The Influence of Communicative Skills and Appearance on Manipulative Marketing Techniques at Point Coffee in Surabaya

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ABSTRACT

Purpose: At this modern era, there are currently a lot of intense competition in starting a business in the field of coffee shops, especially in the Surabaya area.

Design/methodology/approach: This research aims to explain the influence contained in the barista Point Coffee whether by having communicative skills and attractive appearance is able to influence the manipulative marketing techniques that can attract customers to purchase the product, the experiment uses correspondents totalling 33 correspondents, using a quantitative type with multiple questionnaire samples.

Findings: The results of this assessment are found to come out valid and reliabaly, normatively distributed, heterosccedasticity freedom, multicoleniarity freedom, and autocollinearity freedom. Obtained multiple linear models Y 2.087 + 0.552X1 + 0.499X2 + e. with overall f test results Communicative skills (X1) and appearance (X2) have a simultaneous effect with marketing manipulative techniques (Y). As well as communicative skills (X1) have a significant impact with Manipulative Marketing (Y) at Point Coffee Surabaya and attractive appearance (X2) has a significant impact with Manipulative Marketing (Y) at Point Coffee Surabaya. Based on this, the companies also needed attention to their Human Resources to develop and improve the progress of companies engaged in coffee shops.

Paper type: Research paper

Keyword: Communicative Skills, Appearance and Manipulative Marketing Techniques

I. INTRODUCTION

Lately, many businesses have become a trend for young people, such as for example drinks that have a contemporary concept that has gone viral recently, that is coffee shop. Especially for the Surabaya area which is made as one of the metropolitan cities after Jabodetabek. So it's not surprising that there are so many businesses with coffee shop themes in this city with the second-most population after Jabodetabek. Coffee shop is an outlet or cafe that serves drinks made from milk coffee, which is packed with a variety. Of coursing for you is very familiar with the name latte, cappuccino, mochachino, caramel macchiatto, and others, the latte name comes from a Latin language from Italy which means milk, and for coffee is caffe.

After the many coffee shops in Surabaya, like Coffee Kenangan, Starbuck, Excelso, Janji jiwa, and many more. The competition between business people is getting tighter, starting to show off the speciality of each coffee shop business, one example of this is point coffee. Point coffee is a coffee shop from a company named PT.Indomarco Primatama with the theme Grab & Go, which means that it has a very fast serving for only 3 minutes, the menu is ready to be served. Besides that, point coffee also provides 100% using original Indonesian coffee beans which can increase the income of sellers or business people in the coffee bean sector.

The researcher believes that according to the factors by which point coffee was finally able to opening its 56th branch in Surabaya in 2023, is not only the quality and uniqueness of the drinks obtained, there are supporting internal factors that are something that must be considered, namely its Human Resources. With communicative skills that are able to provide comfort for coffee lovers who purchase it, they also don't forget that good

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communicative skills are always accompanied by an attractive appearance to attract customers to buy the product. And that human resource is a barista.

Based on Fatmawati (2023) about Zulhanan (2016) said "Communicative is a technique that makes new innovations and strategies where speaking skills will develop faster if directly practised in active communication". From that point on, baristas are required to have communicative abilities which have the aim of creating good relationships with customers, being able to overcome problems that are often faced by customers. Starting from matching the taste of coffee, avoiding milk due to allergies or reducing certain sugar levels, etc. In addition, the customer and the company will get the best of both worlds. In addition, customers and companies will get positive feedback from various kinds of transactions, whether customers will receive promotional prices, benefits from members, and the right taste like what they want. If the company will receive, namely an increase in income from a transaction, get a positive response from customers so that there will be such a thing as a repeat order, and will be recognised by many people to attract other customers.

