

The Effect of Online to Offline (O2O) Services Through Mobile Apps in Indonesian Coffee Shop towards Consumers Purchase Decision

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Abstract

The surge of Online to Offline (O2O) mobile applications in the Food & Beverage (F&B) industry has become a significant trend, particularly in the wake of the COVID-19 pandemic. This study aims to empirically investigate the substantial impact of various consumption values on consumer purchase decisions when utilizing O2O mobile apps, a trend that has gained considerable momentum within the modern coffee industry. The urgency of this research is underscored by the growing prevalence of O2O purchases through mobile applications, specifically in contemporary coffee establishments. Data for this study were meticulously gathered through questionnaires administered to 200 users of O2O mobile applications from modern coffee shops, employing non-probability sampling techniques. The analysis was conducted using multiple linear regression with SPSS software. The findings reveal that several factors, including Prestige Value, Enjoyment, Affordance Value, and Visibility Value, significantly influence consumer purchase decisions at modern coffee shops in Palembang. Interestingly, Price Value did not show a significant impact on consumer decisions within these establishments in Palembang. This study highlights the evolving dynamics of consumer behavior in the context of O2O mobile app usage in the F&B sector, emphasizing the importance of specific consumption values that drive purchase decisions, thereby offering crucial insights for businesses aiming to enhance their O2O strategies.

Keywords: Beverage, Consumption Value, Mobile Apps, Online to Offline, Purchase Decision

INTRODUCTION

The business opportunities in the coffee sector in Indonesia are currently very promising. This can be seen from the increasing number of coffee shops across the country. According to data from 2019, there was a 171% increase in the number of coffee shops compared to 2016. The following is a graph of the number of coffee shop outlets in Indonesia:

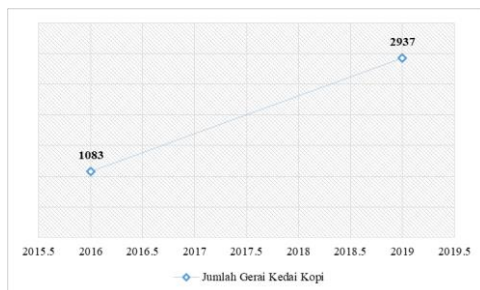


Figure 1. Coffee shop outlets in Indonesia
Source: (Toffin, 2020)

The bustling coffee business market in Indonesia is driven by several supporting factors, including raw materials that are widely available and easily accessible in Indonesia (Toffin, 2020). Furthermore, the Indonesian culture of enjoying sitting and hanging out while drinking coffee contributes significantly to this growth as well (Toffin, 2020). The new coffee-drinking lifestyle adopted by Generation Y and Z plays a crucial role here (Toffin, 2020). The increased purchasing power of Indonesian consumers, coupled with the affordability of ready-to-drink (RTD) coffee, has further encouraged the growth of the coffee business in Indonesia (Toffin, 2020). The current boom of these modern coffee shops is also driven by the presence of online delivery aggregators such as GoFood, GrabFood, and ShopeeFood (Toffin, 2020).

Besides the existence of applications from aggregators, modern coffee shops independently offer Online to Offline (O2O) services through

mobile applications, facilitating consumers to order available menu items online and either pick them up in-store or have them delivered. The development of O2O mobile applications in modern coffee shops, especially local brands, has become increasingly widespread, particularly since the onset of the COVID-19 pandemic in Indonesia. Fore, for example, this local coffee shop began launching their O2O mobile applications in 2018 (Grab, 2019), followed by Kopi Kenangan in 2019 (Ngazis & Hasanah, 2019), and Janji Jiwa in 2020 (Putri, 2020). Based on the top brand awards data for the F&B category with the keyword "coffee shop," there are four local coffee shop brands that have entered the top brand rankings from 2021 to 2022, including Kopi Kenangan, Fore, Janji Jiwa, and Furo. The following is the percentage graph.

