Integration Expectation Confirmation Theory and AISAS Model in Coffee Shop Repurchase Intention

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A B S T R A C T
Kopi chuseyo is a coffee shop that stands in the middle of the proliferation of k-popers in indonesia. this coffee shop with a k-pop nuance gets loyal customers and has high purchasing power. kopi chuseyo elevates k-pop as an endorsement and brand image that differentiates it from other coffee shops by implementing a good marketing strategy to achieve a competitive advantage. the research objective was to develop a conceptual model of repurchase intention using the expectation confirmation theory AISAS (Attention, Interest, Search, Action, Share) Model. the population of this research is consumers who have ever consumed chuseyo coffee in indonesia. the sampling technique used non-probability sampling with a total of 108 respondents. the study results in a brand image significantly affected repurchase intention; celebrity endorsement advertisement had no significant effect on repurchase intention. Ckuseyo coffee must maintain the brand image that consumers feel to increase consumer repurchase intention.

A B S T R A K
Kopi chuseyo merupakan kedai kopi yang berdiri di tengah menjamurnya k-popers di indonesia. kedai kopi bernuansa k-pop ini mendapatkan pelanggan setia dan memiliki daya beli yang tinggi. kopi chuseyo mengangkat k-pop sebagai endorsement dan brand image yang membedakannya dari kedai kopi lainnya dengan menerapkan strategi pemasaran yang baik untuk mencapai keunggulan kompetitif. tujuan penelitian adalah untuk mengembangkan model konseptual niat pembelian kembali menggunakan expectation confirmation theory dan AISAS (Attention, Interest, Search, Action, Share) Model. populasi dalam penelitian ini adalah konsumen yang pernah mengkonsumsi kopi chuseyo di indonesia. teknik pengambilan sampel menggunakan non-probability sampling dengan jumlah 108 responden. hasil penelitian citra merek secara signifikan memengaruhi niat pembelian kembali; iklan endorsement selebriti tidak berpengaruh signifikan terhadap niat beli ulang. kopi Chuseyo harus menjaga citra merek yang dirasakan konsumen untuk meningkatkan niat beli ulang konsumen.

INTRODUCTION

ECT (expectation confirmation theory) has been used in various studies, including internet shopping and online Web intent (Rahi & Abd. Ghani, 2019) The theory includes five output variables that represent buyer responses: attention, comprehension, attitude, intention, and purchase behavior (Kavak et al.,, 2015) and it has been used in studies on business buying (Kavak et al.,, 2015) tourism and hospitality (Karl, M., 2017) and retail (Karl, M., 2017) Expectations, results, validation, gratification, and repurchase intention are the core structures of the expectation fulfillment theory of marketing (Oliver, 1980, 1993). According to this principle, consumers are fulfilled when pre-purchase expectations about product results are matched through familiarity with the product during the post-purchase stage of the consumer's decision-making process, and consumers buy back goods and services driven by satisfaction. Consumers are dissatisfied because a product or service fails to satisfy their needs, and they will avoid buying or consuming the same product or service. Satisfaction or dissatisfaction is characterized as the confirmation or disconfirming of previous customer perceptions about product and service results, which is

