THE EFFECT OF AGE, QUALITY AND GENDER ON CUSTOMERS' INTEREST IN DRINKING COFFEE AT COFFEE SHOP JABU HELA, MEDAN CITY

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Abstract

This study aims to investigate the influence of age, coffee quality, and gender on customer interest in consuming coffee at the Jabu Hela Coffee Shop in Medan City. The method used is quantitative through multiple linear regression analysis. The research findings indicate that the age variable has a positive but partially insignificant effect on customer interest. Meanwhile, coffee quality and gender have a partially significant positive effect on customer interest. Simultaneously, the variables of age, coffee quality, and gender have a positive and significant effect on customer interest. These findings emphasize the importance of maintaining product quality and understanding demographic preferences to increase consumer interest.

Keywords: *age, coffee quality, gender, customer interest, coffee shop*

INTRODUCTION

A coffee shop is a place that serves a variety of coffee and alcohol-free beverages, creating a calm and pleasant atmosphere. These places are designed with customer comfort as a priority, equipped with various facilities such as music entertainment, television, reading rooms, Wi-Fi, as well as attractive interior design and satisfactory service. The word "cafe" is derived from the French word "café," meaning coffee. Over time, coffee shops have transformed into comfortable public spaces with various supporting facilities, making them suitable places for relaxation and stress relief.Coffee drinking has become a new trend in society. Due to the high demand for coffee, both in Indonesia and abroad, Coffee Shop Jabu Hela has established a coffee shop located in the Unpri hospital area. Coffee Shop Jabu Hela is a perfect place for employees, customers, and clients to gather. In this case, Coffee Shop Jabu Hela has a complete facility space including air conditioning, Wi-Fi, fans, and an indoor space equipped with all the necessities.

Age is also a factor in the number of customers at JABU HELA Cafe. Coffee consumption is not recommended for all ages, as children under 18 can experience sleep disturbances, increased heart rate, and digestive issues. Therefore, JABU HELA Cafe offers a variety of non-coffee drinks for children, such as red velvet, Thai tea, and matcha, so that all ages can enjoy the experience. Coffee quality or quality has good and bad levels in JABU HELA cafe. Therefore, coffee quality greatly affects the coffee processing process such as drying and grinding methods that can affect the quality of coffee, if the quality of coffee is not good then customers will visit less and decrease income, for that matter the quality of coffee, JABU HELA cafe carries out the process of repeating coffee making so that the taste of coffee brewing is better than before so that customers drinking coffee can feel at home and continue to subscribe.

Gender is the difference in physical form between women and men. Not only about the quality of coffee and age, this also affects consumer interest, JABU HELA Coffee shop has a coffee taste that contains high caffeine with a pungent aroma, the cafe is more dominant in men because men tend to drink coffee with a stronger and bitter taste, while women prefer coffee with a sweet and not bitter taste. If JABU HELA cafe makes a coffee blend with a low caffeine content, sweet and smooth, it will increase female consumers. When the cafe can maintain the taste of quality coffee, it will invite more outsiders who have never visited the place. Customer interest in drinking coffee refers to a person's level of interest or inclination to consume coffee. Coffee quality is a primary concern for coffee connoisseurs, and customers also seek unique and interesting flavors to increase their interest. Referring to the background of the problem being discussed, the author has raised it into a thesis title with the title **"THE EFFECT**

OF AGE, QUALITY AND GENDER ON CUSTOMERS' INTEREST IN DRINKING COFFEE AT COFFE SHOP JABU HELA, MEDAN CITY".

LITERATURE REVIEW
1. Influence of Age
Referring to Lasut's view (2017:34), "Age refers to the number of years a person has passed since his birth until his last birthday."

Age Influence Indicator
According to Naffisah (2020:80), "The trend of coffee consumption among 18-24 year olds is growing rapidly. This phenomenon is inseparable from the appeal of contemporary coffee shops, which successfully create a homey atmosphere with a minimalist feel, a combination favored by young people given their convenience and accessibility."

