

The Effect of Consumer Decision-Making Styles on E-Satisfaction, Word-Of-Mouth and Repurchase Intention: A Study of Generation Y Online Coffee Shop Customer

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Abstract- With an increasing number of online shoppers and industries penetration in online channel, there is a need for all companies to understand consumer-decision making to retain customers in this channel. This article assesses how consumer decision-making styles affect customer satisfaction, repurchase intention, and word-of-mouth intention in online channel. The data was collected from the 283 customers of ten local and foreign online coffee shops in Indonesia. The data was analyzed with structural equation modeling (SEM). The result supports that consumer decision-making styles directly affect customer e-satisfaction. Among the characteristics, recreational and habitual was the most important antecedent of online coffee shop customers' satisfaction. The analytical results also indicated that consumer decision-making styles had indirect effect on repurchase intention, mediated by customer e-satisfaction. It also indicated that e-satisfaction also directly affect repurchase intention and word-of-mouth intention. Word-of-mouth intention also plays as a mediating role in the relationship between the e-satisfaction and repurchase intention. This study provides an empirical evidence to the online coffee shops to emphasize their marketing strategy that is more appropriate to the shopping orientation of their target customers.

Keywords: Consumer decision-making styles; e-satisfaction; repurchase intention; word-of-mouth intention; online; coffee shop

I. INTRODUCTION

Online shopping has become one of the most popular online activities around the world [1]. The rapid increase in internet access, drives an increase in the number of online shoppers. In 2020, over two billion people purchased goods or services online, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide [1]. This has also happened in Indonesia, where trade has moved from conventional to digital [2]. Approximately 185 million people are accessing the internet in Indonesia in 2019 and almost 190 million digital buyers are expected to buy goods and services online by 2024 [3]. In addition, the recent Covid-19 pandemic has also helped accelerate online

shopping, changing consumer shopping behaviour from offline to online because it makes it easier for consumers to meet their needs, especially to prevent virus transmission from activities in public places [4].

With the development of the online marketplace, in particular, there is a need for greater understanding of consumer decision making in online channels is needed. Consumer decision making itself is a complex process is

influenced by many factors [5]. However, although many factors influence consumer decision-making, consumers have certain decision-making styles when they make purchasing decisions [6]. Identifying consumer decision-making styles is one way to categorize consumer behaviour [7]. This style affect many (if not all) behaviours and influence a variety of similar/multiple related decisions. Although, this does not mean that a person will behave the same in all decisions [6]. Some researchers found that there are differences in consumer decision-making style scores in online and offline channels [26][27]. By knowing decision making styles in online channels, it helps marketers to understand the mental orientation of consumer decision making when shopping in this channel [8].

Besides knowing consumer decision making styles in online channels, one of the biggest challenges of online stores is to provide and maintain customer satisfaction so that they can repurchase the products and become loyal customers [9]. Marketers have found that it is generally more profitable to retain existing customers than to replace their customers with new ones. However, to be able to retain customers, marketers must ensure they are satisfied with the purchase and use of the products they buy [10]. In addition, satisfied customers are much more likely to make repeat purchase than dissatisfied customers, and they tend to provide positive word-of-mouth communication [10]. Word-of-mouth is also considered as a very important communication because it can retain customers in the long term [11].

Concept of Consumer Styles Inventory (CSI) is a systematic approach to measuring decisions making styles

empirically [6]. This approach consists of eight consumer characteristics (perfectionist, brand consciousness, novelty consciousness, recreational, impulsiveness, confusion from over choice, and habitual). Previous studies have indicated that decision making styles using CSI Sproles & Kendall influence other factors of purchasing decisions such as satisfaction in mall [8]; satisfaction and purchase intention in mall [12]; intention to participate in online group buying [13]; propensity to shop online [14], etc. However, research about the effect of consumer decision-making styles (CDMS) toward satisfaction, repurchase intention, and word-of-mouth intention in online shopping context is still limited and can be investigated further.

The goals of this research are as follows: to examine the effect of decision making styles on e-satisfaction, repurchase intention; to examine the effect of satisfaction on repurchase intention and word-of mouth intention; and to

examine the effect of word of mouth intention as a mediator between e-satisfaction and repurchase intention in buying coffee beverage product at online coffee shop.

II. LITERATURE REVIEW

Consumer Decision Making

Consumer decision making is a core of consumer behaviour [15] How consumers evaluate and choose the products varies widely [15]. Consumer decision making is divided into three categories, namely: (1) cognitive decision making, the decision made by integrating as much information as possible about a product; (2) affective decision making, the decision made depends on emotional/instantaneous; (3) habitual decision making, decision making based on habits with little or no conscious effort [15]. When consumers make purchasing decisions, the process varies from very low level of involvement to high involvement with the purchase. This purchasing involvement is influenced by individual characteristics, product types, and situational factors [10].

Consumer Decision Making Styles

Consumer decision-making style is a mental orientation that characterizes the consumer's approach to making choices that focus on cognitive and affective orientations. The decision-making style is the basis of the consumer's personality which is analogous to the concept of personality in psychology [6]. Consumer decision-making styles are very important to know in market segmentation, positioning, and in adjusting effective marketing strategies [12] and for building effective communication with each different consumer segment [7]. Measurement of consumer decision-making styles was created in the form of Consumer Styles Inventory (CSI) by listing the major characteristics of

consumer decision making that are the most important [6]. The eight consumer characteristics included in the CSI inventory are perfectionist/high quality-conscious, brand conscious, novelty and fashion conscious, recreational, impulsive, confused by over choice, and habitual/brand loyal. Customers may have one or two or even more than two dominant characteristics; others may have some of "average" characteristic, with neither dominant nor lack of any characteristic [6][8].