considered the most significant determinant of repurchase purpose. Coffee is a beverage made by steeping coffee beans after being brewed and then roasting them into powder. The types of coffee that are widely circulated are Arabica, Robusta, and Liberica. Coffee ranks second as the most popular drink and is often drunk after tea. According to data from the International Coffee Organization (I.C.O.), there is sufficient evidence to conclude that coffee consumption jumped to 174 percent in 2016 (Katadata, 2017). The International Coffee Organization (I.C.O.) may be one of the main organizations among coffee. I.C.O. trading individuals send more than 97% of the world's coffee. In comparison, individuals consume almost 80% of the world's coffee (Ditjenppi, 2018). I.C.O. creates a solid state that has a positive impact on the world coffee economy and the steps of life in the world of creation through various activities which contribute to the development of a universal coffee arrangement through interval coordination. It makes a difference to make the world coffee economy viable including respect for coffee and advancing its performance by starting a coffee development venture. Based on Databoks (2021) sourced from the Ministry of Agriculture 2018, Indonesian coffee consumption will continue to grow 2021. Historically, the increase in Indonesian consumption has continued from 2016 to the present. Moreover, when viewed in 2018, the growth reached 13.83% from the previous year. Gradually, the growth of Indonesian coffee consumption began to slow down. However, Indonesian coffee consumption continues to increase steadily. In 2021, it is predicted that Indonesia's coffee consumption will reach 370 thousand tons. The community consumes drinks for health and pleasure purposes (Agrawal et al., 2013). After water, coffee is the most popular drink globally (Gaascht et al., 2015) The problem is the amount of global coffee consumption continues to increase every year (Chen and Lee, 2015) The global coffee market is increasingly competitive (Chinappa and Rajashekar, 2012) in understanding consumer behavior in the context of coffee consumption. The number of coffee shops in Indonesia continues to grow into emerging businesses that appear like mushrooms in the rainy season. There are many and the mushrooming of modern coffee shops in the last three years (Dahwilani, 2019) Drinking coffee has become a part of today's society, especially teenagers. They are still unstable and cannot control their wants and needs. In this case, it is related to the culture of students in consuming coffee. People in coffee shops carry out the culture of coffee consumption as a hangout place and mood enhancer. Where the community in coffee shops carries out the culture of coffee consumption as a hangout place and mood enhancer. Nowadays, drinking coffee is a favorite drink anymore, partly for society, but students have also become part of the lifestyle. Not infrequently, even think of coffee as a mood enhancer. Many students head straight to the coffee shop after finishing school. The food and beverage business can be a good business potential from the data that has been listed. Chuseyo Coffee is a coffee shop that stands amid the proliferation of K-Popers in Indonesia. For K Pop and Coffee lovers, Chuseyo Coffee offers a new atmosphere to enjoy coffee interspersed with K Pop nuances or South Korean-themed ornaments. Chuseyo Coffee offers various drinks from South Korea, such as espresso, which does not go through the storage process. Chuseyo Coffee also offers drinks that are viral and uses an original Korean recipe, namely dalgona coffee. This coffee shop has the theme of South Korea, The Only K-Pop Hub in The Nation. This coffee shop with a K-Pop nuance gets loyal customers and has high purchasing power. K-Pop fans love to gather and socialize at various Chuseyo Coffee branches. This Chuseyo Coffee branch is quite extensive. There are 14 branches in Jakarta, Bogor, Depok, Tangerang and Bekasi. In addition, there are also outside Jabodetabek, namely Cirebon, Semarang Yogyakarta, Magelang, Surabaya, and Banjarmasin. Not only that, the founder of Chuseyo Coffee plans to expand his business by opening dozens of Chuseyo Coffee branches. This proves the successful marketing and sales of Chuseyo Coffee. The demand for coffee has become a growing trend of such an attractive concept with great food and drinks. Hence, several major brands have diversified into the cafe industry due to the immense demand. (Ariefana, 2020). According to Wang & Tsai (2014), consumers are more likely to buy well-known brand products with a positive brand image because brands with this image have the effect

of reducing the perceived risk of consumers. Most successful companies have their concept and brand image to differentiate themselves from competitors. Knowing that branding is one of the elements for a company to be successful in the world of coffee shop business that has mushroomed, Kopi Chuseyo elevates K-Pop as a concept and brand image that differentiates it from other coffee shops. Sang-Hyeop Lee et al. (2016) mentioned this element is essential for a company to compete with competitors. Without identification, it is difficult for companies to compete with other competitors. One approach to boost brand success and business sustainability are to create a distinctive brand profile (Tingchi et al., 2017). This is crucial in the growth of a sector, especially in the hospitality industry (Seric and Gil-Saura, 2019). Advertising, which is normally a big part of marketing, is meant to educate people about a product or service and convince them to do something, usually buy it (Haque et al., 2011; Honka et al., 2017). Celebrity endorsements have become one of the most commonly used means of eliminating waste in advertising since consumers are subject to increasing ads every day (Paul and Bhakar, 2018; Spry et al., 2011; Um and Lee, 2015). By associating products or companies with celebrity appeal (Balasubramanian et al., 2016), celebrities help build recognition and attention for products, brands, and organizations (Lee and Shin, 2014; McCormick, 2016). Support, especially from celebrities, to promote a product is a popular theme or advertising style (Choi and Lewis, 2017; Knoll and Matthes, 2017; Pan et al., 2017), including tourism destinations (Jolly, 2016; Yen and Croy, 2016), restaurants (Kim et al., 2013), hospitality (Fath et al., 2017), and food (Fath et al., 2017). Drinking coffee is mandatory for some people before starting their activities. However, you need to know that drinking too much coffee can be detrimental to your health. It's no secret that drinking coffee can improve mood and improve concentration. In fact, drinking black coffee without sugar and milk provides many health benefits. For someone who likes coffee can drink more than three cups every day. You don't get me wrong, drinking coffee does provide many benefits. However, when a person drinks too much coffee, it will cause health problems. (Rahino, 2021)

