

# Enhancing Consumer Trust and Purchase Decisions Through Online Reviews and Hedonic Factors: A Study of Coffee Shops in Jakarta

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## Abstract:

This study aims to determine how online reviews and hedonic factors influence trust and purchase decisions. The population of this research comprises consumers from 10 retail coffee shop brands located in Jakarta, with a sample size of 208 people. The sampling technique used is snowball sampling. The data analysis method combines quantitative and descriptive approaches. Quantitative data analysis employs the Structural Equation Model (SEM) with the help of LISREL software. The results show that online reviews, hedonic factors, and trust have a direct impact on purchase decisions. Additionally, trust can serve as a mediating variable between online reviews and hedonic factors in relation to purchase decisions. This study provides valuable insights for coffee shop business practitioners in managing online reviews, creating enjoyable experiences, and designing more effective marketing strategies to enhance consumer trust and influence purchase decisions.

**Keywords:** Online Review, Hedonic, Trust, Purchase Decision.

## 1. Introduction

There are various types of beverages well-known to the public, one of which is coffee. According to a report by the USDA (United States Department of Agriculture), coffee consumption in Indonesia in 2022 reached 4.8 million bags (each weighing 60 kg), an increase of 50,000 bags from the previous year [1]. Along with the rise in coffee consumption, coffee is not only a commodity but has also become a part of the lifestyle of the community, leading to the emergence of new coffee shops in major cities in Indonesia, including Jakarta. The emergence of new coffee shops has resulted in increasing fierce business competition. This situation compels business operators to retain customers and attract new consumers to purchase the products offered at the coffee shops.

Consumer purchasing decisions are the selection of brands, products, or services to be bought based on their preferences [2]. Consumer purchasing decisions are formed by the intentions and behaviors of consumers from past purchasing experiences. In making purchasing decisions, the usual considerations are product choice, product quality, service quality, price, and location. However, in today's digital era, purchasing decisions are also often influenced by two factors, namely online reviews and hedonic.

Online reviews are opinions and experiences of consumers written on review platforms [3]. In online shopping, online reviews are the basis of consumer trust [4]. Positive online reviews enable other customers to make purchases [5]. However, other researchers state that positive online reviews do not significantly impact consumer purchasing decisions [6]. This is because consumers tend to pay more attention to negative online reviews, which leads them to refrain from buying the products to reduce risk [7]. With reviews from other consumers, potential customers can decide whether to purchase the product or not.

Nowadays, people do not just go to coffee shops to buy coffee but also to gather and have fun, which can also be termed as hedonic. This is because coffee shops have evolved into social venues where individuals can enjoy their leisure time with loved ones. Hedonic value is the pleasure experienced freely, not through the competitive pursuit of pleasure [8]. In the context of buying coffee, this hedonic value can arise from various aspects such as the delicious taste of the coffee, the enticing aroma, the comfortable and pleasant atmosphere, and the valuable experiences shared with friends or family. These aspects contribute to the appeal of coffee shops as places that not only offer coffee products but also provide rich social and

emotional experiences. Therefore, understanding this hedonic value is crucial for coffee shop owners to create an environment that can meet consumers' needs for enjoyment and relaxation.

One of the reasons someone decides to make a purchase is because they trust the product and service. Wu et al., (2020) [5] state that purchasing decisions arise due to consumer trust. Trust is a solution to the lack of experience, knowledge, and uncertainty [10]–[13], as seen in the case of the relationship between food sellers and buyers [12]. With trust, consumers can decide to purchase the product. This research aims to determine how online reviews and hedonic influence trust and purchasing decisions.

## **2. Theoretical Overview and Hypothesis Development**

### **2.1 Online Review**

Online reviews are consumer opinions and experiences written on review platforms [3]. Online review is a form of Electronic Word-of-Mouth (E-WOM) that serves as a new communication channel for buyers [14]. Through online reviews, consumers can honestly share their purchasing experiences [15]. Tran (2020) [16] identifies three main components in online reviews: 1) Textual comments, 2) Contextual images, and 3) Numerical ratings.