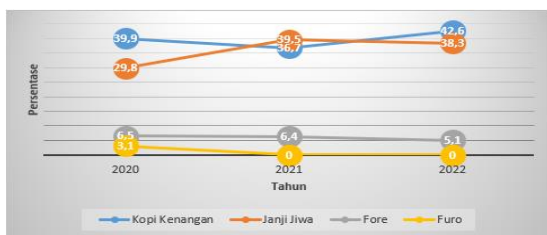


Figure 2. Top Local Coffee Shop Brands in Indonesia (2020-2022)
Source: Top Brand Award, 2023

Based on the data, it is found that Kopi Kenangan and Janji Jiwa have been quite competitive over the past three years. Janji Jiwa managed to surpass Kopi Kenangan in 2021, but in the following year, 2022, Kopi Kenangan reclaimed the top position with a 5.9% increase from the previous year and a 4.3% lead over Janji Jiwa. Notably, three brands consistently appear in the top brand awards: Kopi Kenangan, Janji Jiwa, and Fore, while Furo only made one appearance in 2020 and disappeared in the following years.

Several local coffee brands in Indonesia have developed mobile applications, especially those three prominent brands. These applications generally offer similar features. For instance, the Kopi Kenangan app allows customers to place orders online and then pick up their coffee at any outlet they choose, thereby avoiding long queues at the cashier (Adawiyah, Nova, & Nurfitriana, 2023). After some of ordering, consumers can wait at their seats or home until their drinks are ready to be served and delivered. The Kopi Kenangan app claims to help customers save time by allowing them to order their favorite menu items without standing in line. It also provides real-time updates on the order process until the order is received, including a tracking feature to monitor the delivery journey (Google Play, 2023). Similar to other coffee shops, the apps for Kopi Kenangan, Janji Jiwa, Fore, and Kulo not only facilitate online ordering but also offer loyalty programs where customers earn rewards/points with each purchase,

which can be redeemed according to each coffee shop's specific offers.

In a previous study conducted in 2019 during the pandemic, it was found that consumers were more likely to use apps from aggregators such as Gojek and Grab rather than buying orders through standalone apps from restaurants (Iisnawati, Rosa, Yunita, & Hartati, 2019). At that time, mobile apps were primarily used by fast-food restaurants for food delivery. However, as technology advanced and consumer habits increasingly depended on smartphones and the internet, many companies began integrating their online and offline channels into their operations.

The concept of integrated online and offline services, or O2O, within standalone applications can significantly influence consumer behavior in Indonesia. Research on various mobile apps used by modern coffee shops in Indonesia has been conducted to see how these apps might affect purchase intentions, purchasing decisions, and repeat purchase intentions through the application (Adawiyah et al., 2023; Lalita & Suzianti, 2022; Murdifin, Ashoer, Modding, & Basalamah, 2020; Othaviani & Sibarani, 2021; Rachmawati, Hurriyati, & Dewi Dirgantari, 2020; Rakhmanita, Hurriyati, & Dirgantari, 2022; Rosie Oktavia, Mulyadi, Afriani, & Thandzir, 2022; Wiastuti et al., 2022). The results of these studies prove that the use of mobile apps in modern coffee shops in Indonesia can indeed influence consumer behavior in the country.

There are different research results found on consumers in Palembang in 2019, within the context of food, where consumers in Palembang preferred using aggregator applications like GoFood and GrabFood over standalone mobile apps from fast-food restaurants for their purchases (Iisnawati et al., 2019). Building on the results of the previous studies, this research aims to investigate whether the use of standalone O2O mobile apps by modern coffee shops can influence the purchasing decisions of consumers in Palembang. This study employs the Theory of Consumption Value, which consists of five values, including functional value, social value, emotional value, epistemic value, and conditional value, to see their influence on purchasing decisions. These five values are represented by five variables: price value, prestige value, enjoyment, visibility, and affordance. Generally, technology-related research using the Technology Acceptance Model (TAM) is employed to explain consumer decision behavior when using online applications or technology. However, TAM typically focuses solely on perceived benefits and ease of use and only considers consumers' readiness to use technology in decision-making. Therefore, this study examines other factors besides perceived benefits and ease of use that might explain consumer purchasing decisions when using O2O applications. These factors are examined based on another theory, namely the Theory of Consumption Value. This

theory is used to determine whether other perceptions are felt by consumers when using O2O applications in coffee shops, such as price value, prestige value, enjoyment, visibility, and affordance. The urgency of this research lies in the emerging phenomenon in the modern coffee industry that has begun to develop since Covid-19, as well as in understanding digital consumer behavior following the emergence of new habits post-pandemic among consumers in Indonesia, particularly in Palembang.