Also, customers will be more interested if they have a barista who is tidy, inexpensive, and attractive to look and feel. This is confirmed by a theory from M.G. Hartiti Hendarto and Drs. F.X. Tulusharyono stated that a positive or negative response from people is based on the image conveyed, for example through dress, attitude and behaviour, manners, and others. Based on research in the journal "attractive appearance requirements in job vacancy information as one of discrimination in the world of work" by students from Universitas Negeri Surabaya. There is one very interesting quote according to the researcher, namely "Looking attractive is not directly defined as beauty / good looks or a person's body image but in fact that is what then becomes the benchmark for attractive appearance requirements (Ihsanullah, Rahayu, and Edwar 2020)". This inference concludes that attractive appearance is a stronger factor in a manipulative marketing technique to increase income at point coffee surabaya.
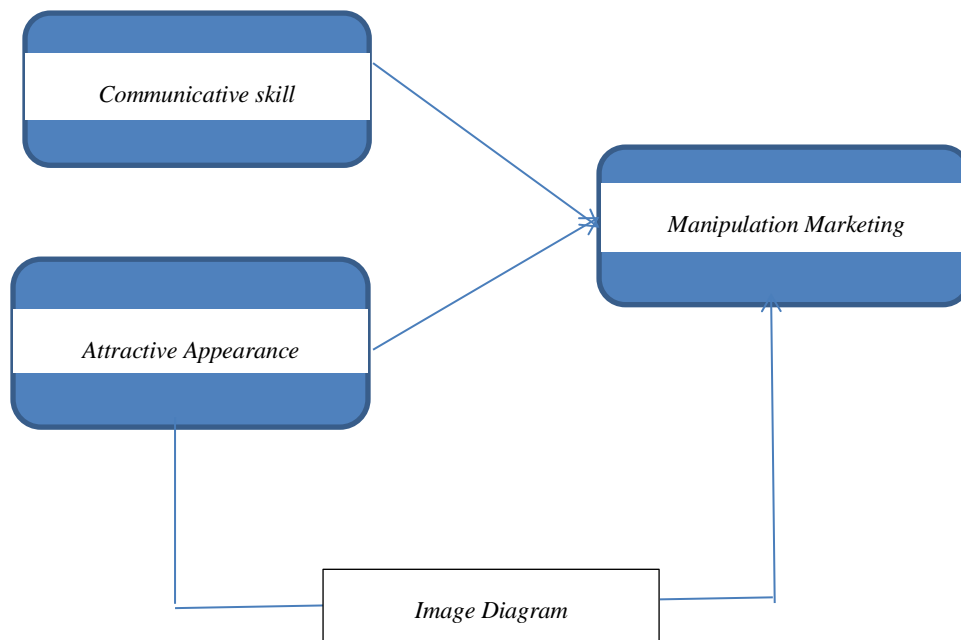
Manipulative marketing technique was a technique that hypnotised customers showing the superiority of a thing without any reasonable doubt inside the customer. As mentioned by scott Oldford (2018) on the website entrepeneur.com, "starts with in-depth knowledge of your offering or product. e.g. Are those "vitamins" or "hangover cures"? Are they, and you, the best? Would the impact be real and large for others? You must truly believe in what you do and commit to being the best at it. Once you've done that, you should know who needs to be helped. At the same time, you also want to get to know your target market in depth. Just what is the greatest problem they have right now? Without a doubt, what's the biggest pain they're feeling? Are they hiding from this pain and refusing to act?". What the researcher concludes is that communicative skills make it useful to explain what the advantages of the product being sold are, convincing the doubts that exist in the buyer, and the customer's desire to be satisfied with what they want. Besides communicative skills, appearance is also a necessary manipulative marketing technique because with the first impression before interacting with a barista, customers will always see the first sight before making a transaction, one of which is the appearance of a barista.

II. METHODS

Sugiyono (2017) stated that research is a science-based way to obtain information for specific purposes and uses. . this research has 2 types of free variables and also one dependent variable including Communicative Skills (X1 stimulus variable), Appearances attractive (X2 stimulus variable) for Marketing manipulative techniques (Y dependent variable). Through some client located in the place. Data collection techniques consisting of primary data collection techniques consisted of several questions, including questions that were asked to collect information about the marketing manipulative technique (dependent variable Y). The primary data collection technique consists of several questions asked by respondents in a Google form. This questionnaire format includes 5 indicators including Strongly Disagree (STS), Disagree (ST), Moderately Agree (CS (S), Agree), Strongly Agree (SS). The objective of Multiple Linear Regency Analysis was to find out in which direclty and how much the stimulus variable was related to the dependent variable. (Ghozali, 2018).

Classical hypothesis testing consisting of normality, multicholinearity, heteroskedastisity, and auto correlation testing was then carried out to ensure that the resulting logistic regression equation was normal. The final stage is a partial T test to investigate the influence of each stimulus variable on the dependent variable and a simultaneous F test to determine the effect of the three stimulus variety on the bound variable at the same time. From the explanation above,

the conceptual framework and hypothesis can be derived as follows:

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The hypothesis proposed is as follows

H1 : Communicative Skill (image diagramX1 significantly affecting Purchasing Decisions (Y)

H2 : Attractive Appearance (X2) significantly influencing the Purchasing Decision (Y)

H3 : Communicative Skill (X1) and Attractive Appearance (X2) have a simultaneous and significant effect on manipulative marketing techniques (Y).