According to Ismagilova et al., (2020) [17], the credibility of information in online reviews can foster trust, which subsequently influences purchasing decisions. The fact that online reviews reflect real consumer experiences makes them valuable to other prospective buyers seeking information before making a purchase decision. This is because by studying others' experiences, prospective buyers can build trust and minimize the risk of purchasing products that do not meet their expectations. Previous research states that online reviews have a positive impact on consumer trust [15], [18], [19] and purchasing decisions [20]–[22]. From the description above, the authors propose a hypothesis:

H<sub>1</sub>: Online review positively and significantly affects trust.

H<sub>2</sub>: Online review positively and significantly affects purchase decisions.

H<sub>6</sub>: Online review positively and significantly affects purchase decisions through trust.

### **2.2 Hedonic**

The term hedonic originates from the Greek language, meaning pleasant [23]. Another perspective suggests that hedonic refers to pleasure, joy, recreation, spontaneity, and enjoyment [24], as well as playfulness, intrinsic motivation, and enjoyment [25]. Dedeoglu et al., (2018) [26] state that emotional value and the drive to seek new experiences are also encompassed within hedonic. Moon et al., (2017) [27] state that the hedonic aspect of shopping is related to the enjoyment or pleasure felt during shopping. Moon et al., (2017) [27] also identify three primary dimensions of hedonic namely role shopping, best deal, and social shopping.

The importance of the hedonic experience lies in its ability to foster a strong emotional connection between consumers and a specific brand or product. When consumers believe that they will experience pleasure and enjoyment when using a particular product or service, they are more likely to associate that brand with high value and quality. This can enhance consumer trust in the brand and potentially influence their purchasing decisions. Prior research states that hedonic has a beneficial impact on trust [28], [29] and purchasing decisions [30]. From the description above, the authors propose a hypothesis:

H<sub>3</sub>: Hedonic positively and significantly affects trust.

H<sub>4</sub>: Hedonic positively and significantly affects purchase decisions.

H<sub>7</sub>: Hedonic positively and significantly affects purchase decisions through trust.

### **2.3 Trust**

Trust is the willingness of an individual to believe in the actions and behaviors of others [31]. Meanwhile, according to Rousseau et al., (1998) [32] trust is a psychological state in which a person accepts risk or uncertainty because they expect good things from the intentions or behavior of other individuals. In the context of tourism marketing, trust plays a vital role in establishing and sustaining relationships between companies and customers [33]. In the food and beverage sector, trust can help consumers understand food cultivation and production processes [34]. Meanwhile, in online transactions, trust is a facilitator for users and a lack of trust will lead to transaction rejection [35]. According to Casaló et al., (2011) [11] the dimensions of trust are honesty, benevolence, and competence.

Customer trust in reputation, quality, and brand creates a strong foundation for purchasing decisions. Trust also helps reduce the risk perceived by customers when purchasing a product or service. When

customers trust, they feel confident that the product or service will meet their expectations and needs, which reduces the risk of a wrong purchase or disappointment. Morgan & Hunt (1994) [36] state that trust is the key to success in maintaining relationships with consumers, holding back from various choices so that consumers stay with the company, and making consumers more careful in taking actions that have the potential for high risk if they move to another company. Previous studies suggest that trust plays a beneficial role in influencing purchasing decisions [33]. From the description above, the authors propose a hypothesis:

H<sub>5</sub>: Trust positively and significantly affects purchase decisions.

## 2.4 Purchase Decision

Purchasing decisions are the willingness or unwillingness of consumers to purchase goods and services [37]. According to Erasmus et al., (2010) [38] purchasing decision is a pattern of consumer behavior in the decision-making process which consists of several stages to achieve a choice. 2 factors influence consumer purchasing decisions, namely internal factors including lifestyle, perception, personality, beliefs, attitudes, knowledge, roles, and status. Meanwhile, external factors are culture, social class, and membership groups [39].

There are 5 stages of the purchasing decision process according to Kotler & Amstron (2012) [40] 1) recognition of needs, 2) information search, 3) evaluation of alternatives, 4) purchase needs, 5) post-purchase behavior. Buyers have purchasing motivations that drive them to make their purchases [41] namely the primary motive which is the intention to make a purchase; the selective motive which involves the choice of goods; and the patronage motive which relates to the preference for a specific place or store. The author develops the study framework as follows in light of the aforementioned description.