Fernandes (2019) states that celebrity endorsement can provide a good reputation in representing a brand where they will become role models for society. His research results indicate that celebrity endorsement can show the quality of a brand with excellent quality. Celebrity endorsement advertisement refers to a marketing strategy whose goal is to use one or several celebrities to advertise a particular product or service. The main objective in selecting the celebrity endorsement advertisement is to reach more customers, represented by the celebrity fans. This endorsement generates enormous profits for the brand and increases publicity, image, and positive engagement.

In making a purchase intention, there are several things that customers go through to decide on a purchase; this can be seen from consumer behavior that is easily influenced by the closest people, the environment, and others. Several times the customer visited Chuseyo Coffee. This makes researchers wonder what makes customers feel at home at Chuseyo Coffee for a long time. In theory, consumer purchasing decisions are actions taken by consumers to make product purchases. The purchasing decision factor is the frequency of investments, which is to see the frequency of purchases made by visitors (Hidayah & Idris, 2020).

Although the economic output of the coffee market is quite large, it is highly competitive due to the low barriers to entry and the fact that customers quickly change their loyalty to cafe products of other brands (Shim et al., 2021). These conditions make coffee shop business managers such as Kopi Chuseyo implement various marketing strategies such as celebrity endorsement, maintaining good product quality, and developing new menus to achieve a competitive advantage by efficiently allocating resources. Kotler & Armstrong (2016) defines brand image as "a set of beliefs held about a particular brand. Since the 1950s Brand image has become an important concept for consumer

behavior research (Riaz, 2015). Wijaya (2013) proposes a structured brand image. of five dimensions including identity, personality, association, behavior and attitudes, and competence. (Cheah et al., 2019) It proposes celebrity endorsement advertisements composed of the AISAS model (Attention, Interest, search, action, share). In this competitive market, Kopi Chuseyo needs to differentiate from other competing brands that can increase consumer repurchasing intention. Celebrities are used in advertising to attract customer attention and increase the persuasiveness of messages, thereby increasing the effectiveness of advertising. Celebrity refers to well-known personalities who enjoy public recognition (Muda et al., 2017). Repurchase in This tension is an attitude or behavior that benefits the company for the consequences of continuous purchases in the future. The measure of physical stores and online stores' success is no different; namely, customer loyalty is manifested by repeated purchases (Wijaya et al., 2018). Repurchase intention is a significant aspect that needs to be a concern of companies in providing goods and services because a customer's repurchase intention can affect sales of goods and services (Fernandes, 2019). Repurchase intention in this study is the tendency of consumers to visit Chuseyo Coffee and consider buying products or services from the same Chuseyo Coffee and commit to revisiting. Therefore, this study aims to answer the following research questions. Using the expectation confirmation theory and AISAS (Attention, Interest, search, action, share) model, how can the process involving celebrity endorsement advertisements affect repurchase intention? Applying brand image can affect repurchase intention? The research objective was to develop a conceptual model of repurchase intention using the expectation confirmation theory and AISAS (Attention, Interest, search, action, share) Model. Furthermore, ECT (expectation confirmation theory) has been criticized for overlooking the role of users' intrinsic motivation usage, which might also be a fundamental user belief. that affects users' continuance intentions (Cheng, 2014; Nascimento et al., 2018)

METHODOLOGY

Data were collected using a structured questionnaire. The population in this study refers to Chuseyo coffee consumers. The sample is a small part of a population. Researchers used primary data with non-random sampling techniques; namely, the same sample selection technique did not allow equal opportunities for each population selected as the sample. From the existing population, researchers took some to be sampled. According to Roscoe (1975), (Sekaran & Bougie, 2018) the sample size for multivariate analysis should be many times (preferably five times or more) the number of variables tested. Since there are 35 questions in this report, a minimum sample size of 180 is expected and the author got 108 respondents who filled out the questionnaire and were valid The number of samples in this study was 108 respondents. The data is collected to answer problems that have been previously formulated. Participants were selected using a purposive sampling technique, which allowed the researchers to choose valid and informative participants (Sekaran & Bougie, 2018). The sample chosen by the researcher has characteristics that have been determined by the researcher, namely customers who have purchased or visited Chuseyo Coffee.

