

## The Effect Of Product Attributes On Repurchase Intention Through Utilitarian Value In Ready To Drink Coffee Beverages In Surabaya

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### ARTICLE INFO

### ABSTRACT



**Received:** (June 7, 2023)

**Received in revised:**  
(June 9, 2023)

**Accepted:** (June 29, 2023)

**Published:** (June 30, 2023)

**Open Access**

This study aims to determine the effect of content sensory attribute beliefs, packaging and branding attribute beliefs, content functional attribute beliefs on utilitarian value through repurchase intention on RTD coffee products in Surabaya. The sampling technique used nonprobability sampling with the quota sampling method. The sample taken was 130 respondents who were consumers of RTD products. While the tool used to retrieve and collect data is an online questionnaire via google form. The data analysis technique uses a Structural Equation Model (SEM) using SmartPLS 4.0 software

The results of this study indicate that the effect of ready to drink coffee product attributes on repurchase intention through utilitarian value has a significant positive effect.

**Keywords:** Content Sensory Attribute Beliefs, Packaging and Branding Attribute Beliefs, Content Functional Attribute Beliefs Utilitarian Value, Repurchase Intention

### 1. Introduction

Nowadays people are very busy with activities and work, making people less able to enjoy food or drinks in the morning. The pattern and lifestyle of people living in urban areas prefer speed and mobility, city people usually go to work or activities in the morning so they need ready-to-eat food and drinks. This causes people to want food and drinks that are fast to take anywhere with practical products, also hygienic and in accordance with people's tastes, namely ready to drink products.

The amount of competition faced by beverage companies in the ready-to-drink category, companies are competing to win the hearts of consumers through the products they sell, so companies use strategies such as content sensory attribute beliefs, branding and packaging attribute beliefs, content functional attribute beliefs. With the strategy that has been set by the company, it can create a stimulus from the product. Companies also think about the benefits and functions of ready-to-drink drinks that will be

produced, so that utilitarian value can be conveyed to consumers. After the company feels enough of what has been given through the product, the company believes that consumers can make purchases and the company hopes that there will be repurchase intention on ready-to-drink products. After the stimulus received, consumers will get the benefits or functions of the product and cause purchases on the product.

According to Poeradisastira (2011), in Indonesia, sales of packaged soft drinks (ready to drink) continue to experience a rapid increase every year. So that the number of Ready to Drink (RTD) products on the market with various categories and different brands, of course, will provide reference choices to the public in enjoying various RTD products.

Packaging and branding attribute beliefs act as a medium for delivering functional, symbolic and experiential product benefits (Wang & Yu, 2016). With this role, it can be an element of strength in the product in the marketing mix. With quality

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packaging and branding, it can increase the value of the benefits obtained by consumers.

Packaging and branding attribute value can influence consumers in terms of price which is part of utilitarian value (Van et al., 2012). Packaging and branding attribute beliefs have a positive effect on utilitarian value with various elements provided so as to form benefits and uses for consumers.

Utilitarian value can affect the functional quality value of a product produced and there is a relationship to monetary value Chuang (Wang & Yu, 2016). Content functional attribute beliefs are tangible features that come from the product. The functional characteristics provided by the product to a value such as low fat, ability and nutrition so that it can increase the utilitarian value felt by consumers.

The utilitarian value obtained by consumers can be determined through the evaluation of products according to functional characteristics. The characteristics contained in the functional of a product can provide nutrition so that it can increase the utilitarian value that consumers feel when consuming it. Thus, content functional attribute beliefs have a significant effect on utilitarian value.

A consumer will be able to make repurchase intentions based on the value and benefits of the product. If the value provided can cause pleasure to consumers, it is likely that consumers will like the product. Utilitarian value can be embedded in instrumental food and beverage products, by providing low prices but with good benefits (Maehle, 2015). utilitarian value has a relationship with the financial benefits provided (Wang & Yu, 2016). According to Ryu (2010), the value provided by utilitarian value will have a significant effect on consumer repurchase intentions for products. Utilitarian value that is good and good can cause repurchase intention in purchasing a product. If consumers have benefited from the product, then consumers will no longer hesitate to make repeated purchases.