This study aims to determine whether the factors included within consumption value (price value, prestige value, enjoyment, visibility, and affordance), specifically those felt when using O2O applications, can influence consumer purchasing decisions at coffee shop outlets. The results of the study could serve as valuable input for companies planning to utilize O2O mobile apps to help increase their sales.

LITERATURE REVIEW

Theory of Consumption Value (TCV)

The Theory of Consumption Value (TCV) is an approach to understanding consumer behavior in selecting products and services (Kaur, Dhir, Talwar, & Ghuman, 2020). This theory posits consumer can be choice behavior based on five consumption values: functional, social, emotional, epistemic, and conditional (Sheth, Newman, & Gross, 1991).

Functional value refers to the benefits derived from the functional capability or the physical performance (Sheth et al., 1991). It is derived through the ownership of functional devices or physical equipment. In research within the context of Food Delivery Applications (FDA), this functional value can include factors such as price, quality, or healthiness (Kaur et al., 2020; Kim & Eves, 2012; Tandon, Kaur, Bhatt, Mäntymäki, & Dhir, 2021).

Social value is the benefit derived from the incorporation of one or more specific social groups, where the value is obtained from combining with groups based on demographics, ethnic culture, or socioeconomic status (Sheth et al., 1991). This social value relates to the image that consumers want to display within their groups through their behavior (Kaur et al., 2020). In this research, social value is represented by the variable of prestige (Kaur et al., 2020; Kim & Eves, 2012).

Emotional value refers to the benefit derived from affection or the ability to evoke feelings (Sheth et al., 1991). This value is associated with specific feelings or the retention of such feelings. In this study, emotional value is represented by enjoyment (Yim & Park, 2019).

Epistemic value is the benefit derived from curiosity, novelty, or satisfying a desire for knowledge. In this study, epistemic value is represented by visibility (Kaur et al., 2020; Tandon et al., 2021). Conditional value is the utility derived from specific situations or a series of circumstances

faced by consumers when making choices. This value arises from physical or social antecedents that can increase its functional or social value. It is measured based on the profile of possible choices (Sheth et al., 1991). In this study, conditional value is represented by affordance (Kaur et al., 2020; Tandon et al., 2021).

Price

In this study, price is defined as the monetary value and benefits offered to consumers when making purchases through mobile apps that are appropriate and affordable (Kaur et al., 2020). Prestige value is the consumer's self-image as perceived in their social environment when ordering products using mobile apps (Kaur et al., 2020).

Enjoyment

Enjoyment is derived from the pleasure of the online shopping experience itself, rather than from the completion of the shopping task. It reflects consumers' perception of the entertainment potential of internet shopping. If consumers have an enjoyable experience while shopping online, then the tendency for consumer attitudes towards online shopping will be more positive.

Affordance Value

Affordance value refers to the advantages and benefits that consumers derive from the features of ordering food through FDAs, which include specific conditions such as a list of preferred restaurants. Visibility is the curiosity and novelty triggered by seeing others using FDAs, which can increase the value obtained from using FDAs. Consumers' desire to explore new aspects related to mobile apps is an expression of visibility.

Hypothesis

Consumers inevitably consider the price value offered by a product or service when making a purchase. When the value of money and the benefits of the product or service offered are considered appropriate and affordable when they using the application, consumers are likely to be influenced to make purchases using O2O applications. This price value has been proven to positively and significantly influence purchase decisions in studies on food delivery apps (Irawan, 2021; Octaviani & Sibarani, 2021; Rafliatha, Suharyati, & Aryani, 2021). Therefore, the higher the monetary value and benefits of a product or service when using O2O applications, the higher the likelihood that consumers will make purchases through these applications. Consequently, the research is conducted with the following hypothesis:

H₁: Price has a positive and significant influence on purchase decisions through O2O.