All responses were collected on a seven-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (7). Partial Least Square structural equation modeling was used to examine expectation confirmation theory. Because the PLS-SEM-based model estimation always depends on composite reliability, regardless of the specification of the measurement model.

RESULT AND DISCUSSION
RESULT
Descriptive Statistics

Based on the results of the study by distributing questionnaires to respondents, the author gets 108 respondents data that can be processed and explains the descriptive analysis in the table below The subjects of this study are consumers who have bought or visited Chuseyo Coffee.

Table 1. Respondent Profile

Gender		Frequency	*Percent*	Valid Percent
Valid	Male	47	43,5	43,5
	Female	61	56,5	56,5
	Total	108	100,0	100,0

Source: obtained from primary data (2021)

Table 2. Respondent Age

Gender	Age			Total
	17-25 years	26-35 years	>35 years	
Male	44	2	1	47
Female	52	0	9	61
Total	96	2	10	108

Source: obtained from primary data (2021)

In terms of age ranges between 17-25 years, there are 44 male respondents and 52 female respondents, 26-35 years old there are two male respondents, and also over 35 years old, one respondent is male. -Male and nine female respondents.

Table 3. Respondent Profession

Gender	Profession		Total
	Student	Entrepreneur	
Male	44	3	47
Female	52	9	61
Total	96	12	108

Source: obtained from primary data (2021)

Terms of work, 44 respondents were male and 52 female respondents. For the rest who work as entrepreneurs, there are three male respondents and nine female respondents.

Based on the results of the questionnaire, it can be seen that the respondents have the following demographic and geographic tendencies: 61 respondents (56.5%) were women, and 47 respondents (43.5%) were male. It can be concluded that the market for female sex has a more significant number than that of men. However, both of them are the target market of Chuseyo Coffee. A total of 96 respondents (88.9%) were 17-25 years old, ten respondents (9.3%) were over 35 years old, and two respondents (1.9%) were over 35 years old.

Ninety-six respondents (88.9%) are active students, and 12 respondents (11.1%) work as entrepreneurs. The respondent's occupation can influence repurchase intention or the respondent's capacity in the purpose of repurchasing a product.
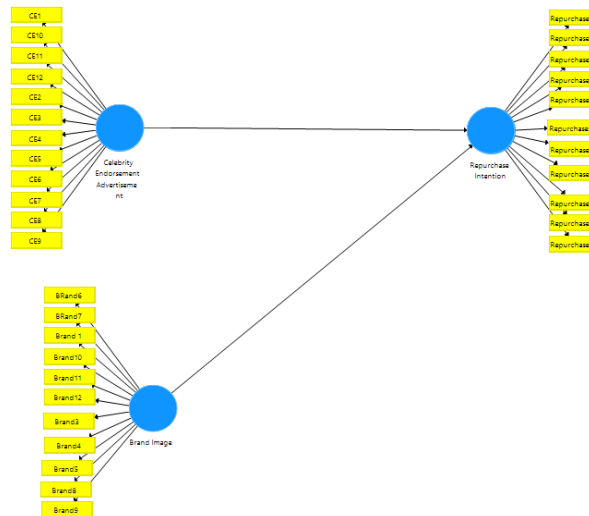
Figure 1. Design Research Model

A correlation between the indicator score and the construct score can test the validity of reflective indicators. Reflective indicator measurements show a change in an indicator in a construct when other indicators in the exact construct change. The following are the results of calculations performed with the smart PLS 3.0
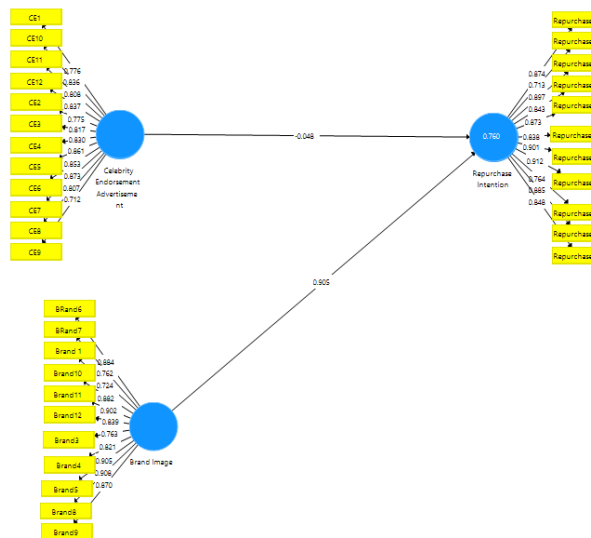

