

# Uncovering Customer Reuse Intention on Coffee Shop Mobile Application: Is That Impactful?

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## ABSTRAK

This study aims to explore the factors influencing customer behavior by examining the reuse intention of mobile applications, specifically focusing on Fore Coffee's customers. Utilizing the Technology Acceptance Model (TAM), the research investigates how perceived usefulness, perceived ease of use, and perceived value impact the intention to reuse the Fore Coffee mobile application. Data were gathered through a survey of Fore Coffee customers in Bali, employing non-probability sampling techniques, with purposive sampling as the specific method. The analysis was conducted using multiple linear regression analysis via SPSS software to determine the relationships between the independent variables (perceived usefulness, perceived ease of use, and perceived value) and the dependent variable (reuse intention). The findings reveal that perceived value does not significantly affect the intention to reuse the Fore Coffee mobile application. In contrast, perceived usefulness and perceived ease of use both have a partially significant positive impact on the reuse intention. These results suggest that while the perceived value of the app might not directly influence customers' decision to continue using it, factors such as its usefulness and ease of use play crucial roles in fostering reuse intentions. This insight is valuable for app developers and marketers aiming to enhance customer retention through improved user experience and functionality.

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## 1. INTRODUCTION

Information communication technology (ICT) is driving modern employment creation with networking sites enabling people to interact through innovation (Raja, Rossotto, & Paradi-Guilford, 2012). However, ICT uptake and implementation differ due to moderating factors such as entrepreneur innovativeness, which enhances how technology innovation impacts organizational performance (Chege, Wang, & Suntu, 2019). It is this process that brings humans into the Information Society or Economy. This new society is also often referred to as a post-industrial society, "In the economy of which the innovation sector with a highly productive industry, the knowledge industry, aimed at producing not only goods but above all high-quality and innovative services" (Burkhanov, 2020). Advances in technology, computers, and telecommunications support the development of internet technology (Xian, 2001). Business people are facilitated by the internet in obtaining any information, to support their business activities, even now it tends to obtain various kinds of information, so that information must be filtered to obtain appropriate and relevant information (Abramowicz, Kalczyński, & Węcel, 2002). The use of the internet in business has developed, from the electronic exchange of information to the application of business strategies, such as: marketing, sales and customer service (Yuliana, 2000).

The rapid growth of smartphones has directly had a significant impact on the development of smartphone applications (Maceli, 2011), also known as mobile applications (Mobile App). Mobile apps have more advantages, namely, easy access for mobile device users to their applications to meet certain needs (Sánchez & Rodríguez, 2008). Judging from the references and percentages that have been described, it is a great opportunity for companies or business people, especially in Indonesia, to take advantage of sales strategies through this technology (Meiryani, Dhiwayani, Lusianah, & Lesmana, 2022).

One of the companies that will be discussed by researchers is PT. FORE KOPI INDONESIA. Founded in 2018, Fore Coffee is a retail coffee start-up that wants to serve high quality coffee to its customers. The name Fore is taken from the word forest which is a hope to grow fast, strong, tall & support everything around it. This company has the goal of Fore Coffee's existence to create a new standard of quality coffee for consumers. Apart from that, of course, Fore Coffee is a start-up business that also prioritizes innovation and existing technological developments. "Prioritizing service consistency and innovation in various aspects, including products and applications that support services for consumers." (Vico Lomar, CEO of Fore Coffee, 2018). This statement leads to the flagship application owned by Fore Coffee, namely, FORE COFFEE APP.