Customer E-Satisfaction

Customer satisfaction has become one of the most researched topics in the field of marketing because it is r

recognized as an important goal of all business activities. [16]. Customer satisfaction is also a measure of success in business to consumer (B2C) in online channels [17]. In this study, e-satisfaction is defined as the satisfaction/ pleasure obtained by customers in connection with previous purchasing experiences with certain online trading companies [18] [19].

Behavioural Intention

Behavioural intention is an indicator that shows whether customers will continue to make purchases at the company or not [20]. Repurchase intention and word-of-mouth (WOM) intention have been considered as very important behavioural intentions to pay attention to after the customer has finished making a purchase [21] [20]

Repurchase Intention

Repurchase intention is an indicator that shows customer's desire to engage in future repurchase behaviour [22]. Repurchase intention in this study is defined as an individual customer's desire to make repurchases from the certain retailers in online channel [23]

Word-of-Mouth Intention

Word of mouth (WOM) is product information that is passed from one individual to another which is an important factor that drives product selection [15]. Consumers tend to trust and rely more on word of mouth than messages from more formal marketing channels because the information is usually obtained from familiar people [15]. In this study, word-of-mouth intention is defined in accordance with [24] and [25] research as the intention of customers to discuss and recommend the services of a company well to others after making a purchase.

Perfectionism or high-quality consciousness

Consumers with a perfectionist decision-making style are not easily satisfied with a "good enough" product and

they are usually looking for the best quality products [6]. Consumer with high perfectionist characteristic, shop more carefully and are likely to engage in shopping comparisons to meet a product that satisfies their needs [26]. These consumers also emphasize product quality [8]. Reference [12] found that consumers with high-quality consciousness decision making styles have a higher level of shopping satisfaction. They are also more likely to reuse a product/service if they have found the best quality product/ service [27]. In online channels, consumers can more easily

compare alternatives compared to offline with more relevant information, that lead to higher satisfaction [28].

H1a: Perfectionism or high-quality consciousness decision making style has a significant positive effect on satisfaction.

H1b: Perfectionism or high-quality consciousness decision making style has a significant positive effect on repurchase intention.

Brand consciousness

Consumers with brand consciousness decision making styles, usually look for well-known brands, advertised brands and believe that the higher the price of a product, the better the quality of the product [6]. The importance of this characteristic in the context of online shopping has been established in a number of studies [13] [27]. An orientation to look for a higher-priced brand with a good reputation can stimulate a positive attitude towards the store selling the product and these consumers may be more attracted to the best-selling brand with large advertising [29]. These consumers also perceive brands to be helpful for evaluating products and as long as they find the best-selling websites advertised, they may shop at the same site over and over again [27].

H2a: Brand consciousness decision making style has a significant positive effect on satisfaction.

H2b: Brand consciousness decision making style has a significant positive effect on repurchase intention.

Novelty consciousness

Consumers with novelty-fashion consciousness tend to get joy and pleasure by looking for new things and staying up-to-date (following trends), as well as looking for varied products [6]. These consumers have a positive influence on the tendency to make comparisons while shopping because they need more information to find unusual items and to assess their novelty [26]. Online channels make it easy for consumers to be able to view several different stores quickly and make shopping comparisons easily, obtaining up-to-date information quickly and efficiently [30]. References [27]

found that novelty consciousness decisions were negatively related to loyalty.

H3a: Novelty consciousness decision making styles has a significant positive effect on satisfaction

H3b: Novelty consciousness decision making styles has a significant positive effect on repurchase intention

Recreational, hedonistic shopping consciousness

Consumers with recreational, hedonistic shopping consciousness decision making styles usually shop just for fun [6]. Reference [31] said that the online channel also provides recreational experiences and services even though it is different from the offline channel. Recreational characteristics have a positive influence on the frequency of customers looking for clothes in online shops and using smartphones as a source of inspiration [14]. Consumers with recreational consciousness are involved in shopping activities to get inherent satisfaction from the shopping activity itself and therefore get a high passion for the environment which can create a rich shopping experience [32]. Consumers who get pleasure from shopping can engage in impulsive purchases, spend more time on each shopping trip and tend to have fun exploring the visual aspects of the retail environment [33]

H4a: Recreational consciousness decision making style has a significant positive effect on satisfaction.

H4b: Recreational consciousness decision making style has a significant negative effect on repurchase intention.

Price and “value for money” shopping consciousness

Consumers with the characteristics of price consciousness have a high awareness of cheaper prices and they care to get the best value for the money they spend and are often the consumers who make comparisons [6]. Many buyers (mostly middle class, of course) consider the price at the top of their shopping criteria list; and this will not change any time soon, regardless of whether they shop online or offline. Consumers with high price consciousness will make comparisons more often than consumers who have low price consciousness [34] and may be found more frequently online than offline [31]. In the online channel, consumers are given the convenience to search for information more efficiently in order to obtain lower prices [35]. These consumers can switch to competitors even though they are satisfied with the brands used previously if they are on a larger set of considerations [34].