III. RESULTS AND DISCUSSION

A. Results
1. The Instrument Testing
a. Validation Test

Sugiyono (2018: 267) explained this validity study was applied to determine whether the survey data used was valid or not. Thats a stated to be valid if the value of sig> 0.05 with the value of r-count > r-table. The results of each research instrument have been tested for validity with a sig value <0.05 with a r count > r table (0.3440) obtained from df - k (33-2). From these results it simply means that all research instruments are declared valid or valid because they are in accordance with the stipulated provisions.

b. Reliability Test

Reliability test by estimating the consistency of the questionnaire used in the study, namely the indicator variable. The statement is declared reliable if Cronbach alpha> 0.60 (Ghozali, 2016).

Table 1. Determined

Variety	Cronbach Alpha	Statement
Communicative Skill	0,764	Determined
Appearance	0,749	Determined
Marketing Manipulative Technique	0,770	Determined

The table above states that Cronbach alpha values > 0.60, so the data is considered realisable.

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c. Classical Assumption Test

Normality Reporting Test Based on Sugiyono (2017), a normality test is a check to verify whether the variation of residuals is distributed in normality. The test for normality uses the Colmogorov-Smirnov method. If a significant score > 0.05, to say that the residuals are distributed normality and the reverse.

Table 2. Classical Assumption Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		33
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,41266187
Most Extreme Differences	Absolute	,127
	Positive	,127
	Negative	-,095
Test Statistic		,127
Asymp. Sig. (2-tailed)		,190[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

d. Table Normalcy Test

That table above, using the column-based Kolmogorov-Smirnov test table, which concluded that the asymp. Sig> 0.05, then the data above is said to be normal data.

e. Heteroscedasticity Test

Ghozali (2017: 47) states that the heteroscedasticity test is useful for determining whether there is a clear unequal variance in a regression model. A study declared free of heteroscedasticity can be seen in the scatterplot diagram.
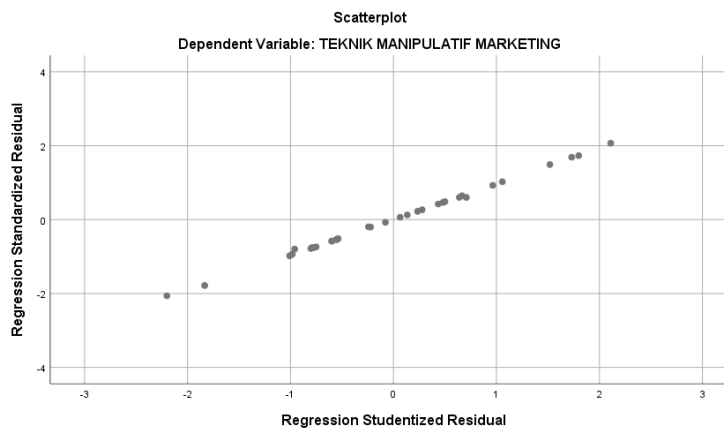

Figure 1. Image Diagram

In the picture above, it can be concluded that the dots have a pattern moving upwards following the direction of the variable, which means that the variables X1 and X2 have a positive effect on variable Y, which concludes that the classic assumption test means that the increasing variable X will increase variable Y.

f. Multi-linearity test

The multi-collinearity test is useful for testing whether a regression model has found a correlation between independent variables (Ghozali, 2018: 71).

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Table 2. Multi-linearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,087	3,097		,674	,505		
	Communicative Skills	,552	,189	,413	2,915	,007	,806	1,240
	Appearance	,499	,163	,432	3,051	,005	,806	1,240

a. Dependent variable : Marketing manipulative techniques

Based on the value of the table above that the tolerance value> 0.1 with the VIF value < 10, it is herewith concluded that there are no signs of multi-linearity in this variety.

g. Auto correlation Test

The autocorrelation test is needed to see if the linear regression model has a connection between the t-test confounder and the previous t-test confounder error. (Ghozali 2018 : 111).

Table 3. Auto Correlation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717[a]	,514	,482	2,492

a. Predictors: (Constant), Appreance, Communicative skill

b. Dependent Variable: Marketing Manipulative Techniques

Approximately 2.492 with a dU value of 1.570, a dL value of 1.296, thus obtaining a value of 4 - dU = 2.430. Meanwhile, the value of 4 - dL = 2.704. From these calculations, the value of dU (2,430)> d (2,492) < (2,704) is obtained, which means that the multiple regression model in this study is free of autocorrelation because the value of d is between the value of dU and 4 - dL.

