



# Coffee Drinker's Perspectives on MSMEs Coffee Shops: IT Capability, Innovation Capability, and Purchasing Intentions

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## ABSTRACT:

This is an explanatory research based on coffee drinkers' perceptions on the impact of IT and innovation capability on their purchase intentions. The population of this study, consists of an unknown number of coffee drinkers in Indonesia. Therefore, this survey is accessible to those who consume at least one cup of coffee daily. A sample of 210 coffee drinkers was selected via purposive sampling. From March 20 to April 24, 2022, the questionnaire was distributed online to collect data from eligible respondents. This research shows that technology capability and innovation capability both affect customer purchasing intentions. The value of  $R^2$  is 0,682, meaning that the changes in information technology and innovation capabilities substantially affect the changes in purchasing intention of coffee drinkers in Indonesia.

## KEYWORDS:

Information technology capability, innovation capability, MSMEs.

## I. INTRODUCTION

Increased coffee consumption and production in Indonesia indicate an emerging market for the Indonesian coffee industry. According to the International Coffee Organization (ICO), coffee consumption increased by 50.5%, going from 3.33 million bags of 60 kilos in 2020 to 5 million bags of 60 kilos in 2021. As a result, Indonesia became one of the world's top five countries with the highest coffee consumption during the last decade. In addition, coffee production also increased, from 717,962 thousand tons in 2017 to 774,415 tons in 2018. The increase

in both coffee consumption and supply has led to more coffee shops in Indonesia. According to the research of Toffin (2019), the number of coffee shops increased from 1950 in 2019 to 2016.

Due of the lack of social activities on COVID-19, many people prefer to shop online. As just 19% of MSMEs are digitally based, they are not prepared to market their products online. As a result, their sales dropped, and many of them were forced to close their businesses. According to the Indonesia MSMEs Association (2020), the number of MSMEs decreased from 64.7 million in 2019 to 34 million in 2020 during the COVID-19 epidemic. The situation emphasizes the significance of information technology capability in increasing consumer purchasing intentions. This argument is supported by previous research conducted by Abdallah and Bataineh (2018) and Andrina et al. (2020), which suggests that the capability of information technology affects the purchasing intentions of customers.

The capability for innovation is another crucial factor in influencing consumers' purchasing intentions (Wu and Chen, 2014; Carlina and Ekowati, 2022). In a highly competitive market, innovation capability is a source of innovation that provides new benefits that consumers have never consumed; reduces substantial costs; and creates unique products that meet customer needs (Slater, 2013).

Based on the theories discussed above, this study aims to seek the impact of information technology and innovation capabilities of MSMEs' coffee shops on consumer purchasing intention among coffee drinkers in Indonesia.



## II. LITERATURE REVIEW

Prior research has shown that information technology (IT) capabilities are valuable as they affect a company's performance (Aydiner, 2017). IT capability is defined as a company's capacity to transfer and use IT-based resources in conjunction with other resources or capabilities (Liu et al., 2012). According to Zhang et al. (2008), information technology capabilities are the capability to mobilize and deploy information technology-based resources in conjunction with other firm resources and capabilities. Therefore, information technology capabilities are valuable due to their compatibility with other firm resources, including business-process and supply-chain management (Peng et al., 2015), management, and human resources (Saunders and Brynjolfsson, 2016). An IT capability is the complex collection of IT resources that enables companies to coordinate business activities effectively by mobilizing and deploying these IT-based resources (Bharadwaj, 2000). It describes how a computer system or group of computers and other related technologies in an organization can store, process, and send information (Zhu and Nakata, 2007).

Based on the previous studies, this study believes that information technology capability is a valuable resource needed by every business unit in order to help them improve consumers' purchasing intentions. MSMEs can improve their IT skills by using business applications like e-promotion tools, the reputation communication forum (Simamora et al., 2020), e-catalogues (Rustiarini et al., 2021), and e-marketing and online reviews (Salqaura, 2020). In this research, "information technology capability" is defined as a firm's capability to provide internet and application facilities that consumers see as valuable. So, in this study, indicators of MSMEs' IT skills are access to the internet and use of applications from the point of view of coffee drinkers.

