

The Influence of Bittersweet Chocolate Taste and Innovation on Buyback Decisions at Simetri Coffee Roasters Bekasi

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Abstract.

This study aims to: 1) know the influence of Taste on Repurchase at Simetri Coffee Roasters Bekasi, 2) know Product Innovation on Repurchase at Simetri Coffee Roasters Bekasi, 3) know Taste and Product Innovation together on Simetri Coffee Roasters Bekasi. This research uses quantitative methods. The number of samples in this study was 100 respondents. Respondents in the study were visitors to Simetri Coffee Roasters. The data collection techniques used are questionnaires and literature studies with data processing techniques using IBM SPSS version 26. The test results found that the Taste variable (X1) has an influence on Repurchase (Y) in Coffee Roasters Symmetry, the Product Innovation variable (X2) has an influence on Repurchase (Y) in Coffee Roasters Symmetry, and the Taste (X1) and Product Innovation (X2) variables simultaneously affect Repurchase in Simetri Coffee Roasters Bekasi with the results showing that this study has a positive and significant effect on Buyback (Y) in Simetri Coffee Roasters Bekasi.

Keywords: Taste, Product Innovation, Symmetry Coffee Roasters Bekasi

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1. Introduction

The rapid progress experienced by the tourism industry at this time is culinary tourism. Culinary tourism itself is a tourism activity carried out by visiting various places that provide food. This activity is also usually done by making visits to *events* or eating and drinking activities. The development of the culinary business certainly has a good impact on the world of tourism. This development is also marked by the emergence of places that are used as

locations to enjoy food and drink. This is also supported by the habits of Indonesian people who like culinary activities. That way, places such as cafes are also increasingly innovating so as to increase visitor visits (Pradini & Pratami, 2022).

Cafes are very easy places to be found in almost every city in Indonesia and the world. The activity of enjoying coffee, which is intended to pass the time, has now become a habit carried out by almost all levels of Indonesian society. Now, cafes not only offer the experience of enjoying coffee as the main menu, but many experiences can be offered such as free internet, television, to watching football matches.

Cafes or *coffee* shops are often also known in Indonesia as coffee shops. This place is a place that is often used by various groups to enjoy coffee. Although the name is a *coffee shop* or coffee shop, actually this place also provides other menus for those who do not like coffee. However, compared to other public spaces, cafes are different and have their own characteristics for every 2 visitors. The symmetry of *Coffee Roasters* is one of them. *Simetri Coffee Roasters* is one of the casual places or cafes in the city of Bekasi, its interesting concept, large enough size, and beautiful scenery will certainly make tourists feel more at home for a long time in the place.

Of course, places like *Simetri Coffee Roasters* that offer a relaxed atmosphere with beautiful views and cool air around Lake Summarecon will definitely make visitors a favorite place to relax, gather, and even work while enjoying the natural atmosphere. For visitors who like to exercise around the lake, *Symmetry Coffee* can be an ideal place to rest after physical activity. For those who want to do office work, of course, it can be done in a café. Of course, visitors can also definitely enjoy the menu offered by *Simetri Coffee Summarecon Bekasi*. And get ready for a relaxing time at the café. For example, enjoying the drink menu that has been provided at *Simetri Coffee Roasters Bekasi*, such as mocktails that match the weather in Bekasi, so it needs to be juxtaposed with refreshing drinks such as mocktails.

The menu list provided by *Simetri Coffee Roasters* *does have the right menu taste and is a menu that must be tried when visiting Simetri Coffee Roasters Bekasi*. The menu offered is also diverse, and not to forget also with its very interesting architectural form that makes visitors more comfortable to gather at *Simetri Coffee Roasters Bekasi*. Anggi Pramudita (2023).

Although *Simetri Coffe Roasters* is visited a lot because of its delicious food and supportive scenery. However, there is one of the 3 food menus that is less attractive to visitors, namely *Bittersweet*.

2. Research method

The place that will be used as respondents in this study is visitors to the culinary business *Simetri Coffee Roasters Bekasi* who know *Bittersweet* products located on Jl. Bulevar Bekasi CBD, RT.006 / RW.002, Marga Mulya, Kec. Bekasi Utara, Bekasi City, West Java 17142.

Sugiyono (2016: 137) in Suryani, et al. (2020) states that "Primary data is a type of data that is united directly with researchers from the original source for certain research purposes. In this study, primary data was carried out through filling out questionnaires that were distributed to respondents through *Google Forms*.

Sugiyono (2016: 137) in Suryani, et al. (2020) states that "Secondary data is a type of data that is indirect through the process of collecting data by the researcher himself", for example

through other parties or documents. Research-supporting data is obtained from documents, and companies related to the research.

The type of data conducted for this study is quantitative research. In this quantitative research, was carried out with research data in the form of components that affect the taste of visitors to Simetri *Coffee Roasters* Bekasi who were the subjects of the study. The results of the research data fulfilled by the researcher were in the form of data from the answers of respondents who visited Simetri *Coffee Roasters* Bekasi who were asked questions through questionnaires.