It is an official application launched directly by PT. FORE KOPI INDONESIA, with various benefits that can provide a new shopping experience for consumers. This application contains product catalogs from Fore Coffee that can be selected and used easily for consumers to shop through the application. Through this application, consumers can buy coffee quickly and easily, either picking up the coffee themselves at the store or having it delivered to the desired place. Everything is free to be personalized according to the wishes of consumers. All these conveniences and very practical ordering methods mean that the Fore Coffee application has been downloaded by more than 100 thousand in just a month of its launch since 2018. This achievement also places it at number one in the Top Free App for the Food & Drink category ([ottencoffee.co.id](http://ottencoffee.co.id), 2019). Another reason the researcher will use Fore Coffee as a research object in this writing is that Fore Coffee is a company operating in the coffee sector which first brought up the concept of application-based technology to sell its products. For example, a similar competitor, namely, Kopi Kenangan. The launch of the Setudnyan Application by Kopi Kenangan in April 2019 aligns with the company's focus on innovation and customer convenience (Kulkarni, Bhuite, Gangamwar, & Randive, 2021). With the launch of the Kopi Kenangan application since 2019, there has been a 200% increase in transactions through the Kopi Kenangan application (Nabila & Kuswanto, 2022). Compare to Fore Coffee, it recorded sales growing 1,478% from 19 thousand to 300 thousand cups of coffee per month. At least, Fore sells 10 thousand cups of coffee a day. As much as 85% of the total marketing is ordered through the Fore Coffee application service or delivery service ([ottencoffee.co.id](http://ottencoffee.co.id), 2020). Based on the data above, every year new users of the Fore Coffee App grow rapidly, and of course there are various factors that influence customers' choice and Reuse Intention the application as a transaction medium.

## Literature review

### Perceived Usefulness

According to Davis (1989), perceived usefulness is a user's subjective view of how likely it is that using a system can improve its performance. Perceived Usefulness is the user's belief that using a particular system will provide improvements to their work performance (Henderson & Divett, 2003). Furthermore, Perceived Usefulness is a belief about the decision-making process (Hong, Chan, & Thong, 2021). Thus if a person feels that he believes that information systems are useful then he will use them. Perceived Usefulness leads to consumer perception of the results of the experience experienced (Jahangir & Begum, 2008). A system with high perceived usefulness is one that a user perceives to be beneficial in the presence of a beneficial use-outcome connection (Davis, 1989).

### Perceived Ease of Use

Perceived ease of use is linked to the user's belief of how easy a system is to use level of confidence an individual has in utilizing a specific system would require no effort. "The solution to the problem was found by the team of researchers." The team of researchers discovered the answer to the issue. Derives from the definition of "ease": "liberty from hardship or extensive exertion (Radner & Rothschild, 1975). Based on Davis (1989) Perceived ease of use is the extent to which an individual thinks that using a specific system would require minimal effort.

### Perceived Value

According to Zeithaml (2000), defined perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. In online retailing settings not only the product itself, but also the website, the internet channel and the processes of finding, ordering, and receiving products contribute value to customers (Keeney, 1999). The desired relationship is a long-term relationship, because the business and costs incurred by the company are believed to be far greater if they have to attract new customers or customers who have left the company, rather than maintaining it. Thus, the perceived value is able to be defined as the difference between the value of the benefits of an item or service obtained by the customer and the value of the benefit that is expected by the customer. Customers choose between products that offer more value, the which is the sum of product benefits, both tangible and intangible, and costs (Kotler & Keller, 2012).

### Reuse Intention

Reuse intention refers to the act of consistently purchasing products or services after an initial purchase by consumers. Furthermore, the intention to reuse is linked to an individual's choice to continue buying items and services from a specific company, taking into account their current circumstances (Hellier, Geursen, & Carr, 2003). According to Bhattacharjee (2001), the decision to reuse an information system (of IS continuance usage) is the same as the decision to repurchase products and services of the consumers because reuse decision is influenced by the first time that a user uses the information system. Moreover, Engel & Blackwell, (1982) states that Reuse intention is an intensity of the intention to continue using or repurchase the product or service upon receipt of the product or service. It refers to the possibility that attitudes and beliefs about a particular product or service can be translated into actual behavior.