Innovation capability is crucial in a highly competitive market as it becomes a source of innovation that provides new benefits that consumers have never consumed, reduces substantial costs, and creates unique products that meet customer needs (Slater, 2013). Previous studies have confirmed that innovation capability is valuable as it contributes to an organization's performance (Naala et al., 2017; Donkor et al., 2018). According to Rajapathirana & Hui (2018), innovation capability is the ability to develop new

products or services based on market demand. Chang et al. (2012) explain that innovation capability describes an organization's comprehensive capabilities that facilitate the ability to commercialize innovative ideas, processes, products, and services. O'Cass & Sok (2014) stated that innovation capability is all interconnected company processes to facilitate and achieve successful product development. Lastly, innovation is a company's ability to generate ideas and turn them into brand-new or improved services or processes that could benefit the company (Aas and Breunig, 2017). Indicators of innovation capability include the ability to increase the quality of existing products and the capacity to create new products using the most advanced technologies (Sok et al., 2013).

Many factors affect innovation capability in an organization, such as knowledge management practices and organizational culture (Lam et al., 2017), knowledge sharing (Le and Lei, 2019), and the direct involvement of corporate leaders in innovation activities (Ramos et al., 2012; Wang and Dass, 2017). Finally, Wang and Noe (2010) explain that knowledge sharing and leadership characteristics are the primary resources needed to improve organizational innovation capability.

Referring to the theoretical framework presented earlier, this study defines innovation capability as the capability of MSMEs coffeeshops to serve high-quality coffee beverages and create new and unique products according to consumers' perspectives. The indicators of MSMEs coffee shop's innovation capability are serving high-quality coffee beverages and creating unique coffee beverages according to the perception of coffee drinkers.

Kotler and Armstrong (2016) define purchasing intentions as a response to a product that shows a consumer's desire to purchase. Consumers are interested in purchasing because they have a positive view of the product (Nulufi and Murwatiningsih, 2018). They have a positive view as they believe the product is valuable. Thus, they are interested in buying it and recommending it to others (Roozy et al., 2014). Many factors influence consumer buying interest, such as product features, brand name, social influence and the cost to buy the product (Rahim et al., 2016). As each customer has unique tastes and preferences, the variables that impact their purchasing intentions will differ (Lee, 2009). Based on the theoretical understanding above, this study defines consumer purchase intention as a customer's positive perception of a product and their desire to purchase and



recommend the product to others. Therefore, the indicators of consumers' purchasing intention of MSMEs coffee shops are consumers' desire to buy coffee from MSMEs' coffee shops and recommend the coffee to other consumers.

#### The effect of information technology capability on purchasing intentions

Previous research conducted by Hausman and Siekpe (2009) explains that information technology positively influences consumers' purchase intentions. In the study of Hausman and Siekpe (2009), information technology capability demonstrates the company's ability to create web interface features that impact consumer interest in exploring the company's website and purchase intention. Moreover, the study of Abdallah and Bataineh (2018) explores the effect of information technology capability and e-purchasing intent in the fashion business. In the research of Abdallah and Bataineh (2018), information technology capability refers to the company's ability to facilitate social networking sites such as e-word of mouth and e-reference groups that impact e-purchasing intention. Furthermore, in the research of Abdallah and Bataineh (2018), the application of e-word of mouth and e-reference groups facilitates consumers' submission of feedback and reviews that impact purchasing intention. Finally, Adrina et al. (2021) also prove that information technology capability affects purchasing intention in e-commerce. In study of Adrina et al. (2021), information technology capability explains the company's ability to provide information technology that is perceived as easy to use, which affects consumers' purchasing intentions.