Consumers who gain a positive self-image are motivated to purchase products or services. When

consumers receive a positive self-image from their social environment by ordering products using O2O applications, they are encouraged to make purchasing decisions. Previous research has proven that prestige value positively and significantly influences purchase decisions through customer loyalty in the context of food delivery apps (Burlea-Schiopoiu, Puiu, & Dinu, 2022). Therefore, it can be said that the higher the prestige value obtained when using O2O applications, the higher the likelihood of consumers making purchases through these applications. Hence, the research is conducted with the following hypothesis:

H₂: Prestige has a positive and significant influence on purchase decisions through O2O.

A pleasant shopping experience can encourage consumers to make purchase decisions. When consumers feel happy, their attitude becomes more positive, leading them to make purchase decisions. Based on previous research, enjoyment is proven to have a positive and significant influence on consumer decisions in the context of using digital payment (Salam & Taufik, 2020). Therefore, it can be said that the more enjoyable the experience when using O2O applications, the higher the likelihood that consumers will make purchases through these applications. Therefore, the research is conducted with the following hypothesis:

H₃: Enjoyment has a positive and significant influence on purchase decisions through O2O

Consumers who feel that they gain benefits from the comprehensive features, menu options, and advantages offered when using O2O applications, such as earning loyalty points, can be influenced to make purchase decisions. Previous research has shown that the completeness of an application's features, ease of transaction, and discounts can impact purchase decisions (Fauzan & Sujana, 2022). Thus, it can be said that the higher the benefits obtained when using O2O applications, the higher the likelihood of consumers making purchases through these applications.

H₄: Affordance value has a positive and significant influence on purchase decisions through O2O.

Consumers whose curiosity is piqued by seeing others purchase using O2O applications may be driven to make purchases through the same applications. This curiosity and novelty triggered by seeing others use the application is referred to as visibility. Previous research has shown that visibility can influence consumers' purchase decisions in the context of online shopping (Wang, 2016). Therefore, it can be said that the higher the consumers' curiosity when they see others purchasing using O2O applications, the higher the likelihood that they will also make purchases through these applications.

Therefore, research was conducted with the following hypothesis:

H₅: Visibility has a positive and significant influence on purchase decisions through O2O.

Based on the hypothesis, the research model can be seen in the following figure:

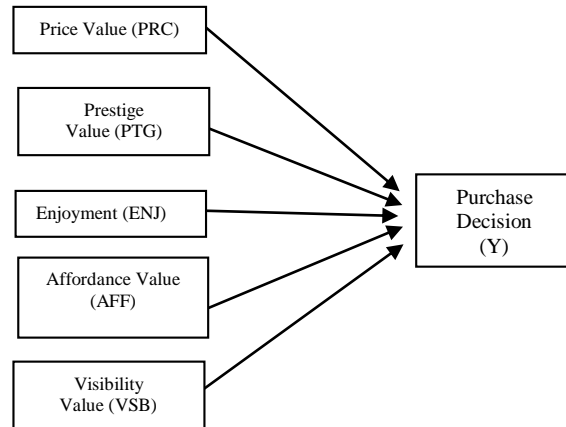


Figure 3. Conceptual Framework of the Research Model

METHOD

This research employs a quantitative method, focusing on users of Online-to-Offline (O2O) mobile applications in Palembang city. The study population consists of individuals who use these applications to bridge online orders with offline transactions at modern coffee shops. To select participants, non-probability sampling is utilized, specifically employing the purposive sampling technique. According to Ferdinand (2015), purposive sampling involves choosing respondents based on specific criteria set by the researcher, ensuring the selection of participants who meet particular requirements. For this study, the criteria include having an active O2O mobile app account with a modern coffee shop in Palembang, residing in Palembang city, and having completed at least one transaction through the application.