2. Hypotheses Test
a. The Simultaneous F Test

The f-test simultaneously tests whether the independent variable affects the dependent variable simultaneously (Ghozali, 2018).

Table 4. F test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197,366	2	98,683	15,894	,000[b]
	Residual	186,270	30	6,209		
	Total	383,636	32			

a. Dependent Variable: Marketing Manipulative Techniques

b. Predictors: (Constant), Appearance, Communicative Skills

From the table above, it is found that the sig value is 0.000 <0.05 with the value of fcount (15.894) > ftabel (3.30), which means that the independent variables, namely communicative skills (X!) and appearance (X2)

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simultaneously have a positive and significant effect on manipulative marketing techniques at point coffee surabaya.

b. Partial T Test

used to test variable X to variable Y individually or each (Ghozali, 2018: 57).

Table 5. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,087	3,097		,674	,505
	Communicative Skill	,552	,189	,413	2,915	,007
	Appearance	,499	,163	,432	3,051	,005

a. Dependent Variable: Marketing Manipulative Techniques

The table above shows the sig value of the communicative skill variable (X1) with the t value (2.915) > t table (2.042) which means that Communicative skill (X1) has a significant effect on manipulative marketing techniques (Y) at point coffee surabaya. In the Appearance variable (X2) with a value of t count (3.051) > t table (2.042) which means that Appearance (X2) has a significant effect on manipulative marketing techniques (Y) at point coffee surabaya.

c. Linear Regression Testing

The regression test Equation uses a function, which is:

Y = a (const) + B1 X1 + B2 X2 + e

So, Y = 2.087 + 0.552X1 + 0.499X2 + e

We can conclude the following:

The default value is 2.087, if the value of communicative skills (X1) and appearance (X2) is 0% or unchanged, the value of purchasing decisions remains 2.087. Meanwhile, if the Communicative skill coefficient (X1) value of 0.552 increases by 1%, the value of manipulative marketing techniques (Y) will remain 0.552 if other variables do not change. And if the coefficient of Appearance (X2) is 0.499, for a 1% increase as well, it will increase the manipulative marketing technique (Y) by 0.499 if other variables do not change.

d. Determination Test

According to Ghozal (2018) determinacy test is carried out to find out whether type of regression model model is able to explain the variation in the dependent variables more thoroughly.

Table 6. Determinacy Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717[a]	,514	,482	2,492

a. Predictors: (Constant), Appearance, Communicative Skills

b. Dependent Variable: Marketing Manipulative Techniques

The above results obtained R2 value of 0.514 or 51.4% which means the ability to explain the variation of the dependent variable (manipulative marketing) of 51.4%, the remaining 48.6% is from other variables.

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V. CONCLUSION

1. The Effect of Communicative Skills on Manipulative Marketing

The value obtained with t count (2.915) > t table (2.042) means that communicative skills (X1) have a significant effect on manipulative marketing (Y) at point coffee surabaya or H1 is accepted and H0 is rejected. Therefore, baristas must have communicative skills which have the aim of creating good relationships with customers, being able to solve problems that are often faced by customers, and providing comfort to customers. Communicative skills also have a good impact on each person because with this skill, it is able to give a positive impression when doing social interactions. this is why researchers say that having communicative skills will also lead to manipulative marketing because communicative skills have a great opportunity to get customers, and are able to dribble customers to buy goods offered, one of which is by doing a good promotion.

2. The Effect Of Appearance On Manipulative Marketing

Obtained a value with t count (2.051) > t table (2.042) meaning that appearance (X2) has a significant effect on manipulative marketing (Y) at point coffee surabaya or H1 is accepted and H0 is rejected. It can be concluded that appearance will attract customers because it is the first impression before making a sale and purchase transaction, this is why researchers say that having an attractive appearance will also lead to manipulative marketing because attractive appearance has a great opportunity to get attraction from customers, besides at work attractive appearance will also be widely accepted by all circles, especially when you first meet someone, before getting to know someone's character, it will certainly be seen in terms of appearance first as a determinant that the person brings positive or negative things, although not all attractive-looking people also have good character in public. The results of this study were carried out using original data, and made direct observations because the researcher had been part of the barista at point coffee surabaya, therefore the company owner should think about the feasibility of barista staff at point coffee in order to increase income income at point coffee, especially in Surabaya.

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