Based on the theoretical framework that has been discussed above, this study proposes the following second hypothesis:

H1: Information technology capability positively impacts consumers' purchasing intentions in MSMEs coffee shops in Jakarta.

#### The effect of innovation capability on purchasing intentions

Previous research by Wu and Chen (2014) explains that there is an effect of innovation capability on consumers' purchasing intentions. According to Wu and Chen's research, products that address environmental challenges, such as energy efficiency and environmentally friendly products, are likely to enhance consumers'

purchasing intentions with a high level of green marketing awareness. Furthermore, Benachenhou et al. (2018) found the effect of marketing innovation on consumers' buying preferences for the Coca-Cola brand in Tlemcen. According to Benachenhou et al. (2018), Coca-Cola's innovation capability in the brand's visual and verbal packaging has proven to influence consumers' purchasing intentions. Finally, the study by Amoako et al. (2018) found the impact of online innovation on repurchase intention in the hotel industry in Ghana. According to Amoako et al. (2018), providing digital platforms is crucial to creating a customer experience that affects repurchase intention.

Based on the theoretical framework and previous research mentioned above, this study proposes the following second hypothesis :

H2: Innovation capability positively impacts consumers' purchasing intentions in MSMEs coffee shops in Jakarta.

### III. METHODS

This research examines the relationship between information technology and innovation capabilities and customer purchase intentions in MSMEs. This research's population comprises of an unknown number of coffee-drinking Indonesians. To get the eligible sample, purposeful sampling with specific criteria was used. This poll is available to anyone who like drinking at least one cup of coffee every day. In this study, 210 samples were collected, which exceeds the Lemeshow formula's minimal sample size requirement of 96. To gather data, a questionnaire was distributed online between March 20 and April 24, 2022. The Likert scale, which gives each response a value between 1 and 5 (five), is used to assess the views of respondents. This research has seven indicators, all of which are reflecting indicators used to measure information technology capability, innovation capability, and purchasing intentions. Convergent validity and discriminant validity are used to evaluate the validity, whereas Conbrach's alpha and composite reliability are used to assess the reliability. This study analyzed the data using the partial least square approach, with the following analytical steps: outer model analysis, inner model analysis, and hypothesis testing, which is performed by examining the probability value and t statistics.



#### IV. RESULTS AND DISCUSSION

##### The Profile of Respondents

Two hundred and ten people who like to drink coffee at least one cup daily participated in this research. Based on table 1, more than half of the respondents were females (56.2%), followed by males (43.8%). Furthermore, most respondents lived in North Jakarta (37.1%), followed by East Jakarta (25.7%).

The majority of respondents are between 31 - 40 years old (33.3%) and, followed by 20 – 30 years old (31%), > 40 years old (23,8%) and < 20 years old (11,9%). Most of the respondents are high school level (42.3%), followed by the respondent who graduated from university (33.3%) and has a certificate Diploma (23,8%). (see table 1.)

**Table 1.** Respondent Profile

Variable	Total	%
<b>Gender</b>		
- Female	118	56,2
- Male	92	43,8
<b>Age</b>		
- < 20 years	25	11,9
- 20 – 30 years	65	31
- 31 – 40 years	70	33,3
- > 40 years	50	23,8
<b>Education</b>		
- High School	89	42,3
- Diploma	50	23,8
- Bachelor	71	33,8