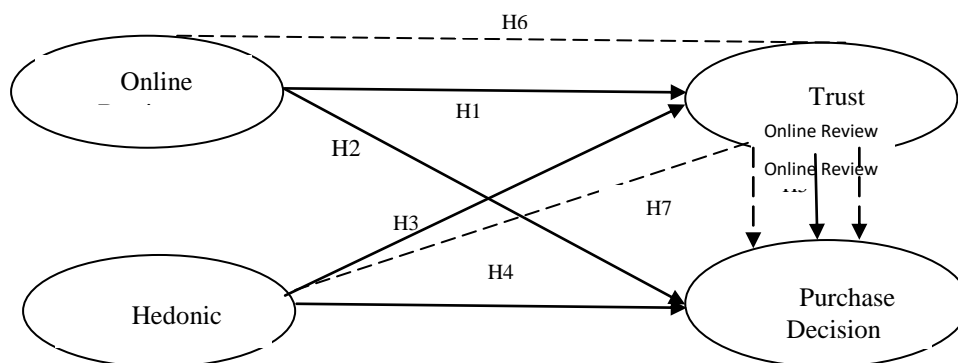


Figure 1. Thinking Framework

## 3. Method

This research was conducted in 10 retail coffee shop brands spread across Jakarta. The population in this study is coffee shop consumers. Researchers used the snowball sampling technique for data collection and utilized questionnaires that have been tested for validity and reliability. The snowball sampling technique involves selecting a small number of individuals and then asking them to invite their friends to participate in the study, thus increasing the sample size. The number of samples obtained in distributing the questionnaire was 208 people.

The online review variable is measured by Textual comments, Contextual images, and Numerical ratings (Tran, 2020). The hedonic variable is measured by role shopping, best deal, and social shopping (Moon et al., 2017). The trust variable is measured by honesty, benevolence, competence (Casaló et al., 2011). The purchase decision variable is measured by recognition of needs, information search, evaluation of alternatives, purchase needs, and post-purchase behavior (Kotler & Amstron, 2012).

Validity and reliability tests of the model were carried out before analyzing the data. Data analysis is conducted using structural equation modeling with the assistance of Lisrel. The analysis results can be seen from Construct Discriminant Validity, The Goodness of Fit CFA, and hypothesis testing.

## 4. Result and Discussion

### 4.1 Respondent description

The descriptive data of this respondent provides some simple information about the condition of the respondent who is used as the object of research. Respondents in this study based on gender, age, occupation, social media used, sources of information, and purchase frequency.

Table 1. Description of Respondents

<b>Respondent Information</b>	<b>Frequenc y</b>	<b>%</b>
<b>Gender</b>		
<b>Male</b>	103	49,5
<b>Female</b>	105	50,5
<b>Age</b>		
<b>&lt;20 years old</b>	26	12,5
<b>21 - 30 years old</b>	104	50
<b>31 - 40 years old</b>	34	16,3
<b>&gt;40 years old</b>	44	21,2
<b>Job</b>		
<b>Students</b>	69	33,2
<b>Private employees</b>	97	46,6
<b>Government employees</b>	4	1,9
<b>Entrepreneur</b>	11	5,3
<b>Housewife</b>	27	13,0
<b>Social media</b>		
<b>Instagram</b>	62	29,8
<b>Twitter</b>	0	0
<b>Facebook</b>	27	13,0
<b>TikTok</b>	10	4,8
<b>Instagram, Twitter</b>	7	3,4
<b>Instagram, Facebook</b>	24	11,5
<b>Instagram, TikTok</b>	16	7,7
<b>Twitter, Facebook</b>	0	0,0
<b>Twitter, TikTok</b>	2	1,0
<b>Facebook, TikTok</b>	0	0,0
<b>Instagram, Twitter, Facebook</b>	8	3,8
<b>Instagram, twitter, TikTok</b>	21	10,1
<b>Instagram, Facebook, TikTok</b>	16	7,7
<b>Twitter, Facebook, TikTok</b>	0	0
<b>Instagram, Twitter, Facebook, TikTok</b>	15	7,2
<b>Sources of information</b>		
<b>Friends</b>	125	60,1
<b>Family</b>	8	3,8
<b>Social Media</b>	75	36,1
<b>Purchase frequency</b>		
<b>2 times</b>	78	37,5
<b>3 - 5 times</b>	65	31,25
<b>&gt; 5 times</b>	65	31,25
<b>Total</b>	<b>208</b>	<b>100</b>

Source: Authors, 2024

Based on Table 1, out of 208 respondents who completed the questionnaire, 50.5% were female. 50% of the respondents were aged between 21-30 years old. Regarding the type of occupation, 46.6% of the 208 respondents stated that they were private employees. In terms of social media usage, 29.8% of the respondents used Instagram. 60.1% of the respondents stated that they obtained information about coffee shops through friends. As for the purchasing frequency, 37.5% of respondents answered 2 times.