Figure 2 Output Loading Factor Modeling

According to Ghozali & Latan (2015), a correlation can be said to meet convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor provides a value above the recommended value of 0.5. so that the indicators used in this study have met the convergent validity

Reliability Test and Convergent Validity

According to (Hair et al., 2019), a latent variable can have good reliability if the composite

reliability value is greater than 0.7. The Cronbach's alpha value is more significant than 0.7. The AVE value ≥ of 0.5, according to Hair et al. (2019), is stated that each construct meets the convergent validity requirements.

Table 4. Reliability Test and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Result
Brand Image	0.959	0.964	0.713	Valid and Reliable
Celebrity Endorsement Advertisement	0.955	0.960	0.667	Valid and Reliable
Repurchase Intention	0.962	0.967	0.726	Valid and Reliable

Source: obtained from primary data (2021)

All latent variables measured in this study have Cronbach's alpha and composite reliability values greater than 0.7, so it can be said that all latent variables are reliable. All constructs meet the convergent validity requirement and show that each variable's square root AVE is greater than the correlation value between variables. As a result, it is possible to conclude that this study met the discriminant validity test requirements.

The discriminant validity can be assessed using cross-loading of the indicator, the Fornell and Larcker criterion, and the Heterotrait-monotrait (HTMT) correlation ratio. Looking at the cross-loading, the factor loading indicators on the assigned construct must be greater than all loading on other constructs, with the condition that the factor loading cut-off value is more significant than 0.70. (Hair et al., 2011; Hair et al., 2014). If HTMT > 0.90 for conceptually similar constructs indicates a discriminant validity problem (Henseler et al., 2015). The Fornell-Lacker criterion is used to assess discriminant validity. According to Hair et al. (2014), the Fornell-Lacker criterion compares the value of AVE's square root with the correlation between variables. If the AVE's square root value for each variable is greater than the correlation value between variables in the model, discriminant validity is met

Table 5. HTMT Ratio and Fornell & Lacker Criterion

Construct	Brand Image	Celebrity Endorsement Advertisement	Repurchase Intention
Brand Image			
Celebrity Endorsement Advertisement	0,733		
Repurchase Intention	0,889	0,591	
Fornell & Lacker Criterion			
Brand Image	0,844		
Celebrity Endorsement Advertisement	0,710	0,817	

Repurchase Intention	0,871	0,595	0,852

Source: obtained from primary data (2021)

Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model in S.E.M. with P.L.S. is carried out by performing the R-Squared (R^2) test and significance test through the path coefficient estimation.

According to (Hair et al., 2019), criterion Multicollinearity > 10: Critical, 5-10: probable, 3-5: suggested, < 3: ideal

Table 6. VIF-Variance Inflation Factor

Construct	Brand Image	Celebrity Endorsement Advertisement	Repurchase Intention
Brand Image			2,017
Celebrity Endorsement Advertisement			2,017
Repurchase Intention			

Source: obtained from primary data (2021)

That there is no multicollinearity problem, and the independent variables are not correlated

R Squared (R^2) Testing The Coefficient of Determination

Output for R^2 value using smart PLS 3.0 computer program is obtained

Table 7. R^2 Calculation Output

Construct	R Square	R Square Adjusted
Repurchase Intention	0,760	0,756

Source: obtained from primary data (2021)

R-Squared (R^2) value is used to measure how much influence a specific independent latent variable has on the latent dependent variable. According to (Hair et al., 2014) if the R^2 value> 0.75 is said to be substantial if the R^2 value is 0.5-0.75, it is moderate; if the R^2 value is <, 0.5 it is said to be weak. The R^2 result for the repurchase intention is 0,760. This indicates that the model is categorized as substantial.