Data collection is conducted by distributing structured questionnaires to 200 respondents who meet these criteria. The choice of 200 respondents is deliberate, aligning with recommendations for multivariate research that suggest a sample size of 100 to 200 to ensure reliable and comprehensive analysis (Ferdinand, 2015). This sample size also meets the guideline of having a minimum of 25 times the number of independent variables to support robust statistical analysis. The respondents' answers are measured using a differential scale ranging from 1 to 5, providing a spectrum of responses from positive to negative. This scale allows for capturing detailed perceptions and experiences of the users.

The collected data are analyzed using Multiple Linear Regression Analysis with the aid of SPSS software. This analytical method is selected for

its ability to examine the relationships between multiple independent variables and a dependent variable, offering insights into the factors that influence user satisfaction and behavior with O2O mobile applications. The analysis aims to uncover significant patterns and trends, contributing to a deeper understanding of user interactions with these apps and informing strategies to enhance their functionality and user experience.

RESULT AND DISCUSSION

Data collection was conducted on respondents with the following profiles:

Table 1. Profile of Respondents

Characteristics	Total	Frequency
Sex		
Female	118	59%
Male	82	41%
	200	100%
Age		
15-26 years old	180	90%
27-42 years old	18	9%
43-58 years old	2	1%
	200	100%
Occupation		
Not Employed	24	12%
Honorary/Freelance		
r/Contract Worker	10	5%
Housewife	4	2%
Private Employee	17	8,5%
Student	116	58%
BUMN/BUMD/		
Bank Employee	2	1%
Entrepreneur	13	6,5%
Civil Servant/		
Lecturer/Military		
Personnel/Police/Pr		
ofessional Teacher/		
Doctor	10	5%
Lawyer/Notary	4	2%
	200	100%
Education		
High School/High		
School Equivalent	74	37%
Diploma I/III	46	23%
Bachelor's Degree		
(S1)	72	36%
Master's Degree		
(S2)	8	4%
	200	100%

Research Instrument Testing

The validity test results for 200 respondents show that the calculated r values for all tested items are greater than the tabled r value of 0.12. This indicates that each item has a significant correlation with the overall construct being measured, confirming that the questionnaire items are both relevant and reliable. The r value exceeding 0.12 suggests that the items effectively capture the intended aspects, ensuring the data's accuracy and consistency, which is crucial for the reliability of the research findings.

Table 2. Validity Test

Indicator	r-count	Valid Yes (√) /No (X)
PRC1	0.797	√
PRC2	0.773	√
PRC3	0.806	√
PTG1	0.819	√
PTG2	0.827	√
PTG3	0.846	√
ENJ1	0.861	√
ENJ2	0.832	√
ENJ3	0.834	√
AFF1	0.763	√
AFF2	0.723	√
AFF3	0.657	√
AFF4	0.710	√
AFF5	0.748	√
VSB1	0.743	√
VSB2	0.787	√
VSB3	0.751	√
VSB4	0.793	√
KP1	0.762	√
KP2	0.749	√
KP3	0.780	√
KP4	0.824	√
KP5	0.797	√

As for the reliability test, the results indicate that the Cronbach's Alpha values for all indicators are greater than 0.60. This threshold is commonly accepted in social science research as indicative of a satisfactory level of internal consistency. The data results prove that the research questionnaire is reliable, meaning that the items consistently measure the constructs they are intended to assess. Consequently, this instrument can be confidently utilized in this study

Table 3. Reliability Test

Indicator	Cronbach's Alpha if item Deleted	Reliable Yes (√) /No (X)
PRC1	0.973	√
PRC2	0.973	√
PRC3	0.973	√
PTG1	0.972	√
PTG2	0.972	√
PTG3	0.972	√
ENJ1	0.972	√
ENJ2	0.972	√
ENJ3	0.972	√
AFF1	0.973	√
AFF2	0.973	√
AFF3	0.974	√
AFF4	0.973	√
AFF5	0.973	√
VSB1	0.974	√
VSB2	0.973	√
VSB3	0.973	√
VSB4	0.973	√
KP1	0.973	√
KP2	0.973	√
KP3	0.973	√
KP4	0.972	√
KP5	0.973	√

Multiple Linear Regression Equation

The multiple linear regression equation is obtained based on the data analysis results, as shown in Table 4.