1. Early adulthood At the age of 18-40 years
2. Middle adulthood at the age of 41-60 years

2. Coffee Quality
Referring to Tjiptono's (2015:105) view, "product quality encompasses visual presentation, functional reliability, aesthetic appeal, and other supporting elements. From a strategic perspective, quality encompasses all attributes capable of delivering satisfaction in accordance with customer expectations and desires."

Coffee Quality Influence Indicators
According to Tjiptono in Firmansyah (2019:136), "Product quality indicators are as follows":
1. Aesthetics
2. Coffee quality

3. Gender
Referring to Tangkudung's (2014:3) view, "Gender indicates the fundamental biological differences between women and men. These physical characteristics are inherent from birth and remain constant throughout life."

Gender Influence Indicator
Referring to the previous explanation, the age indicators used refer to the views of Ariadi, Malelak, & Astuti (2015:8), "Which classifies gender in the form of":
1. Man
2. Woman

4. Customer Interest
Referring to the view of Schiffman & Kanuk (2015:228), "Buyer interest reflects an individual's attitude towards an entity which can be used as an accurate parameter in measuring consumer interaction with products, services or brands."

Indicators of the Influence of Customer Interest
Referring to Suwandari in Suryana (2018:25), "Which are the indicators of customer purchasing interest, including":
1. Customer interest
2. Customer satisfaction

RESEARCH METHODOLOGY
This research was conducted directly at the JABU HELA Coffee Shop located at Jl. Gelas No. 12a, Sei Putih Tengah, Medan Petisah, Medan City. The method used is quantitative with a quantitative approach that emphasizes numerical measurements and statistical analysis to test hypotheses and relationships between variables. This type of research is associative causal, namely to examine the cause-and-effect relationship between two or more variables. The population in this study were all 300 customers of the JABU HELA Coffee Shop, with sampling using the Slovin formula and a 10% error rate, so that a sample of 70 respondents was obtained through a

random sampling technique. Data collection was carried out using three techniques: observation, questionnaires, and documentation. The data used consisted of primary data obtained directly from respondents, as well as secondary data derived from documents or previous research. Instrument validity testing was conducted to ensure that the questionnaire accurately measured the intended variables, while reliability testing was used to test the consistency of the measuring instrument. In data analysis, classical assumption tests were conducted, including a normality test to examine the residual distribution, a multicollinearity test to examine the relationship between independent variables, and a heteroscedasticity test to identify inconsistent residual variances. The analysis model used in this study follows scientific procedures to develop and test the validity of knowledge. Hypothesis testing was conducted simultaneously through an F-test to determine the joint effect of independent variables on the dependent variable, and a partial t-test to examine the effect of each independent variable individually with a significance level <0.05. In addition, the coefficient of determination was used to measure the contribution of the independent variables in explaining the dependent variable in the regression model.

RESULTS AND DISCUSSION
RESEARCH RESULT
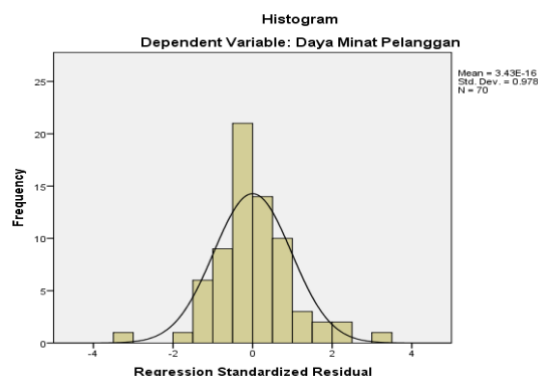**CLASSICAL ASSUMPTIONS**
NORMALITY TEST

Figure 1. Normality Test Results

The graph above depicts a curve that tends to be symmetrical, forming the letter "U" so it can be concluded that the data is normally distributed as indicated by the direction of the graph pattern, not to the left or to the right.
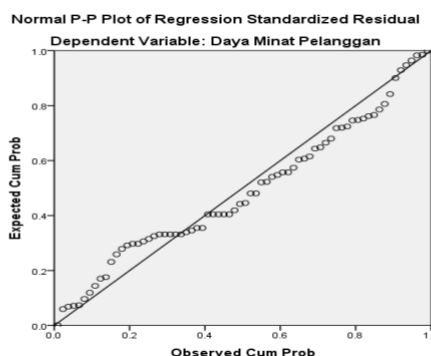

Figure 2. Results of the Normality Test P-plot Graph

The image above shows a diagonal shape, so the conclusion is that the data is normally distributed which can be calculated by applying the Kolmogorov Smirnov non-parametric statistics where the substantial number exceeds 0.05.