Significance Test

The S.E.M. model's significance test with P.L.S. aims to analyze exogent variables' effect on endogenous variables. Hypothesis testing with the PLS-SEM method is carried out by carrying out the bootstrapping process with the help of the smart PLS 3.0 computer program so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows

Table 8 .Q Squared Predict (Q²)

Construct	Q² Predict
Repurchase Intention	0.752

Source: obtained from primary data (2021)

According to Hair et al. (2019) Q² Predict > 0 – 0,25 : small predictive, 0,25 – 0,50 : medium predictive, 0,50 : large predictive. The research model has a large predictive value because it has a Q² predict value between 0.752. Research shows that Hypothesis 1 is supported but hypothesis 2 is not supported. Hypothesis testing is carried out based on the findings of the inner model, which comprises the r-square output, parameter coefficient, and t-statistic, according to (Hair et al. (2017) To determine if a hypothesis may be accepted or rejected by looking at the significant value between the constructs, t-statistics, and p-values, among other things. Smart PLS (Partial Least Square) 3.0 software was used to conduct the hypothesis testing for this study. The t-statistic> 1.96 was utilized in this investigation, with a significance threshold of p-value 0.05 (5 percent) and a positive beta coefficient. Table 9 shows the worth of evaluating this study's hypothesis, and Figure 2 shows the findings of this research model. The value studied in testing the hypothesis is the value in the t-statistic derived from the PLS output by comparing it to the t-table value. The PLS output is a prediction of the hidden variable, which is the indicator's aggregate linear. The R Square value and the significance test value were achieved using the booth strapping methodology.

Table 9 Hypothesis Test

Hyphotesis	Standardized Coefficient	T Statistics	P values	Result
Brand Image→ repurchase intention	0,051	17,759	0.000	Supported
Celebrity endorsement Advertisement→ repurchase intention	0,056	0,854	0,393	Not Supported

Source: obtained from primary data (2021)

DISCUSSION

This study states that accepting the first hypothesis proposes, namely brand image positively affecting repurchase intention. This study's results support the research conducted by (Fikriando & Syafrizal, 2020; Restuputra & Rahanatha, 2018; Widanarko, 2015). This study rejects the second hypothesis; celebrity endorsement advertisement does not affect repurchase intention. , 2012; Juliana et al., 2018; Maridjo & Amelia, 2020; Setiawan, 2018). The selection of an advertisement star to become a Celebrity Endorsement does impact the increase or decrease in the value of a product. An attractive celebrity can foster the buying interest of someone who sees advertisements and buys advertised products. Still, because consumers already know many K-Pop stars from Korea and are already well-known among young people, in this study, the use of celebrity endorsement advertisements does not affect repurchase intention. A high R squared value can predict this research model.

CONCLUSION

This research aims to develop a conceptual model of repurchase intention using the AISAS (Attention, Interest, search, action, share). Model and expectation confirmation theory to produce a brand image that has a significant effect on repurchase intention, meaning that the higher the level

of brand image, the higher the level of consumer repurchase intention, but celebrity endorsement advertisement has no significant effect on repurchase intention and The hypothesis is rejected, meaning that the higher the use of the celebrity endorsement advertisement has no impact on consumer repurchase intention. This study integrates expectation confirmation theory and AISAS (Attention, Interest, search, action, share) model to understand repurchase intention for Chuseyo Coffee. AISAS (Attention, Interest, search, action, share) Model provides customers with a model to better understand the underlying the reason for the purchase intention. They need to carefully consider all stage relationships (i.e., interest-seeking, interest-seeking (pre-purchase), action-seeking, sharing-action; attention-sharing), and developing appropriate marketing and customer engagement initiatives. The caring-sharing relationship is very important because it connects the past with potential customers and is an opportunity for co-creation of content. The authors study contribute to the literature by examining the role of customer expectations in addition to intention to consume Chuseyo coffee using the ECT (expectation confirmation theory) framework. Chuseyo coffee can also always create a good impression by innovating products and building a good image in consumers' minds. Repurchase Intention antecedents can be carried out with further research by adding other essential variables to increase the research model's explanatory power in taking the sample using google form so that the analysis is not less generalized. For further research, it is recommended to identify and describe more broadly the respondents used in the study so that this research is not biased and gets more accurate results. The implications that can be given to academics are to conduct further research on brand image variables and repurchase intention variables and celebrity endorsements by adding other variables such as delight, arousal, and brand credibility. Celebrity endorsement variable contributes in research to influence repurchase intention. The thing that needs to be a concern is to maintain the use of endorsers to increase repurchase intention. Through the results of this study, it is hoped that Chuseyo coffee will maintain and improve what is currently available.

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