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	
Constant	0.144	
X ₁ (PRC)	0.122	
X ₂ (PTG)	0.147	
X ₃ (ENJ)	0.186	
X ₄ (AFF)	0.130	
X ₅ (VSB)	0.379	

The results obtained from Table 4 yield the following regression equation:

Multiple Linear Regression Equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

$$Y = 0,144 + 0,122X_1 + 0,147X_2 + 0,186X_3 + 0,130 X_4 + e$$

Where:

- a = Regression constant
- b₁, b₂ = Regression coefficients
- e = Residual
- Y = Purchase Decision
- X₁ = Price
- X₂ = Prestige
- X₃ = Enjoyment
- X₄ = Affordance
- X₅ = Visibility

Hypothesis Testing

Simultaneously, the significance of the variables can be seen from the F value or the value in the significance column in Table 5 below:

Table 5. F Value and Significance

Model	F	Sig.
Regression	167.294	0,000

The significance value in Table 5 is 0.000. This value indicates that $0.000 < 0.05$, which means that all independent variables (price, prestige, enjoyment, affordance, and visibility) in this study significantly influence the dependent variable simultaneously.

Coefficient of Determination

Table 6. R and R Square

Model	R	R Square
1	0.901	0.812

The data results in Table 6 indicate that the R Square (R²) has a value of 0.812. This shows that the variables Price, Prestige, Enjoyment, Affordance,

and Visibility can collectively explain the purchasing decision variable by 81.2%. The research hypotheses are tested by examining the significance values, as shown in Table 7.

Table 7. Hypothesis Testing

Hypothesis	Variable	Significance	Results Hypothesis	Results Hypothesis
H ₁	PRC	0.057	> 0.05	Denied
H ₂	PTG	0.031	< 0.05	Accepted
H ₃	ENJ	0.014	< 0.05	Accepted
H ₄	AFF	0.043	< 0.05	Accepted
H ₅	VSB	0.000	< 0.05	Accepted

The hypothesis test results show that H₁ (Price) is proven to have a positive but insignificant influence on purchase decisions, while H₂ to H₅, namely Prestige, Enjoyment, Affordance, and Visibility, have a positive and significant effect on purchase decisions.

H₁: Price has a positive and significant influence on purchase decisions using O2O

Data analysis results show that the significance value for Price (PRC) is 0.057. Since $0.057 > 0.05$, H₁ is rejected. Thus, the research findings prove that Price has a positive but insignificant influence on purchasing decisions using the O2O application.

H₂: Prestige has a positive and significant influence on purchase decisions with O2O

Data analysis results show that the significance value for Prestige (PTG) is 0.031. Since $0.031 < 0.05$, H₂ is accepted. Therefore, the research findings prove that Prestige (PTG) has a positive and significant effect on purchase decisions using O2O applications.

H₃: Enjoyment has a positive and significant effect on purchase decisions using O2O

Data analysis results show that the significance value for Enjoyment (ENJ) is 0.014. Since $0.014 < 0.05$, H₃ is accepted. Thus, these research findings prove that Enjoyment (ENJ) has a positive and significant effect on purchase decisions using O2O applications.

H₄: Affordance Value has a positive and significant effect on purchase decisions using O2O

The data analysis results show that the significance value for Affordance (AFF) is 0.043. Since $0.043 < 0.05$, H₄ is accepted. Therefore, this study shows that Affordance has a positive and significant influence on purchase decisions using O2O applications.

H₅: Visibility Value has a positive and significant influence on purchase decisions with O2O

The data analysis results show that the significance value for Visibility (VSB) is 0.000. Since $0.000 < 0.05$, H5 is accepted. Thus, this study proves that Visibility has a positive and significant influence on purchasing decisions using O2O applications. The contribution of each variable in this study can be seen in Table 8 below:

Table 8. Contribution Value Per Variable

Variable	Beta X_y	Correlation Coefficient	Correlation Coefficient \times (100%)
Price (PRC)	0,117	0,788	9,22%
Prestige (PTG)	0,158	0,821	12,97%
Enjoyment (ENJ)	0,194	0,843	16,35%
Affordance (AFF)	0,108	0,750	8,1%
Visibility (VSB)	0,403	0,858	34,58%
<i>Total Correlation = Value R²</i>			81,2%

The contribution calculation for each variable, when summed, equals the total R Square of 0.812 or 81.2%. The calculation results of the influence (R²) of 81.2% show that the variable VSB (X5), or visibility value, provides the largest contribution among the other variables (34.58%).