H5a: Price consciousness decision making style has a significant positive effect on satisfaction.

H5b: Price consciousness decision making style has a

significant negative effect on repurchase intention.

Impulsive

Consumers with impulsive decision making style tend to

make purchases without planning and are less likely to care about how much they spend or to get the best buy [6]. Impulsive buying behaviour can also appear when shopping on online channels [36]. When consumers buy impulsively, happiness and guilt can appear simultaneously. These consumers will be happy because they have achieved the goal of obtaining the product. However, these consumers may also experience feelings of guilt and remorse as a result of spending their money after impulsive purchases [37]. Meanwhile, some literature show that consumers who make impulsive purchases do not see their purchases as wrong actions, because impulsive purchases are made only when they feel they fit into the store [38]. These consumers tend to buy products suddenly rather than planning it and it is assumed that they will be less loyal to a product [27].

H6a: Impulsive decision making style has a significant positive effect on satisfaction.

H6b: Impulsive decision making style has a significant negative effect on repurchase intention.

Confusion from over choice

Consumers with confusion from over choice decision making styles have difficulty making choices because they see too many information regarding brands and stores and make them overload with the information [6]. Too many choices can sometimes lead to contradictory results, such as consumers end up not making choices or may become dissatisfied with the alternatives they have chosen [39]. Reference [40] shows in their research states that excess information will reduce satisfaction. Information overload will lead to worse purchasing decisions, and reduce motivation to choose and tend to experience negative emotions, such as regret and disappointment [41], due to dealing with many choices, consumers with confusion from over choice decision making styles tend not to return to buying the same product after making a previous purchase [27].

H7a: Confused from over choice decision making style has a significant negative effect on satisfaction.

H7b: Confused from over choice decision making style has a significant negative effect on repurchase intention.

Habitual /brand loyal style

Consumers who have habitual decision making styles have favourite brands and stores and tend to make choices

based on their habits repeatedly [6], These consumers

purchase the same selection of goods or purchase from similar suppliers or websites and will take less time to make a buying decision when commonly used brand names are available [26]. These consumers are loyal to certain brands and have a favourite brand that they buy repeatedly [12][42]. Because these consumers already have their favourite stores, by shopping on this online channel, it is easy to directly buy these products anywhere, without having to spend time traveling and shopping to offline stores.

H8a: Habitual/ brand loyal style decision making style has a significant positive effect on satisfaction.

H8b: Habitual/ brand loyal style decision making style has a significant positive effect on repurchase intention.

Relationship Between Customer Satisfaction and Repurchase intention

Customer satisfaction is one of the drivers of repurchase intentions that can increase company profits [34][22][54]. Various literatures have shown that the decision to repurchase a brand that is positively influenced by the satisfaction previously obtained from the brand [43][44] [25].

H9: Satisfaction has a significant positive effect on repurchase intention

Relationship Between Customer Satisfaction and Word-of-Mouth Intention

In addition to driving repurchase intentions, customer satisfaction positively affects customer word-of-mouth intention [45][24]. Satisfied customers are more likely to spread positive word-of-mouth, and less likely to spread negative word-of-mouth that can damage the company [43] [55]. Previous studies in the mobile application sector have shown that customers will communicate positive word-of-mouth about online applications if they are satisfied with their first usage experience [46].

H10: Satisfaction has a significant positive effect on word of-mouth intention

Relationship Between Word-of-Mouth Intention and Repurchase Intention

Several studies have examined a positive relationship between word-of-mouth intention and repurchase intention [17][45]. References [24] also states that word-of-mouth intention has a positive effect on repurchase intentions and

word-of-mouth intention acts as a full mediator between customer satisfaction and repurchase intention which causes the word-of-mouth effect to be more important than the level of satisfaction.

H10: Word-of-mouth intention has a significant positive effect on repurchase intention.

H11: Word-of-mouth intention plays a role as a mediator in the relationship between satisfaction and repurchase intention.

In line with the above hypotheses, the conceptual model is proposed as shown in Fig.1.

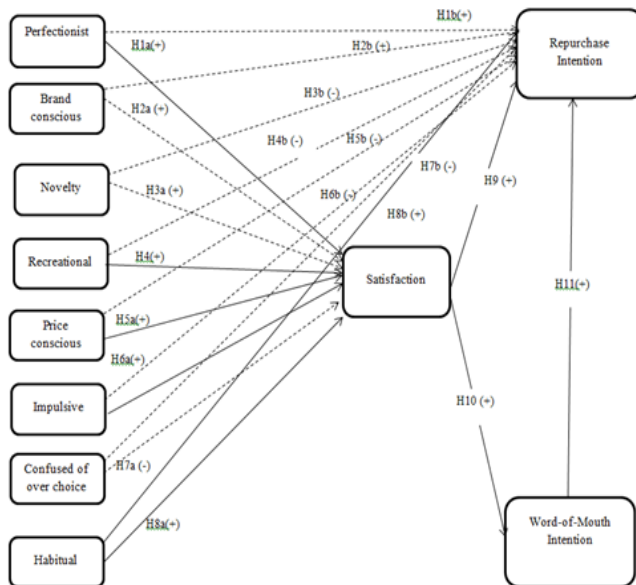


Fig. 1. Conceptual Model

III. METHOD

Respondents and Data Collection

The research was targeted for specific groups as respondents that would provide the information necessary for this research and who matched some set criteria. The respondents were screened to ensure that they remembered the last experience of shopping in an online coffee shop. The criteria for respondent selection were Indonesian internet users, who bought coffee beverages from online coffee shops during the previous one year. The target population in this study was all male and female Indonesian millennial with age of 20-40 years old.