## Literature Review

This research will discuss ready-to-drink drinks that are starting to appear. In this study using the S-O-R grand theory, where a product creates stimuli so that it can get a response from consumers.

SOR theory is a process in communication that can produce specific reactions, where one can estimate the match between the message and the communicant's reaction (Effendy, 2003: 254). This theory principles that the respondent is a reaction received by the audience when getting messages from the media.

The amount of competition faced by beverage companies in the ready-to-drink category, companies are competing to win the hearts of consumers through the products they sell, so companies use strategies such as content sensory attribute beliefs, branding and packaging attribute

beliefs, content functional attribute beliefs. With the strategy that has been set by the company, it can create a stimulus (stimulus) from the product. Companies also think about the benefits and functions of ready-to-drink drinks that will be produced, so that utilitarian value can be conveyed to consumers. After the company feels enough of what has been given through the product, the company believes that consumers can make purchases and the company hopes that there will be repurchase intention on ready-to-drink products. After the stimulus received, consumers will get the benefits or functions of the product and cause a purchase of the product. So that this chapter will describe the description of several theoretical foundations regarding product attributes, utilitarian value and repurchase intention. In addition, it also explains the development of hypotheses and the proposed research model, so that this discussion can be carried out according to a harmonized train of thought.

## Purchase Intention

According to Thakur & Singh (2012) purchase intention is a person's intention to purchase a certain brand that they want and have evaluated the brand so that it can benefit them. Companies must correctly determine what products consumers want, so that they can have a positive effect on customer repurchase intentions (Tariq et al, 2013). Repurchase intention can simply be interpreted that there is a desire to use or consume products that have been used before.

Repurchase intentions can occur because they are influenced by the value obtained and the benefits felt by consumers when buying these products. Repurchase intention is the intention to repurchase a product twice or more (Won & Kim, 2020). Consumers who are satisfied with the product will make repeat purchases compared to consumers who are not satisfied. Consumers will make purchases or reuse usually indicates a match for the product and causes consumers to reuse.

## Utilitarian Value

Utilitarian value is a value related to how consumers make decisions to make purchases or not based on the needs and functions of the desired product The description of utilitarian value as a behavior related to the function of a product or service. Consumer shopping behavior can be characterized by product-oriented, rational and extrinsic motivation.

In utilitarian value there is the nature of buyers who will purchase products according to needs based on logical reasons (Gunawan, 2019). In utilitarian value, there is a desire of each consumer to provide value in getting a product with good quality and can save time and effort.

## Content Sensory Attribute Beliefs

Sensory content is a set of senses in humans that function as odor, taste and texture detectors of food or beverages. Sensory attributes can be used in evaluating the quality of food and beverages that are being consumed. The definition of

content sensory attribute beliefs as a physical appearance and texture of a product is referred to as an intrinsic product attribute (Field, 2012). Smell sensory attribute content has a great influence on consumer purchase intention, products are emphasized to be able to manage aroma, price and label features that can effectively improve the assessment aspects of consumers. According to (Feng, 2014; Field, 2012) content sensory attribute beliefs include flavor, sweetness and uniformity.

**Packaging and Branding Attribute Beliefs**

According to (Irianto, 2015) packaging is a trigger whose function is to directly interact with consumers, packaging must be able to provide uniqueness that can influence consumers at the point of sale. With the packaging, it can prevent damage to the product, protect the product from friction, impact and vibration during the shipping and purchasing process. Packaging is one of the strategies in marketing that is the mainstay of the company. In a sense, that packaging is no longer a protector but must be able to attract consumers to buy its products. According to Kotler & Keller (2016), packaging is a business established by someone to maintain brand equity in order to promote sales.

**Content Functional Attribute Beliefs**

A consumer confirms that nutritional content and health issues are increasingly important when consumers make a food or beverage purchase decision (Chern & Rickertsen, 2003). Food or beverages can be defined as things that can satisfy humans, and can benefit one or more functions in the body's organs. Nutrients contained in food or beverages can promote better health for the human body.