Population is a generalized area consisting of: objects or subjects that have certain characteristic qualities, which are determined by the researcher to be studied and then drawn conclusions. Sugiyono (2015) in Dipa, Teruna & Hasanudin (2020). The sample is a portion of the population taken using sampling techniques.

The total population of customers who visit Simetri *Coffee Roasters* Bekasi is 6,000 visitors in October 2022. The number of percent calculations made is 10% or 0.1. To find out the research sample, which is as follows:

$$n = \frac{6000}{1 + 6000(0,01)}$$

$$n = \frac{6000}{1 + 60}$$

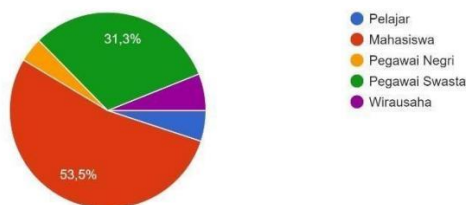
$$n = \frac{6000}{61}$$

$$n = 98.36 = 100 \text{ (sample)}$$

Number of visitors to Simetri *Coffee Roasters* Bekasi in October 200 (visitors per day) x 30 (visitors a month) = 6000. In this study, researchers used data collection techniques by distributing questionnaires, namely written questions asked to respondents in certain statements.

3. Result and Discussion

Pekerjaan
99 jawaban



Based on the results of the questionnaire in Figure 3, the characteristics in the job category are known to be many and the percentage of respondents who work as students is 53.5%, respondents who are private employees as much as 31.3%, respondents whose jobs become entrepreneurs as much as 6.2%, respondents

whose jobs are students are 5.1%, respondents whose jobs are civil servants 4%. In the results of this questionnaire, it was found that the majority of visitors to Simetri *Coffee Roasters* Bekasi were students. Descriptive results of the three variables in this study, namely Taste, Product Innovation, and Buyback from 100 respondents.

The calculation explains the average total mean, *it is known that the independent variable (free) Taste has an average total mean value of 4.14 with the highest mean of 4.29 Bittersweet Chocolate food has a sweet taste and the smallest mean of 3.95 Bittersweet chocolate has the right texture.*

Independent variable (free) Product Innovation has a total average value of 4.04 with *the highest mean of 4.27 Bittersweet chocolate allows it to enter the existing market competition and the smallest mean of 3.85 is Bittersweet chocolate Coffee symmetry is a new menu that has never been made by other coffee shops*

In the dependent variable (bound), Repurchase has a total mean average of 4.07 with the largest mean of 4.22, namely Having the desire or stability to buy bittersweet chocolate in coffee symmetry because it tastes delicious and the smallest mean of 3.93, which is accustomed to consuming or buying bittersweet chocolate in coffee symmetry.

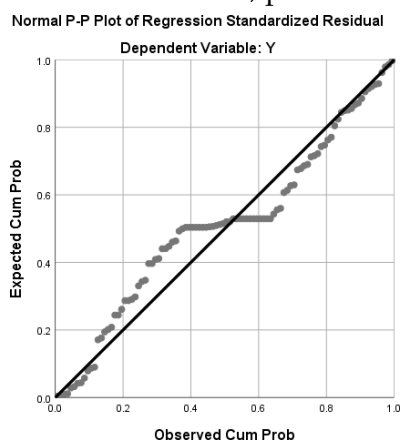
The results of the validity test were carried out on the results of a questionnaire distributed to 100 respondents visiting Simetri Coffee Roasters Bekasi.

No	Variable	r calculate	R table	Code	Information
1	Taste (X1)	0.808	0,1966	X1.1	Valid
2		0,806	0,1966	X1.2	Valid
3		0,827	0,1966	X1.3	Valid
4		0,762	0,1966	X1.4	Valid
5		0,841	0,1966	X1.5	Valid
6		0,811	0,1966	X1.6	Valid
7	Product Innovation (X2)	0,794	0,1966	X2.1	Valid
8		0,678	0,1966	X2.2	Valid
9		0,764	0,1966	X2.3	Valid
10		0,815	0,1966	X2.4	Valid
11		0,709	0,1966	X2.5	Valid
12		0,763	0,1966	X2.6	Valid
13	Repayment (Y)	0,713	0,1966	Y.1	Valid
14		0,781	0,1966	Y.2	Valid
15		0,833	0,1966	Y.3	Valid
16		0,813	0,1966	Y.4	Valid
17		0,852	0,1966	Y.5	Valid
18		0,836	0,1966	Y.6	Valid

Based on the table, all items are declared valid. The r-table value is obtained by calculating the degree of freedom of the data, which is 100 Furthermore, based on the results of data processing using SPSS software version 26, it is known that all r values are calculated at a significance level of 0.05. The r-table value for n=100 with a significance level of 0.05 is 0.1966.

Variable	Cronbach's Alpha	Criterion
Taste	0,934	Reliable
Product Innovation	0,846	Reliable
Buyback	0,890	Reliable

Based on the table, Cronbach's Alpha values for taste are $0.934 > 0.6$, Product Innovation is $0.846 > 0.6$, and Repurchase is $0.890 > 0.6$. All values exceed 0.6, which means that all items of taste statements, product innovations, and buybacks are declared reliable.