### Research framework and Hypotheses.

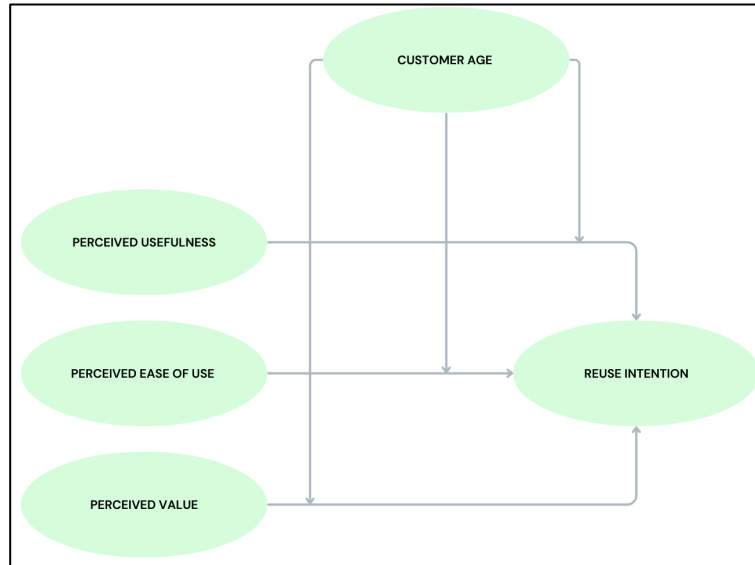


Figure 1. Theoretical Framework

### Hypotheses

H1 : Perceived Usefulness Has a Positive Effect on Reuse Intention

H2: Perceived Ease of Use has a positive effect on Reuse Intention

H3 : Perceived Value has a positive effect on Reuse Intention

H4a : Customer Age moderates the impact of Perceived usefulness on Reuse intention.

H4b: Customer Age moderates the impact of Perceived Ease of Use on Reuse intention.

H4a : Customer Age moderates the impact of Perceived Value on Reuse intention.

## 2. RESEARCH METHOD

### Sample and Data Collection

The type of data used in this research is Quantitative Descriptive Data. According to Mbuva (2023). Quantitative Descriptive is a Non-Experimental type of research whereby the variables are measured using numerical terms although the variables under interrogation are not manipulated by the researcher. Data collection is either through observation or survey. The researcher used the population of Bali province residents who have used the Fore Coffee application as the population for the study, with the criteria of having made transactions on the Fore Coffee application, at least once. One of the approaches used is purposive sampling Purposive sampling is 'used to select respondents that are most likely to yield appropriate and useful information' (Kelly, 2010). The number of participants for this study was using 300 respondents.

**Measures**

The data collection techniques used in this research is Likert-Scale. According to (Nemoto & David, 2014) A Likert scale is a psychometric scale that has multiple categories from which respondents choose to indicate their opinions, attitudes, or feelings about a particular issue. Likert-scale instruments are most frequently used to measure psychological constructs, which is one aspect of a person’s affect or cognition that can be operationalized and measured. In the questionnaire used by researchers, each question has five levels of measurement scale and each has a score, a rating on a likert-scale with 1 corresponding to substantial disagreement and 5 representing strong agreement.

Reliable and valid scale items were adapted from existing literature to measure key variables: Perceived Usefulness; Perceived Ease of Use ; Perceived Value ; Reuse Intention.

The perceived Usefulness was measured by Renny, et. Al (2013) with 5 scale items such as : Being fast (or quick), Time saving, Effort saving, Cost reducing and Overall usefulness which the Cronbach’s  $\alpha$  for this scale was 0.68. Perceived Ease of use was measures by Davis (1989) using 5 scale items (Easy to learn, Controllable, Flexible, Easy to use, Clear and understandable) and Overall usefulness which the Cronbach’s  $\alpha$  for this scale was 0.70. The scale develop by Hasan et al., (2014) was used on measuring perceived Value with indicators, as follow : price, the benefits, sacrifice, social value, product trust, and competitive price) and Overall usefulness which the Cronbach’s  $\alpha$  for this scale was 0.70.