### 4.2 Model Structure

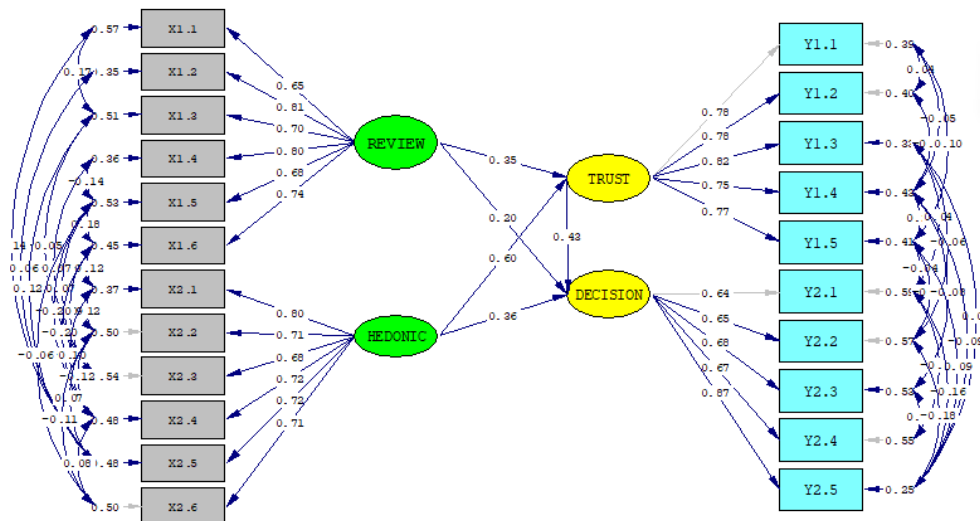


Figure 2. SEM Full Model  
Source: Authors, 2024

Based on the above figure, all observed variables are statistically considered valid. This is because all observed variables in the measurement model have a standardized loading factor  $\geq 0.50$ .

Table 2. Discriminant Validity

Variable	Statement	Std Loading	Error Variance	CR	AVE	Discriminant Validity
				$\geq 0,70$	$\geq 0,50$	
Online Review	Comments on social media about the coffee I purchased influenced my trust	0,65	0,57	0,76	0,54	0,73
	Positive comments on Instagram influenced my decision to buy the product	0,81	0,35			
	Highlighted review stories on Instagram influence me to purchase the product	0,70	0,51			
	Café’s Instagram feeds influenced my decision to purchase the product	0,80	0,36			
	Ratings from other buyers encourage me to make a purchase	0,68	0,53			
	The number of comments from viewers influences me to make a purchase	0,74	0,45			
Hedonic	I feel delighted when enjoying coffee at this café	0,8	0,37	0,75	0,52	0,72

	I enjoy visiting the café because of its attractive design	0,71	0,50			
	I buy coffee at this place because it is more affordable than elsewhere	0,68	0,54			
	I buy coffee because it suits my taste	0,72	0,48			
	I can enjoy the coffee sold here with my family	0,72	0,48			
	I can enjoy the coffee sold here with my friends	0,71	0,5			
<b>Trust</b>	I trust that the coffee products being sold have good quality	0,78	0,39	0,81	0,66	0,81
	I trust that the coffee products being sold have a taste that suits my preferences	0,78	0,40			
	I trust that the advertisements accurately represent the reality	0,82	0,33			
	The coffee brand I purchased cares about customer desires	0,75	0,43			
	I have trust in the coffee brand I purchased	0,77	0,31			
<b>Purchase Decision</b>	I purchase coffee to overcome my sleepiness	0,64	0,59	0,74	0,50	0,71
	I bought the coffee based on a recommendation from my friend	0,65	0,57			
	The coffee I purchased has more advantages compared to other coffees	0,68	0,53			
	The coffee I purchased has higher quality than others	0,67	0,55			
	I will recommend my friend to buy this coffee.	0,87	0,25			

Source: Authors, 2024

From the Construct Reliability results above, it can be seen that the CR values meet the criteria for being considered good, as all values are  $\geq 0.70$ . The Variance Extracted values also meet the criteria for being considered good, as all AVE values are  $\geq 0.50$ .