Table 1. Results of the Kolmogorov Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parametersa,b	Mean	0E-7
	Standard Deviation	1.81763973
Most Extreme Differences	Absolute	.103
	Positive	.086
	Negative	-.103
Kolmogorov-Smirnov Z		.861
Asymp. Sig. (2-tailed)		.449

a. Test distribution is Normal.
b. Calculated from data.

Table 1 shows the results of normality calculations using Kolmogorov Smirnov statistics, namely the variables Age (X1), Coffee Quality (X2), Gender (X3) and Customer Interest (Y) are normally distributed because the significance is $0.449 > 0.05$, so the regression model studied meets the feasibility of being analyzed.

MULTICOLLINEARITY TEST

The multicollinearity test in linear regression serves to identify strong correlations between predictor variables. This phenomenon has the potential to cause inaccurate regression coefficient estimates. Evaluation is carried out using two main indicators: (1) the VIF must be below 10, and (2) the tolerance must exceed 0.1. Exceeding this limit indicates the presence of multicollinearity.

Table 2. Multicollinearity Test Results
Table 3.3 Multicollinearity Test
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	Age	.975	1,025
	Coffee Quality	.960	1,041
	Gender	.971	1,030

a. Dependent Variable: Customer Interest

Table 2 concludes that there is no multicollinearity in the regression model used. This finding is evident through the tolerance values for the variables Age, Coffee Quality, and Gender, which all exceed 0.1. Furthermore, the VIF (Variance Inflation Factor) values for the three selected variables are also below 10. This means that all independent variables in the model meet the requirements for being free from multicollinearity, allowing for further regression analysis.

HETEROSCEDASTICITY TEST

The heteroscedasticity test is applied to investigate whether the regression model contains unequal variances of residuals or errors for each observation value, which, if left unchecked, can lead to inefficient estimation results and errors in drawing conclusions. This test is important to fulfill one of the classical assumptions of linear regression, namely that the residuals must have constant variance (homoscedasticity). The requirement for heteroscedasticity to occur is that the significance value (Sig.) of the test, such as the Glejser test, must exceed 0.05, indicating that the independent variable does not significantly affect the absolute value of the residual.

Table 3. Heteroscedasticity Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.015	.886		-.017	.987
	Age	.028	.170	.020	.167	.868
	Coffee Quality	.129	.065	.240	1,966	.053
	Gender	-.024	.055	-.053	-.438	.663

a. Dependent Variable: ABS_RES

Table 3 shows that, referring to the heteroscedasticity test results using the Glejser method, the significance value for the Age variable is 0.868, Coffee Quality is 0.053, and Gender is 0.663. Since all significance values exceed 0.05, it can be concluded that there are no signs of heteroscedasticity in this regression model. This means that the residual variance is constant or homoscedastic, so the regression model is in accordance with one of the classical assumptions and the analysis results can be considered valid and reliable.

MULTIPLE LINEAR REGRESSION ANALYSIS
Multiple regression analysis is a statistical method used to understand the relationship between one dependent variable and two or more independent variables. This method allows researchers to evaluate the extent of the influence of the independent variables on the dependent variable simultaneously.
$$Y = a + b1x1 + b2x2 + e$$

Based on testing using the SPSS Statistics 27 program, the results of the multiple linear regression equation for the study can be seen in Table 4.

Table 4. Results of Multiple Linear Regression Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.133	1,345		2,329	.023
	Age	-.196	.259	-.058	-.757	.452
	Coffee Quality	.961	.099	.750	9,673	.000
	Gender	.180	.083	.167	2,160	.034

a. Dependent Variable: Customer Interest

Based on Table 4, the multiple linear regression equation model obtained in this study is:
Y = 3.133 + (-196)+ 0.961+ 0.780 + e
Interpretation:
1. Age does not significantly influence customer interest because the Sig. value = 0.452 (> 0.05), and the negative coefficient indicates that increasing age tends to decrease interest, although it is not statistically significant.