Lastly, Reuse Intention was measure by Malhotra, Kim, and Agarwal, (2004) using 3 scale items (Desire to use the same platform that consumers currently use, Consumers will not look for alternative platforms to make future purchases, In the next few months, a consumer will not reduce his spending on the platform) and Overall usefulness which the Cronbach’s  $\alpha$  for this scale was 0.66.

The Hypotheses tested by SPSS system version 27 using regression analysis for the direct effect and one-way ANOVA is used to examine the customer age as moderator effect on this study.

**3. RESULTS AND DISCUSSION**

The study's sample consists of 300 respondents who meet the following criteria: they must be between the ages of 17 and 50, have made a transaction using Fore Coffee app, at least once. This was accomplished through the use of purposive sampling technique. The gender, age, and occupation of the respondents were the attributes noted in this study. The table 1 below shows the characteristics of the study participants.

**Table 1. Respondents’ Demographic**

Variables	Classification	Respondents Proportion	Respondents (n=300)
Gender	Male	46%	139
	Female	54%	161
Age (Years)	17-35	86%	257
	36-50	14%	43
Occupation	Student	26%	78
	Worker	37%	rf
	Self-employed	11%	35
	Entrepreneur	14%	42
	Civil servant	12%	35

**Hypotheses Result**

Based on the test result according to H1, it shows that the t-count = 3.260 greater than t-table = 1.984, and the significance value equal to  $0.009 < 0.05$  then it can be concluded that H0 is rejected and H1 is Supported. Thus, partially Perceived Usefulness (X1) has a positive and significant effect on Reuse Intention (Y), in using the Fore Coffee App. Second hypotheses shows that the t-count = 2.327 greater than t-table = 1.984, and the significance value equal to  $0.022 < 0.05$  then it can be concluded that H0 is rejected and H2 is Supported. Thus, partially Perceived Ease of Use (X2) has a positive and significant effect on Reuse Intention (Y) the Fore Coffee App. Furthermore, based on

table 2, the t-count = 1.174 lower than ttable = 1.984, and the significance value equal to 0.090 > 0.05 then it can be concluded that H0 is accepted and 3 is rejected. Thus, partially Perceived Value (X3) has no significant effect on Reuse Intention (Y) the Fore Coffee Apps.

**Table 2. Multiple Linier Regression (T-test)**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.731	1.399		2.667	.009
	Perceived Usefulness	.209	.064	.328	3.260	.002
	Perceived Ease of Use	.116	.050	.218	2.327	.022
	Perceived Value	.091	.053	.180	1.714	.090

a. Dependent Variable: Reuse Intention

In Addition, the outputs of ANOVA for outcome moderation, as shown in Tables 3, supported all moderation hypotheses (H4a, H4b, H4c), with p Value < 0.05. when customer age is high relationship between perceived usefulness, perceived ease of use and Perceived value towards Reuse intention Fore Application of the customer will become stronger.

**Table 3. ANOVA result- customer Age**

Factor		Sum of Square	df	Mean Square	F	Sig.
Perceived Usefulness	Between groups	5.912	2	2.956	3.046	.013
	Within groups	294.088	298	.987		
	Total	300.000	300			
Perceived Ease of Use	Between groups	6.686	2	3.343	3.390	.035
	Within groups	293.314	298	.984		
	Total	300.000	300			
Perceived Value	Between groups	8.620	2	4.310	4.400	.012
	Within groups	291.380	298	.978		
	Total	300.000	300			
Reuse Intention	Between groups	7.820	2	3.910	3.944	0.48
	Within groups	292.740	298	.992		
	Total	300.000	300			

Moreover, the coefficient of determination (R2) of the framework as Table 4 is 0.317. The formula for calculating determination is  $D = R2 \times 100\%$ , so we get  $D = 0.317 \times 100\% = 31.7\%$ . This means that 31.7% of the variation in the Interest in Using variable can be explained by variations in the three independent variables. Meanwhile, the remainder 68.3% is influenced by other variables not discussed in this research, such as perception ease of use, perceived benefit, and trust, research consistently shows that those variables are key factors influencing consumer behavior in various contexts (Jatimoyo, Rohman, & Djazuli, 2021) or any other variable impacted.