Functional content on products can be an influence in enhancing a brand. There are some consumers when they want to buy a product they look at the functionality of the product, whether the product adds health or worsens health. The functional content of the product can dominate if the company emphasizes the functional food or beverage, but the company must be quick to claim so that it is not duplicated (Won & Kim, 2020).

**2. Research Method**

This research is a causal quantitative research. This study aims to determine and analyze the effect of content sensory attribute beliefs (CS), packaging and branding attribute beliefs (PB), content functional attribute beliefs (CF) on repurchase intention (RI) and utilitarian value (UV). The research object chosen is ready-to-drink coffee drinks. The survey method used in data collection is by distributing questionnaires to respondents according to predetermined criteria. The type of data used in this study is quantitative data. Quantitative data from this study is in the form of questionnaires to consumers who have

consumed and purchased ready to drink coffee products. In this study, researchers used a questionnaire as a data collection method. The questionnaire used in the form of a Google Form will then be distributed online through social media such as whatsapp, instagram, line and other social media. The sample used in this study were people who were in Surabaya and had purchased ready-to-drink products at least once. In this study using a sample of 130 respondents. This can be obtained through indicators in the study totaling 20 multiplied by 6 (20x6 = 120) (Hair et al., 2021). The number of samples taken in this study amounted to 120 + 10 samples, to anticipate if there were invalid respondents. In this study using nonprobability sampling techniques with quota sampling techniques. There are several criteria that have been determined in this study, namely, domiciled in Surabaya, aged at least 15 years, and have purchased ready-to-drink coffee products once in the last 1 month. In this study, using Partial Least Square (PLS) data analysis techniques, which PLS is included in the Structural Equation Modeling (SEM) equation model.

**3. Result and Discussion**

The following is a breakdown of the number of respondents obtained from the results of research conducted on RTD coffee consumers categorized by gender, age, and occupation.

Table 1. Respondents Characteristics

Gender	Amount	Percentage (%)
Male	72	55,38%
Female	58	44,62%
<b>Age</b>		
15 – 20	16	12,31%
21 – 26	78	60%
27 – 32	19	14,62%
33 – 38	7	5,38%
>38	10	7,69%
<b>Occupation</b>		
Students	64	49,23%
Employees	42	32,31%
Entrepreneur	12	9,23%
etc	12	9,23%

Source: Processed Data 2023

Of the 130 respondents, it was found that the male gender dominated with 55.38% or 72 respondents. Meanwhile, the female gender was 44.62% or 58 respondents. In terms of age, respondents aged 21-26 years dominate compared to other age categories with 60% or 78 respondents. for ages 15-20 years get 12.31% or 16 respondents. Furthermore, for ages 27 - 32 years get 14.62% or 19 respondents. For ages 33 - 38 years get 5.38% or 7 respondents. Finally, age> 38 years gets 7.69% or 10 respondents. From the average respondent who filled out the questionnaire, it was dominated by the profession as a student / student with 49.23% or 64 respondents. In the second position there is a profession of public / private employees with 32.31% or 42 respondents. In the third and fourth positions

have the same position as 9.23% or 12 respondents in entrepreneurs and other professions.

Outer model measurement can be done to identify data quality in terms of validity and reliability and see the relationship between latent variables and each indicator. The results of the reliability consistency test are measurements that will represent the results of consistency accuracy.

Table 2. Internal Consistency Reliability, Discriminant Validity, Convergent Validity

Variable	Indicator	Outer Loading	Cronbach's Alpha	AVE
Content Sensory Attribute Beliefs	CS1	0,786	0,829	0,595
	CS2	0,748		
	CS3	0,736		
	CS4	0,769		
	CS5	0,815		
Packaging and Branding Attribute Beliefs	PB1	0,779	0,786	0,608
	PB2	0,737		
	PB3	0,789		
	PB4	0,813		
Content Functional Attribute Beliefs	CF1	0,791	0,727	0,549
	CF2	0,720		
	CF3	0,717		
	CF4	0,733		
Utilitarian Value	UV1	0,758	0,774	0,598
	UV2	0,812		
	UV3	0,806		
	UV4	0,713		
Repurchase Intention	RI1	0,796	0,709	0,633
	RI2	0,741		
	RI3	0,713		

Source: Processed Data 2023

The table shows that the Cronbach's alpha section has a value > 0.7. The requirement for variables to be reliable is that the Cronbach's alpha value must be > 0.7, so it can be said that each latent variable in this study has a high level of reliability.