Data collection was conducted through an online questionnaire using Google Docs, and the link shared on

social media such as whatsapp. Respondents were directed to a website containing the questionnaire via the shared link, for its self-administration. Respondents were instructed to respond based on the latest online coffee shop that they used during the last one year. A total 283 valid questionnaires were gathered. Table 1 give the information regarding the demographic profile of respondents.

TABLE I
DEMOGRAPHIC PROFILE OF RESPONDENTS

Characteristic	Category	Frequency	Percentage
Gender	Male	161	56.9%
	Female	122	43.1%
Age	20-25 years	17	6%
	26-30 years	70	24.7%
	31-35 years	154	54.1%
	36-40 years	42	14.8%
	Student	6	2.1%
Employment	Civil servants	64	22.6%
	BUMN employee	52	18.4%
	Private employee	113	39.9%
	Entrepreneur	21	7.4%
	Housewife	17	6%
Education Level	Etc	10	3.5%
	Junior high school	-	-
	High school	3	1.1%
	Diploma	6	2.1%
	Degree	204	72.1%
Marital Status	Master	69	24.4%
	Ph.D	1	0.4%
	Single	103	36.4%
Monthly spending	Married	180	63.6%
	Single	103	36.4%
	< 1 million rupiah	15	5.3%
Domicile	1-3 million rupiah	89	31.4%
	3-5 million rupiah	68	24%
	5-7 million rupiah	45	15.9%
	> 7 million rupiah	66	23.3%
	Jabodetabek	231	81.6%
Amount of money spent by consumers in every purchase in online coffee shop	Java Island outside Jabodetabek	28	9.9%
	Outside of Java Island	24	8.5%
	<Rp 30.000	37	13.1%
Frequency of shopping	Rp 30.000-50.000	130	45.9%
	Rp 50.000-100.000	37	13.1%
	Rp 100.000-150.000	24	8.5%
Others	< once a month	52	18.4%
	Once a month	47	16.6%
	Twice a month	69	24.4%
	Three times a month	38	13.4%
	> Three times a month	74	26.1%
	Others	3	1.1%

Development of survey questionnaire

The questionnaire was categorized into three sections. The first section captures the demographic profile of respondents such as gender, age, occupation, educational background, marital status, monthly spending. In the second section of the questionnaire, several items were adopted from the literature to measure research constructs. Five-point likert scale was designed anchored by 'Strongly Disagree' and 'Strongly Agree'.

To measure CDM styles, measurements were adopted from previous research [47][48][6]. To measure perfectionistic/high-quality conscious 8 items were adopted, 6 items for brand consciousness/price-equals quality, 5 items to measure novelty and fashion conscious, 5 items to measure recreational and shopping conscious, 3 items to measure price conscious/value for the money, 5 items to measure impulsive/careless, 4 items to measure confused by over choice and 4 items to measure habitual/brand loyal. Furthermore, to measure satisfaction 5 items were adopted

from previous research [19]. Repurchase intention variable uses three indicators from [23] and word-of-mouth intention uses three indicators derived from [25] and [24] which was then translated into Indonesian and adapted to the context of the online coffee shop

Data analysis

Structural equation modelling (SEM) has become a quasi-standard in marketing and management research when it comes to analysing the cause-effect relations between latent constructs [49]. This research used partial least square (PLS) path modelling as implemented in Smart PLS 3.0 software to assess the validity and reliability of the measurement and to test the hypotheses.

Reflective measurement models are assessed in terms of internal consistency reliability, indicator reliability and convergent validity as well as discriminant validity. Assessment of measurement model results of this research as shown in Table 2 show that all outer loading, composite reliability (CR) and AVE were acceptable. It is acceptable if an individual item factor loading is greater than 0.7. Generally, indicators with loadings between 0.40 and 0.70 should only be considered for removal from the scale if deleting this indicator leads to an increase in composite reliability above the suggested threshold value [49]. In addition, it is acceptable if composite reliability exceeds 0.70 (result of this research ranging from 0,785-0,963), and AVE exceeds 0.50 [49]. Bootstrap t-statistics showed strong evidence of convergent validity. AVE of each reflective construct in this research also exceeded 0.50 (ranging from 0.542 to 0.895). Thus, convergent validity was confirmed. This research used Fornell-Lacker criterion and cross-loadings to assess the discriminant validity. Since the square roots of AVEs were higher than the correlation between other constructs, it met the acceptable discrimination. Each indicator loading is also greater than all of its cross-loadings. Thus, the discriminant validity of the measurement model was also established.

The primary evaluation criteria for the structural model are the R^2 measures and the level and significance of the path coefficients. The key target constructs' level of R^2 should be high because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables' variance [49]. The acceptable rule of thumb for R^2 in marketing research studies is 0.75, 0.50, 0.25 for endogenous latent variables, each of which describes a substantial, moderate, or weak level of prediction accuracy [49].