Discussion

The data analysis results, based on a questionnaire distributed to 200 respondents who use Online to Offline (O2O) applications at modern coffee shops in Palembang, indicate that Prestige Value, Enjoyment, Affordance Value, and Visibility Value have a positive and significant impact on consumer purchase decisions. Meanwhile, Price Value was found to have a positive but insignificant influence on consumer purchase decisions at modern coffee shops in Palembang. This finding supports the research of Fransiska Vania Sudjatmika (2017), Jalil (2013), Mandey (2013), Mbete & Tanamal (2020), and Mongisidi, Sepang, & Soepeno (2019). The price of products offered via the online application does not affect consumers' decision to purchase because the prices offered through the online application do not differ from the prices of products offered at the cashier in the store. Therefore, consumers receive the same price whether they purchase products using the O2O application or buy them directly at the cashier by standing in line.

Unlike price value, prestige value, enjoyment, affordance value, and visibility value have been proven to significantly influence consumers' decisions to purchase modern coffee products. Prestige value, or the ability to use an online application to increase consumers' self-image when ordering at a store (O2O), significantly impacts consumers' purchase decisions. Consumers feel that they get a positive impression and improve their image in the eyes of others when they buy modern coffee products at a store using an offline-to-online (O2O) application. This finding supports the research of Rahmawati (2023), which found that prestige

influences consumers' decisions to buy iPhone products in Indonesia. This proves that prestige value not only influences general product purchases but also specifically affects purchasing decisions using O2O applications. In addition to prestige value, the factor of enjoyment, or the pleasure experienced when using an online application for ordering products at a store (O2O), also significantly influences consumers' purchase decisions.

Affordance value, or the benefits and advantages consumers gain when using an online application to order beverages directly at a store, has been shown to significantly influence consumers to purchase drinks at modern coffee shops. The advantages that consumers receive when using an online application at an offline store (O2O) include earning points, receiving instant rewards, getting cashback, or having the opportunity to enter lucky draws.

Visibility value, or the curiosity and novelty triggered by seeing others using O2O applications, can significantly influence consumers' decisions to purchase beverages at modern coffee shops. This curiosity can be triggered when consumers see advertisements for O2O applications or notice that many people are already using these apps and benefiting from them. Among all the variables, visibility value has the greatest contribution to consumer decisions to buy coffee using O2O applications. This finding suggests that Indonesian consumers have a high level of curiosity about new things and may even experience a fear of missing out (FOMO) on new or trendy products and services.

Conclusion

This study has empirically proven that Prestige, Enjoyment, Affordance, and Visibility Value not only influence purchasing decisions in general but specifically also on purchasing decisions through O2O applications. Thus, factors encompassed within the Theory of Consumer Value (Prestige, Enjoyment, Affordance, and Visibility Value) can also explain consumer behavior when using O2O applications. Prestige value, or the ability to use online applications to improve consumers' self-image when ordering at O2O stores, has been shown to influence consumers' purchasing decisions. Consumers feel that they leave a positive impression and enhance their image in the eyes of others when purchasing modern coffee products at stores using online applications (O2O). In addition to prestige value, the enjoyment factor, or the pleasure experienced when using online applications to order products at stores (O2O), can also influence consumers' purchasing decisions.

In contrast to Price Value, surprisingly, the perception of price value when using O2O applications has been specifically shown not to have a significant impact on consumer purchasing decisions through O2O applications at modern coffee

shops in Palembang. This happens because the prices offered through online applications do not differ from the prices of products offered at the store through the cashier. Thus, consumers receive the same price whether they purchase products using O2O or queue at the cashier directly.

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