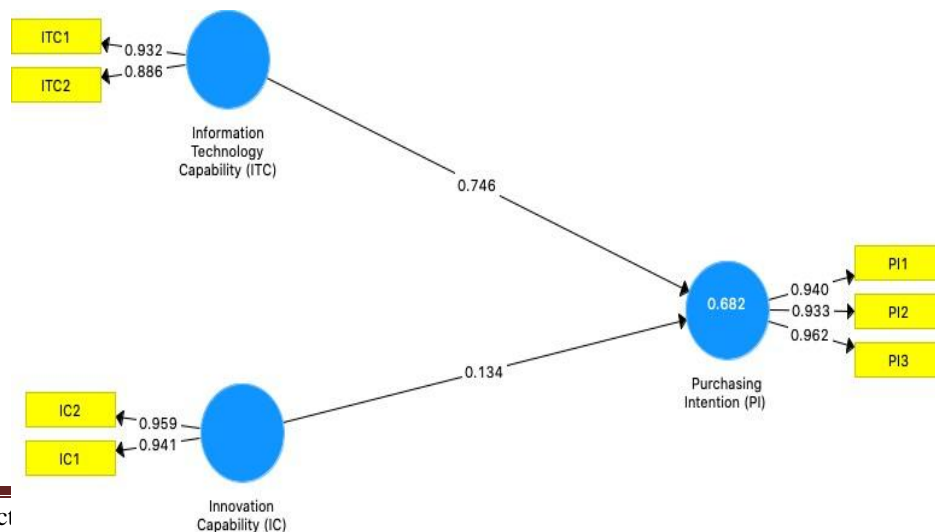
Source : Processed data (2022)

##### Evaluating the measurement model

The first step in partial least squares (PLS) analysis is assessing the measurement model. The first step in partial least squares (PLS) analysis. In the first step, the model is assessed to verify the relationship between the latent variable and its indicators. The

assessment is based on reliability and validity tests. Using the Smart PLS application, the following PLS algorithm model is generated.

**Figure 1.** PLS Algorithm Model





### Validity test

The objective of the validity test is to determine how effectively the instrument can execute its function measuring instrument. The first instrument used to examine the validity test is the convergent validity, based on the value of loading factors. According to Ghozali (2015), the minimum loading factor that satisfies the convergent validity is 0.7. As all loading factors are greater than 0.7 (See Figure 1), suggesting that the convergent validity requirements have been fulfilled.

The second instrument employed to examine the validity in this study is discriminant validity. The evaluation is based on cross-loading, and the Fornell-Larcker criteria. According to Ghozali (2021), to completely satisfy discriminant validity, the value of each item on the construct is higher than cross-loading, the value of AVE is greater than 0,5 and the square root of the AVE of each construct is greater than the correlation of latent construct (Fornell-Larcker criteria).

**Table 2.** Factor loading and cross loading

Indicators	ITC	IC	PI
ITC1	<b>0,932</b>	0,482	0,827
ITC2	<b>0,886</b>	0,517	0,644
IC1	0,457	<b>0,941</b>	0,466
IC2	0,569	<b>0,959</b>	0,553
PI1	0,724	0,516	<b>0,940</b>
PI2	0,796	0,472	<b>0,933</b>
PI3	0,457	0,549	<b>0,962</b>

Source : Processed Data (2022)

**Table 3.** Average Variance Extracted

Construct	AVE
ITC	0,827
IC	0,903
PI	0,892

Source : Processed Data (2022)

**Table 4.** The Fornell Larcker Criterion

	ITC	IC	PI
ITC	<b>0,910</b>		
IC	0,545	<b>0,950</b>	
PI	0,818	0,540	<b>0,945</b>

Source : Processed Data (2022)

The results of this study show that the loading value of each indicator is greater than the value of cross loading (See table 2.) Also, the AVE of each construct is higher than 0.5 (See table 3.).

Lastly, the results of this study found that the square root of the AVE for each construct is greater than the correlation with other constructs (See table 4)



**Reliability test**

The reliability test aims to assess the degree to which the measurement instrument can provide reliable data. Ghozali (2021) states that the minimum acceptable value of Cronbach's alpha and composite reliability to meet reliability

requirements is 0.70. The reliability test was conducted using Cronbach's alpha and composite reliability as follows :

**Table 5.** Cronbach's Alpha and Composite Reliability

Cronbach's Alpha	Composite Reliability
0,794	0,905
0,893	0,949
0,940	0,962

Source : Processed data (2022)

As all values of Cronbach's alpha and composite reliability are above 0.70, therefore, the requirement of reliability is acceptable meaning the measurement model is reliable.