**Tabel 4. Coefficient of Determination**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 <sup>a</sup>	.338	.317	.70970

a. Predictors: (constant), Perceived Value, Perceived Ease of Use, Perceived Usefulness

Sources: SPSS (2023)

**Discussion and implication.**

The implementation of the results of this research shows that perceived usefulness can be a guarantee for a consumer to use the service. The results of this research are supported by previous research (Choi & Park, 2009) both found that perceived usefulness has a positive and significant effect on reuse intention. According to Hausman & Siekpe (2008), Consumer evaluation of website quality, product information search, and product evaluation are the primary drivers of consumer intention to reuse. This pertains to consumers' perception of the application's usefulness in offering product information and reducing the time it takes to find the desired information (Afira & Yuliati, 2019). A series of studies have consistently found a positive relationship between perceived ease of use and reuse intention in various contexts (Wilson, 2019). This research is also supported by Giovanis et al. (2019) which found that increasing perceived of usefulness had an effect on increasing reuse intention. Raksadigiri and Wahyuni (2020) further shows that the perceived ease of use has a significant impact on both the perceived usefulness and attitude towards use, ultimately influencing the intention to use. These findings collectively underscore the importance of perceived ease of use in driving reuse intention.

The assessment phase conducted by a consumer who has utilized an application before will be notably thorough and intricate due to the lengthy and thorough process the consumer goes through. A consumer's decision to continue using an app is based on their assessment of its value, known as the perceived value. If the assessment outcome is awful, customers won't be willing to do it again. On the other hand, if the evaluation process yields an impressive impression. If that happens, customers will not think twice about making another purchase from the same site and reliving their initial, stress-free shopping experience. A perceived value resulting from a consumer's evaluation of an application will automatically determine whether consumers want to reuse the same application to make a transaction.

Fore Coffee application has made an effort to maintain consumer privacy, however the result isn't met the customer expectation since the hypothesis is rejected. This result was supported by previous study from (Sumaedi, et al., 2016) they found that perceived value did not significantly influence reuse intention in the context of social commerce, respectively.

**4. CONCLUSION**

Based to the outcomes of the present research, the perceived value variable had no influence in the intention to use the Fore Coffee application. As an outcome, it is recommended that upcoming researchers consider additional variables. This research additionally demonstrates that the presence of a perceived usefulness and ease of use influence the intention to use that service and was moderate by Customer age. Customer age shown their signification of strengthen the independent variable even though there is no significant effect on the perceived value to reuse intention directly in Fore Coffee Application. The results of the first hypothesis test show that the Perceived Usefulness construct has a positive and significant influence on Interest reusing the Fore Coffee application. This means that the useful it is the Fore Coffee application, it will increase reuse intention the Fore Coffee application among the customer. In addition, the Perceived Ease of Use construct has a positive and significant influence either on Interest in reusing the Fore Coffee application. This means that the easier it is to understand how to use the Fore Coffee application, it will increase reuse intention the Fore Coffee application among their customer.

Lastly, the third hypothesis test result show that the Perceived Value construct has no significant effect on Reuse Intention the application Fore Coffee app, this confirmed that every benefit provided by the Fore Coffee application not significantly increase intention to reuse application.

This research provides information that the perceived value variable shows that the results do not have a significant effect on intention to use the Fore Coffee application. For this reason, it is recommended that future

researchers consider additional variables such as Risk Perception and Convenience Perception to gain a more holistic understanding of user behavior. In addition, for future researchers, it is hoped that they can add a larger number of respondents and can cover all elements of the population in a balanced manner, so that the research results obtained can better reflect the actual situation and the results can be generalized more widely. Furthermore, it is hoped that they will add other usage behavior variables so they can find out other factors that influence interest in using, because in this study there were 68.3% other factors that influenced intention to use the Fore Coffee application. However, this research faces several limitations, one of which is data collection in a fairly short time. In this way, it is hoped that future research can get more time to maximize the research.

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