TABLE II.
CONSTRUCT VALIDITY AND RELIABILITY

Factor	Measurement Item	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Perfectionist	PRF1	0.697	0.571	0.903	0.876
	PRF2	0.772			
	PRF3	0.798			
	PRF4	0.783			
	PRF5	0.750			
	PRG6	0.721			
	PRF8	0.765			
	BRND1	0.777			
Brand Consciousness	BRND2	0.699	0.542	0.855	0.796
	BRND3	0.700			
	BRND5	0.741			
	BRND6	0.762			
	NOV2	0.986			
Novelty	NOV3	0.631	0.564	0.785	0.784
	NOV5	0.566			
	REC1	0.841			
	REC2	0.878			
	REC3	0.648			
Recreational	REC4	0.861	0.612	0.886	0.835
	REC5	0.649			
	PRC1	0.778			
	PRC2	0.739			
	PRC3	0.859			
Price Conscious	IMP1	0.719	0.579	0.871	0.815
	IMP2	0.794			
	IMP3	0.847			
	IMP4	0.823			
	IMP5	0.593			
Confused by Over choice	COC1	0.891	0.778	0.934	0.906
	COC2	0.906			
	COC3	0.877			
	COC4	0.855			
	HAB1	0.795			
Habitual	HAB2	0.877	0.757	0.926	0.892
	HAB3	0.894			
	HAB4	0.910			
	SAT1	0.862			
	SAT2	0.912			
e-Satisfaction	SAT3	0.852	0.793	0.950	0.935
	SAT4	0.918			
	SAT5	0.908			
	RI1	0.954			
	RI2	0.943			
Repurchase Intention	RI3	0.942	0.895	0.963	0.942
	WOMI1	0.884			
	WOMI2	0.895			
Word of mouth Intention	WOMI3	0.787	0.784	0.916	0.862

Meanwhile, in disciplines such as consumer behaviour, the R^2 value of 0.20 is considered high [49]. The R^2 value of the endogenous variables obtained from the PLS algorithm is also shown in Figure 2. In addition, predictive relevance was tested by using blindfolding to obtain cross-validated redundancy measures for each construct. Exogenous constructs have predictive relevance for the endogenous construct under consideration if Q^2 values is larger than zero [49].

IV. RESULT

Hypotheses were tested based on the level of significance in path coefficient using the bootstrapping technique 5000 iterations of re-sampling and the number of cases should be equal to the number of observations in the original sample [49]. Critical *t*-values for a one-tailed test are 1.645 (significance level = 5 percent), 2.326 (significance level = 1 percent), and 2.576 (significance level = 0.5 percent) (Lind et al, 2018).

The test showed that of the nine teen path coefficients, ten hypotheses were supported, while nine hypotheses failed to be confirmed. Table 3 summarizes the results of the hypothesis test of this study.

The R^2 value for satisfaction as an endogenous construct is 0.352 illustrates a moderate level of predictive accuracy. The conceptual model explained 35.2% of the variation in overall customer e-satisfaction with predictive relevance Q^2 0.270, which suggest that the model has predictive relevance. The hypothesis of perfectionist (β = 0.098; *t* statistic= 1.744), recreational (β =0.332; *t* statistic= 5.536), price conscious (β =0.169; *t*-statistic= 3.264), impulsive (β =0.135; *t*-statistic= 2.694), and habitual (β =0.232; *t*-statistic= 3.836) are statistically significant. Nevertheless, brand conscious (β = 0.089; *t* statistic= 1.581), novelty (β = -0.061; *t* statistic= 0.732) and confused of over choice (β = -0.056; *t* statistic= 1.049) are statistically not significant. Therefore, H1a, H4a, H5a, H6a, H8a are supported, however H2a, H3a, H7a are not supported to explain satisfaction.

The R^2 value for repurchase intention as an endogenous construct is 0.692 illustrates a high level of predictive accuracy. The conceptual model explained 62,9% of the variation in overall repurchase intention with predictive relevance Q^2 0.549, which suggests that the model has predictive relevance. The hypothesis of habitual (β = 0.131; *t* statistic= 2.770); satisfaction (β = 0.541; *t* statistic= 9.327) and word-of-mouth intention (β = 0.238; *t* statistic= 4.248) are statistically significant. Nevertheless perfectionist (β = 0.064; *t* statistic= 1.509), brand conscious (β = 0.028; *t* statistic= 0.789), novelty (β = -0.063; *t* statistic= 1.191), recreational (β =0.037; *t* statistic= 0.702), price conscious (β =-0.055; *t*-statistic= 1.224), impulsive (β =-0.024; *t*-statistic= 0.561), and confused of over choice (β = 0.044; *t* -statistic= 0.916) are statistically not significant. Therefore, H1b, H2b, H3b, H4b, H5b, H6b, H7b are not supported, however H8b, H9, H10 are supported to explain repurchase intention.