Table 3. Path Coefficient

Variable	Original Sample	t-value	p-value	Hypothesis	Result
CS → UV	0.274	2.078	0.038	H1	accepted
CF → UV	0.160	2.163	0.031	H2	accepted
PB → UV	0.480	6.022	0.000	H3	accepted
UV → RI	0.676	11.680	0.000	H4	accepted

Source: Processed Data 2023

Based on the table, the relationship between content sensory and utilitarian value produces an original sample value of 0.274 which indicates that the relationship between CS and UV is positive and the results on the t-value of CS with UV > 1.96 with a result of 2,078. Then, functional content with utilitarian value produces an original sample value of 0.160 which indicates that the relationship between CF and UV is positive, the results of the t-value CF with UV > 1.96 with a result of 2.163. The relationship between packaging and branding with utilitarian value produces an original sample value of 0.480 which indicates that the relationship between PB and UV is positive, the result of the t-value PB with UV > 1.96

with a result of 6,022. Then, the relationship between utilitarian value and repurchase intention produces a value of 0.676 which indicates that the relationship between UV and RI is positive and the results of the t-value UV with RI > 1.96 with a result of 11,680.

This study was conducted to test and analyze the effect of content sensory attribute beliefs, packaging and branding attribute beliefs, content functional attribute beliefs on repurchase intention through utilitarian value in RTD coffee products. Each variable studied in this study has its own influence. Through this study, researchers proposed and developed four hypotheses, from the results of hypothesis testing all hypotheses were accepted because they had a positive effect.

**The impact of content sensory attribute beliefs on utilitarian value**

The results of the data that have been carried out in this study show that content sensory has a positive influence on utilitarian value in RTD coffee products. The results of the t-value show the results of numbers that have exceeded the standard t-value. These results are in accordance with the findings of a study conducted (Wang & Yu, 2016). which states that sensory content has a positive effect on utilitarian value. This is supported by the value of benefits received from sensory in humans when consuming RTD coffee products.

In their research, they revealed that sensory content has a significant positive effect on utilitarian value (Wang & Yu, 2016). This is supported by the effect of the influence of sensory content (odor, texture and taste) contained in RTD coffee products. flavor) contained in RTD coffee products so that consumers who enjoy these products get what they want from these products. Respondents aged 21-26 years are also a supporting factor in creating a positive influence on the content sensory variable with utilitarian value, because RTD coffee products focus more on the target market of young people or millennials.

**The impact of packaging and branding attribute beliefs on utilitarian value**

The impact of packaging and branding attribute beliefs on utilitarian value shows that packaging and branding have a positive influence on utilitarian value in RTD coffee products. The results of the t-value show the results of numbers that have exceeded the minimum standard limit of the t-value. There are findings from research (Wang & Yu, 2016) which state that packaging and branding have a positive effect on utilitarian value. This is also supported by the influence of packaging and branding indicators, namely attractive colors on the packaging, appropriate portion sizes, brands that are easily recognizable and drinks that are easy to carry. Consumers will feel the effect of packaging and branding that has been given by RTD coffee products. The majority of respondents, on average, agreed with the packaging and branding provided by RTD coffee products.

(Chumngoen, 2015) state that food and beverage preferences are strongly influenced by packaging and branding, so packaging and branding have a significant positive effect on utilitarian value. Attributes of packaging and branding such as capacity, color, shape and brand name can provide a value benefit that can be received by consumers. Packaging and branding can convey functions, symbolic and experience to the product, so that consumers can receive the benefits that have been provided.