2. Coffee quality has a very significant positive effect on customer interest, because the Sig. value = 0.000 (<0.05), and the coefficient of 0.961 means that every increase in coffee quality will increase customer interest by 0.961 units, making it the most dominant variable (Beta = 0.750).
3. Gender also significantly influences customer interest (Sig. = 0.034), with a positive influence. This indicates a difference in customer interest based on gender.

HYPOTHESIS TESTING
PARTIAL TEST (t-Test)
        The t-test is used as a way to test the significance of the influence of the independent variable on the dependent variable by comparing the calculated t and the t-table, which in this context, if the calculated t exceeds the t-table and the significance (p-value) is less than 0.05, it can be said that the influence is considered significant.

Table 5 Partial Test Results (t-Test)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.133	1,345		2,329	.023
	Age	-.196	.259	-.058	-.757	.452
	Coffee Quality	.961	.099	.750	9,673	.000
	Gender	.180	.083	.167	2,160	.034

a. Dependent Variable: Customer Interest

1. Age
   The t-value of -0.757 with a significance (Sig.) of 0.452 > 0.05 indicates that the Age variable does not significantly influence Customer Interest. This means that differences or changes in respondents' ages do not significantly affect their interest in the coffee served.
2. Coffee Quality
   The t-value of 9.673 with a significance level of 0.000 < 0.05 indicates that coffee quality has a positive and significant effect on customer interest. The B coefficient of 0.961 indicates that every 1-unit increase in perceived coffee quality will increase customer interest by 0.961 points. This means that coffee quality is the most dominant factor in attracting customer interest.
3. Gender
   The t-value of 2.160 with a significance level of 0.034 < 0.05 indicates that gender also has a positive and significant effect on customer interest. The B coefficient of 0.180 indicates a difference in customer interest based on gender. However, the effect is not as significant as coffee quality.

SIMULTANEOUS SIGNIFICANCE TEST (F-TEST)
        The F test is intended to determine whether the differences between groups or the influence of independent variables are significant by comparing the calculated F and the F table, which in this context, if the calculated F exceeds the F table and the significance (p-value) is less than 0.05, it can be said that the test findings are significant.

Table 6. Results of Simultaneous Significance Test (F-Test)
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369,808	3	123,269	35,689	.000b
	Residual	227,963	66	3,454		

	Total	597,771	69			

a. Dependent Variable: Customer Interest
b. Predictors: (Constant), Gender, Age, Coffee Quality

Table 6 above produces Sig. For the simultaneous influence of X1, X2, X3 [there is Y is 0.000 < 0.05. In addition to this, the calculated F is 35.689 > F table 2.74. That is why, it can be concluded, the proposed hypothesis is accepted, which indicates that there is a simultaneous influence of the variables Age, Coffee Quality, Gender on Customer Interest in Drinking Coffee at Coffe Shop Jabu Hela, Medan City.

COEFFICIENT OF DETERMINATION (R2)

Table 7. Determination Coefficient (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.787a	.619	.601	1,858

a. Predictors: (Constant), Gender, Age, Coffee Quality
b. Dependent Variable: Customer Interest

The Adjusted R Square generated in Table 3.6 is 0.601. This finding indicates that variable X influences variable Y by 60.1%.

DISCUSSION

1. **The Influence of Age on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City**

   Referring to the findings produced, the significance (Sig.) on the partial influence of variable X1 on Y is 0.452 > 0.05. In addition, the calculated t value is -.757 < t table 1.668, which means H1 is rejected. Thus, it can be concluded that there is no significant influence between the Age variable on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City. This finding indicates that the main attraction for customers does not lie in age differences, but is likely influenced by other factors such as coffee quality, atmosphere of the place, or service provided. Therefore, marketing and service strategies should be focused on aspects that can reach various age groups in general, not only targeted based on a certain age. The resulting findings are relevant to a study by Kezia Merry Natalie (2023) which states that age does not have a significant positive effect on Coffee Consumption Interest (MSMEs Palembang Coffee Shop). In the study, although there were variations in age among respondents, age was not the main determining factor in shaping customer interest in consuming coffee. This indicates that a person's decision to buy or enjoy coffee is more influenced by a number of other factors, from product quality, taste, shop atmosphere, service, as well as social factors and current lifestyle trends, compared to age considerations. Therefore, in both Kezia's research and in this study, age is not a primary determinant in coffee consumption behavior, so coffee shop marketing strategies should not focus too much on age segmentation, but rather focus more on improving product quality and the overall customer experience.