TABLE III
STRUCTURAL RELATIONSHIP TEST RESULTS

No	Construct	Path Coefficient	t-statistic	p values	Effect size (f^2)	Conclusion
1	Perfectionist-Satisfaction	0.098	1.744*	0.041	0.012	H1a supported
2	Perfectionist-Repurchase Intention	0.064	1.509	0.066	0.009	H1b not supported
3	Brand conscious-Satisfaction	0.089	1.581	0.057	0.010	H2a not supported
4	Brand conscious-Repurchase Intention	0.028	0.789	0.215	0.002	H2b not supported
5	Novelty conscious-Satisfaction	-0.061	0.732	0.732	0.005	H3a not supported
6	Novelty conscious-Repurchase Intention	-0.063	1.191	1.136	0.008	H3b not supported
7	Recreational-Satisfaction	0.332	5.536***	0.000	0.128	H4a supported
8	Recreational-Repurchase Intention	0.037	0.702	0.242	0.002	H4b not supported
9	Price conscious-Satisfaction	0.169	3.264***	0.001	0.037	H5a supported
10	Price conscious-Repurchase Intention	-0.055	1.224	0.111	0.007	H5b not supported
11	Impulsive-Satisfaction	0.135	2.694***	0.004	0.025	H6a supported
12	Impulsive-Repurchase Intention	-0.024	0.561	0.288	0.001	H6b not supported
13	Confused of over choice-Satisfaction	-0.056	1.049	0.147	0.004	H7a supported
14	Confused of over choice-Repurchase Intention	0.044	0.916	0.180	0.004	H7b not supported
15	Habitual-Satisfaction	0.232	3.836***	0.000	0.073	H8a supported
16	Habitual-Repurchase Intention	0.131	2.770***	0.003	0.045	H8b supported
17	Satisfaction-Repurchase Intention	0.541	9.327***	0.000	0.420	H9 supported
18	Satisfaction-Word-of-Mouth Intention	0.555	12.046***	0.000	0.446	H10 supported
19	Word-of-Mouth Intention-Repurchase intention	0.238	4.248***	0.000	0.096	H11 supported

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.005$

The R^2 value word-of-mouth intention as an endogenous construct is 0.308 illustrates a high level of predictive accuracy. The conceptual model explained 30.8% of the variation in overall repurchase intention with predictive relevance Q^2 0.237, which suggests that the model has predictive relevance. The hypothesis of satisfaction (β = 0.131; *t* statistic= 12.831) are statistically significant. Therefore, H11 is supported to explain word-of-mouth intentions.

Finally, the effect size f^2 which shows the strength of the impact of exogenous latent constructs on endogenous latent constructs also can be seen in Table 3. Reference [50] defined values near 0.02 as small, near 0.15 as medium, and above 0.35 as large. Thus, overall characteristic consumer decision making styles had a small impact on both customer satisfaction and repurchase intention. Among the characteristic, recreational was the construct with the most impact to satisfaction and habitual was the construct with the most impact to repurchase intention. Satisfaction had a large impact on repurchase intention and word-of-mouth intention. Meanwhile, word-of-mouth intention had a small impact on repurchase intention.

V. DISCUSSION

This study was designed to investigate decision-making styles of generation Y online coffee shop customers and how decision making styles affected customer e-satisfaction and customer repurchase intention. This study also aimed to understand the most important decision making styles in

affecting customer' e-satisfaction and repurchase intention, especially in online coffee shops. In addition this study also aimed to enhance understanding how word-of-mouth intention play mediating role in the relationship between satisfaction and repurchase intention.

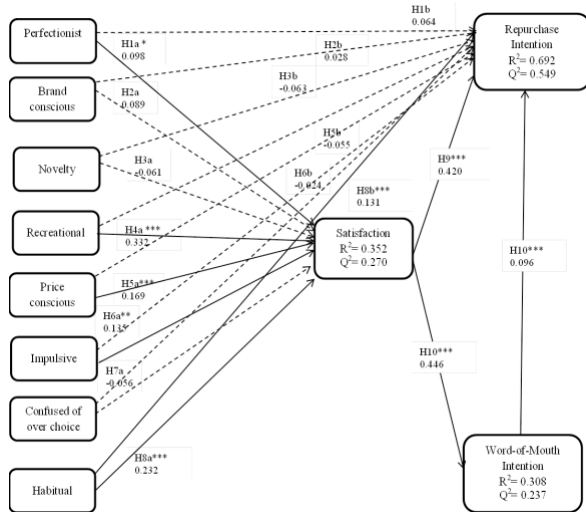


Fig. 2. Measurement Model Specification

Based on the results of hypothesis testing shown in table 4, perfectionist, price conscious, recreational, habitual, and impulsive are the main / dominant decision making styles found in transactions in online coffee shops with high scores for those characteristics. In addition, it can be seen that brand consciousness, novelty and confusion of over choice have the lowest average score. It means that respondents tend not to consider the more expensive brands and newest products when choosing and buying coffee beverage products.

