variance in purchasing decisions, with other factors accounting for the remaining 14.4%. This shows that the predictive power of this model is very good because the R2 value is  $> 0.67$ , in accordance with the established criteria (Chin, 1998).

**Hypothesis Testing**

Hair et al., (2017) stated that to test the hypothesis in PLS-SEM, two main components are used: *original sample* (estimated path coefficient) and *p* values < 0.05.

Table 7. Hypothesis

Track	Original sample (O)	T Statistics ( O/STD EV )	P Values
Brand Awareness (X2) -> Purchase Decision (Y)	0.361	4.199	0.000
Brand image (X1) -> Purchase Decision (Y)	0.210	2.242	0.025
Location (X4) -> Purchase Decision (Y)	0.084	1,299	0.194
Store Atmosphere (X3) -> Purchase Decision (Y)	0.334	3.976	0.000

Source: Questionnaire data processed using Smart PLS 4

Interpretation :

- a. H1 is accepted if the brand image (X1) -> purchasing decision path is obtained from the original sample of brand image on purchasing decisions of 0.210 and the P value is 0.025 < 0.05, which means brand image has a positive and significant influence on purchasing decisions.
- b. If the brand awareness path (X2) -> purchase decision from *original sample* is 0.361 and the P value is 0.000 < 0.05, then H2, namely brand awareness, has a positive and significant influence on purchasing decisions, H2 is accepted.
- c. The path of store atmosphere (X3) -> purchase decision (Y) produces the original sample store atmosphere on purchase decision, which is 0.334, and the P value is 0.000 < 0.05. Thus, it can be accepted that store atmosphere has a positive and significant influence on purchase decision.
- d. Location path (X4) -> purchasing decision (Y) By using *original sample* for purchasing decisions, namely 0.084 and P values 0.194 > 0.05, H4 is rejected, meaning that location does not have a significant influence on purchasing decisions.

**DISCUSSION**

***The impact of brand image on purchasing decisions***

H1 is accepted, this shows that brand image influences the decision to purchase Chatime beverage products positively and significantly, this supports the affective theory because it shows that consumers' emotional perceptions of brand image influence their decisions to purchase Chatime. Indicates that the better the Chatime brand image will increase consumer purchasing decisions. These results are in accordance with Nurbayzura & Soebiantoro, (2024), Meilani

& Rosa, (2024), Pratiwi et al., (2023), Siagian et al., (2024) which show that brand image influences consumer purchasing decisions significantly and positively.

#### ***The impact of brand awareness on purchasing decisions***

H2 is approved based on the findings of the study. This demonstrates that consumers' decisions to buy Chatime beverage goods are positively and significantly impacted by brand recognition. Brand awareness ensures that consumers know the brand and feel familiar with it, that the affective aspect of brand awareness is important in driving purchasing decisions. Indicating that the better Chatime brand awareness will increase consumer purchasing decisions. Supported by Prabowo & Harsoyo (2023), Tambun et al., (2023), Handayani & Kamilla (2023), Meilani & Rosa (2024), and Mulyani & Hermina (2023) brand awareness has a positive and significant effect on consumer decisions to purchase.

#### ***The impact of store atmosphere on purchasing decisions***

Acceptance of H3 indicates that the ambiance of the shop favorably and significantly influences customers' decisions to buy Chatime beverage items. Customers' feelings are influenced by the store environment as they shop according to affective theory, a pleasant and appealing store environment will elicit a favorable reaction. Indicating that the better the Chatime store atmosphere will increase consumer purchasing decisions. Supported by Purnama & Wardhani (2023), Firman et al., (2023), Tambun et al., (2023), and Kurniawan & Fitriyah (2023) which state that store atmosphere has a positive and significant effect on consumer purchasing decisions.

#### ***Impact of location on purchasing decisions***

Based on the research findings, which indicate that location has no impact significantly on consumers' decisions to buy Chatime beverage goods, H4 is rejected. These results indicate that location is not always emotionally relevant in influencing consumer decisions in purchasing Chatime beverage products. These results are in accordance with Apriyani & Lestari (2023), Suhardi et al., (2024), and Yahya & Yuniarto (2024) showed that location does not have a significant influence on purchasing decisions. This is not in line with Siagian et al., (2024), Syahriyah & Arifiansyah (2022), Biantoro (2021), and Anggraini (2022) who stated that location has a significant and positive influence on consumer decisions to purchase.

### **CONCLUSION AND RECOMMENDATIONS**

The study's findings show that while location has no significant impact on consumer decisions to buy Chatime beverage products at Living Plaza Purwokerto. Brand image, brand awareness, and store atmosphere all have a positive and significant impact. The effect of brand awareness on purchase decisions is the most significant, according to the data analysis results above.

## FURTHER STUDY

Suggestions for further researchers, in conducting research, it can be developed by adding other variables in order to examine the influence of other factors that influence purchasing decisions such as brand ambassadors, brand trust, *word of mouth*. For the company, it can further improve brand image, brand awareness and store atmosphere so that it can further increase the purchasing decision of Chatime beverage products at Living Plaza Purwokerto.

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