Based on the normality test results obtained from the SPSS 26.0 application, it is known that the data studied are systematically distributed due to the proximity of points and the fact that these points extend around the diagonal path and travel in the direction of the diagonal line. Therefore, it can be concluded that the data used in this study has been disseminated properly and regularly.

Here are the results of the multicollinearity test:

Type	Colinearity Statistic	
	Tolerance	VIF
1	(Constant)	
	Taste	.469 2.134
	Product Innovation	.469 2.134

Based on Table, in the Coefficients in the Collinearity Statistics section, it is known that the tolerance value for variables X1 and X2 is 469 greater than 0.10. Meanwhile, the VIF value for variables X1 and X2 is 2,134 < 10.00. So referring to the basis of decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	-1.039E 15	1.494		.000	1.000
1 Taste	.000	.081	.000	.000	1.000
Product Innovation	.000	.083	.000	.000	1.000

a. Dependent Variable: Repurchase

Based on the table of heteroscedasticity test results above, the overall result of Sig. > 0.05 is obtained. This means that this research model has been free from heteroscedasticity.

Autocorrelation Test

Type	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.833a	.694	.688	2.486	2.033

a. Predictors: (Constant), Taste, Product Innovation

b. Dependent Variable: Buyback

Based on the table of autocorrelation test results above, with (k': N) = (2; 100). The value of dL = 1.6337 and dU = 1.7152 was obtained, while the Durbin-Watson value (d) of the regression model was 2.033. This shows that there is no autocorrelation so the null hypothesis is accepted.

ANOVA ^a						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1360.828	2	680.414	110.086	.000b
	Residuals	599.532	97	6.181		
	Total	1960.360	99			

a. Dependent Variable: Buyback

b. Predictors: (Constant), Taste, Product Innovation

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
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1	.833a	.694	.688	2.486	2.033
a. Predictors: (Constant), Taste, Product Innovation					
b. Dependent Variable: Buyback					

Based on the output, H0 is rejected because of sig. value= 0.000 less than 5% alpha, so, Taste and product innovation together have a significant effect on buyback at Simetri Coffee Roasters Bekasi.

Based on the SPSS output table "Model Summary" above, it is known that the value of the coefficient of determination or R Square is 0.694. The value of R square comes from the square of the value of the correlation coefficient or "R", which is $0.833 \times 0.833 = 0.694$. The magnitude of the coefficient of determination (R Square) is 0.694 or equal to 69.4%. This number means that variables X1 and X2 simultaneously (together) affect variable Y by 69.4%, while the rest ($100\% - 69.4\% = 30.6\%$) are influenced by other variables outside this regression equation or variables that are not studied.

This test aims to test whether the variables of Taste and Product Innovation have a partial effect on Buyback at Simetri Coffee Roasters Bekasi. To test the hypothesis by comparing the significance value of the T-test with 5% *alpha*.

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	sig
	B	Std. Error			
1 (Constant)	2.598	1.492		1.742	.085
Taste	.002	.029	.005	.083	.934
Product Innovation	.897	.065	.831	13.878	.000

a. Dependent Variable : Buyback

From the results of regression analysis, it can be seen that the multiple regression equation is Repurchase at Simetri Coffee Roasters Bekasi = $2.598 + 0.002 \text{ Taste} + 0.897 \text{ Product Innovation}$. A constant of 2,598, meaning that if the Taste and Product Innovation is 0, then the Repurchase value at Simetri Coffee Roasters Bekasi is 2,598. The coefficient of the Taste variable is 0.002, meaning that if the Repurchase in the Bekasi Coffee Roasters Symmetry variable increases by one point, then the Taste will increase by 0.002. The coefficient of the Product Innovation variable is 0.897, it can be said that if the Repurchase in the Coffee Symmetry variable increases by one point, then Product Innovation will increase by 0.897.

4. Conclusion

Based on the formulation of the problem, hypothesis, and research findings, it can be concluded that the research entitled "*The Influence of BitterSweet Chocolate Taste and Innovation on Buyback Decisions at Simetri Coffee Roasters Bekasi*" has a positive and significant influence. Based on the collected data and tests carried out using the multiple linear regression method, the following conclusions can be drawn: (1) The taste variable yields a calculated t of 0.083 while the table t is 3.090. meaning that there is no influence between the taste variable (X1) and repurchase (Y) so that H1 is rejected; (2) 2. The H2 hypothesis is accepted, there is a positive and significant influence between Product Innovation (X2) and Buyback (Y) in Simetri Coffee Roasters Bekasi; (3) 3. The H3 hypothesis is accepted, where Taste (X1) and Product Innovation (X2) together affect buyback (Y) at Simetri Coffee Roasters

Bekasi; AND (4) 4. R Square of 69.4% means that the model's ability to explain the variation of the dependent variable is 69.4% while the remaining 30.6% is influenced by other factors.

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