TABLE IV
 AVERAGE RESPONDENTS' CDMS VALUE WHEN BUYING COFFEE BEVERAGE PRODUCTS ONLINE

Style Characteristic	Average total score	Very High	High	Low	Very Low
Perfectionist (Six-item scale)	25.49	Score range (25.5-30) 48.4%	Score range (21-25.5) 92.57%	Score range (16.5-21) 5.3%	Score range (12-16.5) 7.42%
Brand Consciousness (Five-item scale)	14.66	Score range (20-25) 19 6.7%	Score range (15-20) 104 36.75%	Score range (10-15) 113 46.99%	Score range (5-10) 47 16.6%
Novelty (Three-item scale)	8.71	Score range (12-15) 15 5.3%	Score range (9-12) 82 28.97%	Score range (6-9) 129 45.58%	Score range (3-6) 57 20.14%
Recreational (Five-item scale)	18.97	Score range (21-25) 60 21.20%	Score range (17-21) 139 49.11%	Score range (13-17) 66 23.32%	Score range (9-13) 18 6.36%
Price Conscious (Three-item scale)	11.98	Score range (12.25-15) 124 43.8%	Score range (9.5-12.25) 119 42.04%	Score range (6.75-9.5) 30 10.61%	Score range (4-6.75) 10 3.5%
Impulsive (Five-item scale)	16.26	Score range (20-25) 33 11.66%	Score range (15-20) 145 51.23%	Score range (10-15) 76 26.85%	Score range (5-10) 29 10.24%
Confused of Overchoice (Four-item scale)	12.36	Score range (16-20) 35 12.36%	Score range (12-16) 107 37.81%	Score range (8-12) 80 28.27%	Score range (4-8) 60 21.2%
Habitual (Four-item scale)	16.51	Score range (17-20) 109 38.5%	Score range (14-17) 112 39.57%	Score range (11-14) 49 17.3%	Score range (8-11) 12 4.2%
		78.09%		21.91%	

However, consumers tend to choose the best coffee beverage products in terms of quality and price and buy coffee beverage products that are commonly bought repeatedly. Respondents also tend to enjoy shopping at online coffee shops and are not overly planning on their purchases, but still pay attention to how much money they are spending. This result is in line with the finding of [8] which supports the research of Spores & Kendall (1986) which states that consumers may adopt two to three dominant characteristic approaches to making choices and rarely apply all theoretically proposed styles and confirm the possibility that most consumers are not strongly oriented towards just one CDMS.

Based on the results of hypothesis testing shown in table 3, seven of eight consumer decision making styles (perfectionist, brand conscious, novelty, recreational, price conscious, impulsive, confused of over choice) has not significant direct effect repurchase intention, and only habitual consumer decision making style which shows a significant direct effect on repurchase intention. Meanwhile, consumer decision making styles have an indirect effect on repurchase intention mediated by satisfaction which shown in table 5. It means that customers in online channels must be satisfied first with the product or service they buy and then have the intention of buying back at the online retailer, except for habitual who have an orientation to buy the same brand repeatedly and are loyal to certain brands [29][42],

can affect both directly and indirectly on repurchase intention.

This research result supports that satisfaction had a positive effect on repurchase intention and played a critical driver in enhancing repurchase [34] [51] [52]. In online channel, consumers can engage more easily to compare shopping and to find better value among attractive alternative options available in online channels [30]. When customer satisfaction is high, low switching barriers in online channel have no effect on repurchase intention. However, when customer satisfaction is low, these switching barriers positively affect repurchase intention [53] [30]. References [17] also found that satisfaction had a positive effect on repurchase intention and word-of-mouth. Through this study, it also found that besides having an effect on repurchase intentions, customer satisfaction also had a positive effect on word-of-mouth intention. In other words, satisfaction is one of the most important success measures in the B2C online environment [54] .

TABLE V.
SUMMARY OF MEDIATION TEST

Path		Direct Effects	Indirect Effects	Mediation Type
Perfectionist-> Satisfaction-> Repurchase Intention	Path coefficient t-stat	0.064 1.509	0.053 1.722	Indirect only (Full Mediation)
Brand Conscious-> Satisfaction-> Repurchase Intention	Path coefficient t-stat	0.028 0.789	0.048 1.563	No-effect (Non-mediation)
Novelty -> Satisfaction-Repurchase Intention	Path coefficient t-stat	-0.063 1.136	-0.033 0.732	No-effect (Non-mediation)
Recreational -> Satisfaction-Repurchase Intention	Path coefficient t-stat	0.037 0.702	0.179 5.165	Indirect only (Full Mediation)
Price Conscious-> Satisfaction-Repurchase Intention	Path coefficient t-stat	-0.055 1.224	0.091 3.173	Indirect only (Full Mediation)
Impulsive-> Satisfaction-Repurchase Intention	Path coefficient t-stat	-0.024 0.561	0.073 2.622	Indirect only (Full Mediation)
Confused of over choice-> Satisfaction-Repurchase Intention	Path coefficient t-stat	0.044 0.916	-0.030 1.050	No-effect (Non-mediation)
Habitual-> Satisfaction-Repurchase Intention	Path coefficient t-stat	0.143 2.770	0.126 3.523	Complementary (Partial Mediation)
Satisfaction- Word-of-Mouth Intention-> Repurchase Intention	Path coefficient t-stat	0.541 9.327	0.132 4.166	Complementary (Partial Mediation)

IN ADDITION to the hypothesis result, several previous studies have found a relationship between CDMS and the frequency of spending and the amount of money spent by consumers [8] [13] [14]. This research also try to take advantage of consumption pattern data from questionnaire to see the effect of CDMS on the frequency of shopping and the amount of money spent by consumers during purchasing coffee drink products in online coffee shop. Based on the result shown in table 6, the frequency of shopping at online coffee shops was significantly affected by recreational ($\beta = 0.268$; t-statistic: 4.092) and price conscious ($\beta = -0.161$; t-statistic: -2.603). These results support the research of [13] [14] which show that consumers with high recreational decision making styles have more shopping frequency when shopping in online channels. Price-value conscious consumers also found have less purchase frequency than consumers with other decision making styles when shopping

in online channels.