### 4.3 Goodness of Fit CFA (Confirmatory Factor Analysis)

Table 3. The goodness of Fit CFA

<i>Goodness Of Fit</i>	Targets	Result	Fit/Not Fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	$\geq 0,08 = \text{good fit}$ , if RMSEA $< 0.05 = \text{close fit}$	0,1	<i>good fit</i>
<i>Normed Fit Index (NFI)</i>	$\geq 0.90$	0,94	<i>good fit</i>
<i>Non-Normed Fit Index (NNFI)</i>	$\geq 0.90$	0,93	<i>good fit</i>
<i>Comparative Fit Index (CFI)</i>	$\geq 0.90$	0,96	<i>good fit</i>
<i>Incremental Fit Index (IFI)</i>	$\geq 0.90$	0,96	<i>good fit</i>
<i>Relative Fit Index (RFI)</i>	$\geq 0.90$	0,90	<i>good fit</i>



Root Mean Square Residual (RMR)	$\leq 0.10$	0,064	good fit
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Source: Authors, 2024

Based on Table 3, the research model meets the criteria. Therefore, this study indicates that the model is overall suitable and can be used for further analysis.

#### 4.4 Hypothesis Test

Table 4. Hypothesis test results

Path	Estimate	t-value	Result
Online Review ( $X_1$ ) $\rightarrow$ Trust ( $Y_1$ )	0,35	3,56	Accepted
Online Review ( $X_1$ ) $\rightarrow$ Purchase Decision ( $Y_2$ )	0,20	3,18	Accepted
Hedonic ( $X_2$ ) $\rightarrow$ Trust ( $Y_1$ )	0,60	5,92	Accepted
Hedonic ( $X_2$ ) $\rightarrow$ Purchase Decision ( $Y_2$ )	0,36	3,79	Accepted
Trust ( $Y_1$ ) $\rightarrow$ Purchase Decision ( $Y_2$ )	0,43	3,47	Accepted
Online Review ( $X_1$ ) $\rightarrow$ Trust ( $Y_1$ ) $\rightarrow$ Purchase Decision ( $Y_2$ )	0,15	2,37	Accepted
Hedonic ( $X_2$ ) $\rightarrow$ Trust ( $Y_1$ ) $\rightarrow$ Purchase Decision ( $Y_2$ )	0,26	3,50	Accepted

Source: Authors, 2024

This study has seven hypotheses. A hypothesis is accepted if the t-value is  $\geq 1.96$ . Conversely, a hypothesis is rejected if the t-value is  $\leq 1.96$ . Based on Table 4, all the hypotheses in this study are accepted as they have a t-value  $\geq 1.96$ .

#### 4.5 Discussion

The results of hypothesis 1 obtained a t-value of 3.56. This indicates that online reviews are considered a reliable source of information by consumers. When consumers seek a particular product or service, they tend to look for reviews from others who have already experienced that product or service. These reviews provide deeper insights than the product descriptions provided by manufacturers or sellers. Online reviews are seen as honest and transparent opinions from customers who have made purchases, including negative reviews, which overall can increase customer trust in the product or service. This means that online reviews from previous consumers play an important role in enhancing the trust of other consumers. These findings are also supported by other studies that have found a significant influence of online reviews on consumer trust [15], [18], [19].

Based on the research findings, a t-value of 3.18 was obtained, indicating that the hypothesis stating a direct influence of online reviews on purchase decisions can be confirmed. Respondents utilize online reviews as a source of information before purchasing at coffee shops. Consumers examine online reviews from text comments, attached photos, and numerical ratings provided by previous customers [16]. This is done because respondents are aware of the risks they will face, thus they use online reviews as a tool to reduce uncertainty before making purchasing decisions. Another reason is that respondents need honest evaluations from those who have experience in buying. Assessments from previous consumers can help prospective buyers better understand the quality, performance, and user experience. Online reviews also allow consumers to compare different products or brands before making decisions. This helps them choose products that meet their needs and preferences. The results of this study are supported by other researchers who state that online reviews have a positive effect on purchase decisions [20]–[22].