#### **The impact of content functional attribute beliefs on utilitarian value**

The results of data processing that have been carried out in this study show that the exogenous variable, namely functional content, has a positive influence on the endogenous variable, namely utilitarian value in RTD coffee product. The results of the numbers on the t-value have exceeded the minimum standard limit that has been determined. There are findings from research (Wang & Yu, 2016) which state that the influence of functional content has an influence such as the ability to quench thirst, have nutritional content, have balanced calories and use decent ingredients. So that this influence can provide useful value to consumers who consume RTD coffee products.

The utilitarian value felt by consumers is of course through evaluating the product according to its functional characteristics (Wang & Yu, 2016) so that functional content has a significant influence on utilitarian value. The perceived functional content of food and beverages in the product can provide beneficial value to the human body.

#### **The impact of utilitarian value on repurchase intention**

Utilitarian value has a positive influence on repurchase intention on RTD coffee products. consumers can make repeat purchases because consumers make product selections based on the goals and benefits received when buying the product. There is research that reveals that utilitarian value has a positive effect on the repurchase intention of a product (Chumngoen, 2015). Consumers can be motivated to buy products again according to the utilitarian value felt by consumers. With the positive influence of utilitarian value and repurchase intention, it shows that there is an interrelated relationship. Utilitarian value can be felt by students and civil/private employees, where they will feel the benefits they get when consuming RTD coffee products. When they already feel the benefits, then they can also repurchase intention on the product.

RTD coffee products can provide the value of the benefits needed by consumers when consuming them. When consumers feel the benefits of the product, consumers can make repurchase intentions. repeated. There is research that says that the perception of utilitarian value received by consumers can have a significant effect on repurchase intention (Wang & Yu, 2016).

## **4. Conclusion and Suggestions**

The results of this study indicate that sensory content has a significant positive effect on utilitarian value. There are several supporting factors for sensory content that can make a significant positive effect on utilitarian value, namely the presence of good taste in RTD coffee products, having a consistent taste, sweetness that is not excessive, having an appetizing aroma and appropriate thickness. It can be concluded that the higher the sensory content obtained by consumers, the value of benefits or utilitarian value will also increase.

The results of this study also show that packaging and branding have a significant positive effect on utilitarian value. There are supporting factors for packaging and branding that can have a significant positive effect on utilitarian value, namely attractive packaging colors, the size of the drinking portion is sufficient, ease of carrying and an easily recognizable brand. It can be concluded that the higher the packaging and branding perceived by consumers, the utilitarian value will also increase.

The results of this study indicate that functional content has a significant positive effect on utilitarian value. There are supporting factors for functional content that can have a significant positive effect on utilitarian value, namely the use of decent materials, has thirst quenching properties.

The results of this study indicate that functional content has a significant positive effect on utilitarian value. There are supporting factors for functional content that can have a significant positive effect on utilitarian value, namely the use of decent ingredients, has thirst quenching properties, contains nutrients and has balanced calories. It can be concluded that the higher the functional content received by consumers, the utilitarian value will also increase.

The results of this study indicate that utilitarian value has a significant positive effect on repurchase intention. There are factors supporting utilitarian value that can have a significant positive effect on repurchase intention, namely cost savings, ease of consumption, can be reached by all groups and multiple benefits. It can be concluded that the higher the value of benefits or utilitarian value obtained by consumers, the repurchase intention will also increase.

### **Suggestions**

In this study, RTD Coffee companies can further improve sensory content in the consistent flavor section. Basically, people will like drinks by prioritizing the consistent taste of the product. RTD coffee products can add aromas that arouse consumer tastes, but there is no need to change the consistent taste. By adding aroma to the product, the product can further stimulate the sensory (smell, texture and taste) in the human body.

In this study, RTD coffee products can further improve packaging and branding by making aesthetic packaging and can add a simple and meaningful tagline. RTD coffee products can also collaborate with foreign artists,

This collaboration can be an opportunity to introduce their products abroad. In this study, RTD coffee products can focus more on functional content. RTD coffee product can add more nutritional content to its products. With a lot of nutritional content in a product, it can attract people to consume RTD coffee products.

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