Furthermore, perfectionist ($\beta = 0.154$; t-statistics: 2.404) and brand conscious ($\beta = 0.141$; t-statistics: 2.221) have the most significant effect on the amount of money spent by consumers. This means that consumers with high perfectionist and brand conscious tend to spend more money when shopping for coffee drink products online. These results are in line with the results of research by Wesley et al., (2006) who found that perfectionist and brand consciousness were also associated with high levels of planned spending, because these consumers emphasized product quality rather than price.

TABLE VI.
CDMS RELATIONSHIP WITH FREQUENCY AND AMOUNT OF MONEY SPEND IN ONLINE COFFEE SHOP

Independent Variable	DV= Shopping Frequency			DV= Consumers' Spending		
	β	t statistic	Significance	β	t statistic	Significance
Perfectionist	0.060	0.968	0.334	0.154	2.404**	0.017
Brand conscious	-0.094	-1.530	0.127	0.141	2.221**	0.027
Novelty conscious	0.007	0.101	0.919	-0.084	-1.260	0.209
Recreational	0.268	4.092***	0.000	0.046	0.678	0.498
Price-value conscious	-0.161	-2.693**	0.010	-0.124	-1.942	0.053
Impulsive	0.081	1.364	0.174	0.016	0.263	0.793
Confused of over choice	-0.041	-0.645	0.519	-0.092	-1.424	0.156
Habitual	0.113	1.865	0.063	-0.069	-1.115	0.266

Note: statistical significance two-tailed test $p < 0.05$

VI. CONCLUSION

This study investigates that perfectionist, price conscious, recreational, habitual, and impulsive are the main/dominant decision making styles found in transactions in online coffee shops. This study proved that consumer decision making styles directly affect customer satisfaction, that is, consumers exhibiting very high levels for some CDMS. Meanwhile, consumer decision-making styles had an indirect effect on repurchase intention, mediated by customer satisfaction. Customer satisfaction is one of the most critical driver in enhancing repurchase intentions in online channel. Customer satisfaction also had a significant effect on word-of-mouth intention. In addition, the result also supports that word-of-mouth intention also plays a mediating role in the relationship between the satisfaction and repurchase intention.

Managerial Implication

The findings of the present study are of importance to give insight for managers' online coffee shops to better understand which consumer decision making styles do consumers use when making purchases at online coffee shops and which factor have the most influence on the customer's satisfaction and repurchase intention. Companies

need to pay attention to maintain the satisfaction of consumers with perfectionist, price conscious, recreational, habitual, and impulsive characteristic as the main/dominant decision making styles because satisfaction is one of the most important success measures to enhance repurchase intention and word-of-mouth intention in the online coffee shop environment. By looking at the orientation of each of these characteristics, managers' online coffee shops in particular can optimize marketing programs, reach consumers more efficiently, and provide the best service in the online market that leads to increased corporate profits.

Among the consumer characteristics, recreational and habitual was the most important antecedent of online coffee shop customers' satisfaction. Recreational characteristic also found had a significant positive effect on the frequency of buying coffee beverage in online coffee shop. This implies that the pleasure gained from shopping is not only enjoyed through offline transactions, but can also be obtained through online shopping experiences. Especially because of the Covid-19 pandemic situation which limits people's activities and makes consumers enjoy shopping for coffee drink beverages in online coffee shop as a fun and enjoyable activity that provides inspiration/recreational value. Online coffee shop retailers can also customize the product display on the online platform used to make it more attractive. Another option may be to use virtual gifts such as gift card, cash back or voucher to attract customers and enhance their enjoyment of the online coffee shop. In addition, consumers with habitual characteristic can be maintained by giving excellent personalization and customer service. It is important to maintain customers' satisfaction and repurchase intention with this characteristic because these consumers are the loyal customers that can provide benefits to the company if maintained properly.

Perfectionist as a dominant characteristic in online coffee shop customers which had a significant positive effect on satisfaction, also found had a tendency to spend more money when shopping for coffee beverages product in online coffee shop. With the best quality orientation, online coffee shop retailers must maintain or improve the quality of the coffee beverage products offered.

In this study, it also found that price-value conscious as a dominant characteristic in online coffee shop customers which had a significant positive effect on satisfaction, it also had a significant negative effect on the frequency of buying coffee beverage in online coffee shop. Managers' online coffee shop need to implement strategies to optimize prices that are not too expensive and can provide the best value that consumers feel for the money they spend. In addition, maintaining a sufficient number of physical outlets is also considered important to support the availability of the brand in online channels. The sufficient number of physical outlet

can support the provision of good quality products to customers because it doesn't require long delivery times. Other than that, the short delivery distance is also related to the relatively cheaper delivery price. With the optimal price and good product quality, satisfaction of consumer with high level of impulsive characteristic can also be maintained and their regret can be reduced, because they get the best product and value for money through their impulse buying.

Limitation and Future Research

This study has several limitations that could be addressed in future research. First, this study sample is not geographically limited, but it turns out that most of the respondents are domiciled in Jakarta. In order to get a wider area for online coffee shops in Indonesia, research is needed more focused on researching other areas. Second, online coffee shops used in this study only focus on ten online coffee shops with the most market share and outlets; it could also replicate this study in a bigger scope in order to generalize the result. Future research could also Further researchers can also expand this research to see the effect of consumer decision making styles on the e-word-of-mouth-intention variable to harmonize the online context used.

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