(cause-and-effect relationships) between latent variable

**Evaluating the structural model**

The next step of partial least square (PLS) analysis is assessing the structural model The objective of the assessment is to predict causal relationships

s. The analysis is conducted with the bootstrapping analysis procedure to evaluate the value of path coefficient. The aims is to predict causal relationship (cause and effect relationships( between latent variables (Ghozali, 2021).

**Table 6.** Path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P Value
ITC -> PI	0,746	0,745	0,057	13,104	0,000
IC -> PI	0,134	0,135	0,065	2,050	0,041

Source : Processed data (2022)

Based on the results, the path coefficient of correlation between information technology capability (ITC) and purchasing intention (PI) is 0.746 with p-values of  $0.0000 < 0.05$  (see table 6.) meaning there is a significant relationship between information technology capability (ITC) and purchasing intention (PI). Also, the path coefficient

of correlation between innovation capability (IC) and purchasing intention (P) is 0.134 with the p-value of  $0.000 < 0.05$  (See Table 7.), meaning there is a significant relationship between information technology capability (ITC) and purchasing intention (PI).



Table 7. R<sup>2</sup>

R <sup>2</sup>	R <sup>2</sup> Adjusted
0,682	0,679

Source : Processed data (2022)

The evaluation of the structural model is continued using the R-square criteria, which explains the variance in the endogenous variable defined by the exogenous variables. According to Chin (2010), the recommended values of R<sup>2</sup> square for endogenous are 0.67, 0.33, and 0.19, respectively, indicating the changes are substantial, moderate, and weak. This study found that the value R is 0.682, meaning that 68.2% of the changes in purchasing intentions are caused by information technology and innovation capabilities and the rest are caused by other variables not examined in this study (See table 7)

#### Discussion

This study shows that IT capability is an important aspect that affects customers' purchasing intentions at MSMEs coffee shops in Jakarta. This research confirms the findings of Hausman and Siekpe (2009), Abdallah and Bataineh (2018), Adrina et al., and Adrina et al. (2021). In Hausman and Siekpe's research (2009), information technology capability is a company's capacity to develop web interface features that influence consumer desire to explore the company's website and purchase intent. According to Abdallah and Bataineh (2018), information technology is a firm's capability to support social networking sites, such as e-word of mouth and e-reference groups, which influence e- purchasing intentions. Finally, Adrina et al. (2021) define information technology capability as a company's ability to deliver easy-to-use technology, which impacts customers' purchasing preferences.

In addition, this study found that innovation capability is essential as it positively influences customers' purchase intentions. The results confirm the findings of prior research by Wu and Chen (2014), Benachenhou et al. (2018), and Amoako et al. (2018) that innovation capability influences customers' purchase intentions. According to Wu and Chen's study, products that address environmental issues, such as energy efficiency and environmentally friendly products, are likely to increase customers' purchase intentions who have strong marketing green marketing awareness. In the research of Benachenhou et al. (2018), innovation capability refers to the Coca-Cola company's ability

to design a visual element and informative text for Coca-Cola packaging that influences customer purchasing interest in Tlemcen. In the research conducted by Amoako et al. (2018), innovative capacity refers to the hotel industry's digital platform, which improved online purchasing innovation in Ghana.

#### V. CONCLUSIONS

According to the results of this study, the information technology and innovation capabilities of MSMEs' coffee shops are significant determinants of increasing consumers' purchasing intentions. Coffee shops owned by MSMEs may enhance their IT capabilities by offering customers with internet access and using easily available applications to raise consumer interest in their coffee. Abdallah and Bataineh(2018), Hasuman and Siekpe(2009), and Andrina et al.(2021) have all found that IT skills improve competitiveness. Likewise, innovation is important as it influences consumers' purchasing intentions. The MSMEs' coffee shops may be able to increase their customers' intent to buy by coming up with new ways to improve quality and by giving coffee a unique taste and atmosphere.

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