2. **The Influence of Coffee Quality on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City**

   Referring to the findings, the significance (Sig.) of the partial influence of variable X2 on Y is 0.000 <0.05. In addition, the calculated t value is 9.673 > t table 1.668, which means H2 is accepted. Thus, it can be concluded that there is a significant influence between the Coffee Quality variable on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City. This finding indicates that consumers pay close attention to the quality and experience offered by coffee products, so that quality becomes one of the main factors that shape their decision to remain loyal or make repeat purchases. In the increasingly fierce competition in the coffee shop industry, product quality is an important selling point and must be maintained consistently by business actors. Therefore, Jabu Hela Coffee Shop needs to pay serious

attention to improving the quality of the coffee they serve in order to maintain and increase customer interest sustainably. These findings show consistency with the study by Delila Fitri Harahab (2023), who in her study confirmed that product quality has a positive and significant influence on consumer purchasing interest. The study focused on Madras Coffee consumers in Jangkat District, Merangin Regency, and demonstrated that the higher the product quality, the greater the consumer's purchasing interest. These findings reinforce the understanding that product quality is a crucial aspect in shaping customer purchasing decisions, particularly in the context of coffee products in the region. Therefore, improving product quality can be an effective strategy to drive increased purchasing interest and consumer loyalty in the local market.

3. **The Influence of Gender on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City**

Referring to the findings produced, the significance (Sig.) on the partial influence of variable X3 on Y is 0.034 <0.05. In addition, the calculated t value is 2.160 > t table 1.668, which means H3 is accepted. Thus, it can be concluded that there is a significant influence between the Gender variable on Customer Interest in Drinking Coffee at Jabu Hela Coffee Shop, Medan City. In other words, these results indicate that gender differences significantly influence customer interest in consuming coffee at the place. These findings illustrate that demographic factors, especially gender, are crucial aspects that must be taken into account in marketing strategies and coffee product development at Jabu Hela Coffee Shop. The findings are relevant to a study by Shella (2024) which states that gender influences the interest in consuming Non-Alcoholic Wine Flavored Palm Sugar Coffee in coffee shops. In her research, Shella found that there are differences in taste preferences and menu choices between male and female customers, where women tend to be more interested in coffee variants that have a unique, light, and not too bitter taste, such as non-alcoholic wine-flavored palm sugar coffee. Meanwhile, men prefer strong and classic coffee variants. This finding supports the results of research at the Jabu Hela Coffee Shop in Medan City which indicates that gender has a significant partial influence on customer interest in drinking coffee. This indicates that gender factors are one of the important aspects in understanding consumer behavior, especially in the context of coffee shops that offer various flavors and ambiance. Therefore, coffee shop managers can use this information to develop marketing strategies, product arrangements, and services tailored to consumer characteristics based on gender, in order to increase customer appeal and loyalty to the products offered.

CONCLUSION

Based on the results of the data analysis that has been done, it can be concluded that partially the variables of Age, Coffee Quality, and Gender each have a positive and significant influence on Customer Interest in drinking coffee at Coffee Shop Jabu Hela, Medan City. This shows that as customers' age increases, the tendency to have interest in consuming coffee at the coffee shop also increases. In addition, coffee quality is proven to be a major factor that can increase customer attraction, where the taste, aroma, and good coffee presentation greatly contribute to shaping consumer interest. Gender also significantly influences interest, which indicates differences in interest based on certain genders towards the coffee drinking experience at the place. Simultaneously, the three variables — Age, Coffee Quality, and Gender — have a positive and significant influence on Customer Interest. This confirms that the combination of demographic factors and product quality plays an important role in attracting and retaining customers at Coffee Shop Jabu Hela, Medan City.

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