The results of hypothesis 3 obtained a t-value of 5.92. The concept of hedonics, as described by Dittmar et al., (2004) [24], encompasses aspects such as pleasure, joy, recreation, spontaneity, and satisfaction. Meanwhile, trust is an individual's willingness to believe in the actions of others [31]. This means that when customers feel confident that they will experience pleasure or satisfaction from the products or services offered, their trust in the coffee shop tends to increase. Moreover, pleasant experiences not only provide immediate satisfaction but also have the potential to form a strong emotional bond between customers and a particular brand or product. With this strong emotional attachment, customers are more likely to trust the brand over a longer period. This study is supported by previous research indicating that hedonics have a

significant positive effect on trust [28] and [42]. Thus, this study emphasizes the importance of considering hedonic aspects in marketing strategies to strengthen consumer trust.

Attached to the above research results, a t-value of 3.79 was obtained. This means that hedonic can influence someone to be willing to purchase a product or service. According to Moon et al., (2017) [27], hedonic factors include role shopping, best deals, and social shopping. In this study, factors such as taste preferences, affordable pricing, attractive design, positive experience, and enjoyable atmosphere play a crucial role in influencing respondents to purchase products at the coffee shop. The findings of this study align with previous research indicating that hedonics have a significant positive effect on purchase decisions [30].

The results of hypothesis 5 indicate a t-value of 3.47. This means that the higher the consumer trust, the higher the purchasing decision. According to previous research, trust has a positive effect on purchasing decisions [33]. Trust is the foundation of the relationship between customers and brands or companies. When customers feel confident in a brand or product, they are more likely to purchase the offered products or services. This is because trust creates a sense of security and reduces purchasing risk for consumers. Thus, consumers feel confident that the brand or company will deliver what is promised and fulfill their commitments.

The t-value result of hypothesis 6 is 2.37. This indicates that the influence of online reviews on purchase decisions can be mediated through trust. Reading online reviews from other consumers before purchasing a product can provide confidence in buying that product or service. This is because online reviews are more trusted by consumers, as evidenced in the study by Tandon et al., (2021), which states that in India, about 82% of consumers refer to online reviews before selecting products and services, and about 76% of consumers trust online reviews. Additionally, online reviews also serve as evidence that the product or service is recognized by many people, thereby increasing trust and enhancing the likelihood of consumers making a purchase. This aligns with previous research indicating that online reviews have a positive effect on purchase decisions through trust [20] and [44].

The t-value result of hypothesis 7 is 3.50. This indicates that the influence of hedonics on purchase decisions can be mediated through trust. Moon et al., (2017) [27] state that the hedonic aspect of shopping is related to the pleasure or enjoyment experienced during shopping. When consumers feel confident that a product, service, or brand can provide a pleasant, happy, or enjoyable experience, their trust tends to increase. Trust built through this hedonic aspect can be a key factor in influencing purchase decisions because consumers tend to prefer brands they trust and that provide enjoyable experiences.

## **5. Conclusion and Recommendations**

This study concludes that purchase decisions at coffee shops are influenced by online reviews, hedonics, and consumer trust. Online reviews serve as a crucial source of information that assists prospective consumers before making purchasing decisions, while hedonic experiences create positive emotions, and consumer trust instills confidence in the purchase. Understanding these factors in influencing purchase decisions can form the basis for more effective marketing strategies, focusing on providing satisfying experiences and building strong consumer trust.

The researchers identified several limitations and provided recommendations for future research. Firstly, the sample size in this study was limited, and sampling was only conducted in Jakarta. Increasing the sample size and collecting samples from other cities could enhance research findings.

## **6. Declarations**

### **AUTHOR CONTRIBUTION**

Hana Alfira, the first author, is a data collector and model maker. Pamuji Gesang Raharjo and Al Agus Kristiadi, the second and third authors, analyze and help to give a correction of each model's results.

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This research did not receive and did not receive funding from any person.

### **COMPETING INTEREST**

Further research can be carried out to get better results on the same model or other research fields. of course by considering the data and results that have been obtained from the research



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