

Reciprocity Strategy in Improving Purchase Decisions at Coffee Shop MSMEs in Bali

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ABSTRACT: *The purpose of this study was to examine and explain the effect of the reciprocity strategy on purchasing decisions mediated by trust and e-WOM at coffee shops in Bali. The design of this research is causality. The sample size is 300 people taken using purposive sampling. Data analysis technique using PLS-based SEM. The results showed that reciprocity had a positive and significant effect on purchasing decisions, reciprocity had a positive and significant effect on trust and e-WOM, trust and e-WOM had a positive and significant effect on purchasing decisions. This means that trust and e-WOM are able to partially mediate the effect of reciprocity on purchasing decisions at MSMEs Coffee Shops in Bali. The results of this study are expected to enrich the concept of consumer behavior related to the role of trust and e-WOM in mediating the effect of reciprocity on purchasing decisions. MSMEs Coffee Shop is expected to always be customer oriented, carry out promotions and pay special attention to customers.*

KEYWORDS: reciprocity strategy, trust, e-WOM, purchase decision

INTRODUCTION

MSMEs coffee shop is a business in the culinary field, especially coffee drinks with product innovations offered by baristas for consumers so that this business is in great demand by the public. The increasing number of coffee shops in various regions, especially in Bali, has created intense competition. To survive this competition, it is important for marketers to have the right marketing strategy to increase consumer purchase intentions, especially for new coffee shops in the market compared to competitors (Padmi and Suparna, 2021). Due to the Covid-19 pandemic changing consumer behavior and the Business Competition Map that MSMEs Coffee Shops need to anticipate due to activity restrictions. Consumers are doing more activities at home by utilizing digital technology. The importance of technological innovation in developing a coffee shop business with social media that can generate marketer innovation. Social

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media is able to provide accurate information to consumers at any time, and consumers can make comparisons before making purchases (Prasad et al., 2017). Well-known coffee shops use social media to market products such as giving M-Coupons through social media which are expected to be reciprocal for the Coffee Shop to consumers.

The strategy for retaining customers by utilizing social media is reciprocity. Reciprocity refers to the response to the positive actions of the interacting parties with other positive actions, because the assistance of the interacting parties builds a sense of obligation to return the favor. Reciprocal relationships may arise when the recipient must return the sender's favor or expect something in return from the sender. This can cause coupon recipients to finally agree to engage in purchasing activities (Tercia and Teichert, 2016). Wu (2008) explains the relationship between the existence of reciprocity in a relationship can create purchase intention. The existence of reciprocal relationships and mutually beneficial actions provides a strong and solid basis both for maintenance and also for the development of long-term relationships between prospective customers and companies. This is supported by research that reciprocity has a positive and significant effect on purchase intention (Natadirja, 2017; Fitriana and Kristaung, 2020; Leung et al, 2020). However, this is not supported by research which states that reciprocity has no significant effect on purchase intention (Jihyun and Yuri, 2018). The inconsistent research results created a research gap.

To fill in the gaps in this study, the variables trust and e-WOM were added. Trust is the belief or expectation held by individuals or groups of individuals in conducting transactions with the aim that the brand can fulfill consumption intentions and expectations (Hendro and Keni, 2020). Trust is dyadic or interpersonal and reciprocal communication (Kwon and Lee, 2014). The reciprocity nature of trust as two consumers trust each other and claims that two-way trust represents a stronger relationship between two exchange parties when compared to one-way (Nguyen et al., 2010). Measurements of trust activity on reciprocity between trustor and trustee (eg initiating trust and returning trust) are based on the concept of reciprocity (Leung et al., 2020). This is supported by research that reciprocity has a positive and significant effect on trust (Chiu et al., 2018; Chong et al., 2018; Chen and Shen, 2015).

E-WOM is defined as “a positive or negative explanation made by a customer about a product or company, which is made available to many people and institutions via the Internet” (Prasad et al., 2017). Sulthana & Vasantha, (2019) stated that e-WOM is a distinctive online behavior where consumers can exchange buying experiences and product-related information to get a better purchase decision. The importance of e-WOM is influenced by reciprocity. The expectation of reciprocity is a mutual indebtedness (Xu and Li, 2015), so that people reciprocate by paying back the benefits they receive from others (Liu, Cheung and Lee, 2016), guaranteeing subsequent supportive exchanges (Chen and Hung, 2010). Mutual expectations are rooted in the giving and receiving of

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information and knowledge (Hau et al., 2013). If consumers anticipate fair and helpful feedback, they will be motivated to participate in e-commerce activities continuously. This is supported by research that reciprocity has a positive and significant effect on e-WOM (Yang, 2015).

e-WOM communications posted via social media such as Instagram, Twitter and Youtube provide opportunities for consumers to comment on their opinions. Every time there is an increase in e-WOM, it will be followed by an increase in purchase intention. The better the e-WOM, the higher the purchase intention. According to Danniswara et al., (2017) recommendations from other customers are usually considered more trusted than promotional activities originating from the company and can greatly influence other people's decisions to use a service. This is supported by research that e-WOM has a positive and significant effect on purchase intention (Hadi, 2018; Dinda et al., 2020; Hendro and Keni, 2020).

The aim of this research is to examine and explain the role of trust and e-WOM in mediating the effect of reciprocity on purchasing decisions at UMKM Coffee Shops in Bali. This research is important to do because this research can help SMEs in improving consumer purchasing decisions at coffee shops in Bali which are influenced by a positive reciprocal relationship between sellers and buyers. This research is feasible because there is a research gap from previous research where there are inconsistencies in previous research.

THEORETICAL STUDY

Reciprocity

Reciprocity refers to a response to positive actions from parties who interact with other positive actions, because assistance from interacting parties builds a sense of obligation to return the favor (Cho et al., 2017). Reciprocity is a feeling of appreciation that consumers have as members of society towards activities of companies/brands that have contributed to society. Even though consumers may not know exactly what the outcome of the activity will be, they will feel gratitude and indebtedness, recognize the reciprocal effect, and have a favorable attitude towards the company/brand just by being aware of the practice (Morales, 2005).

Plickert et al., (2007) defines reciprocity as an exchange of emotions and information between people, and friendship that can occur in two directions or can indirectly lead to a larger connection. Another definition of reciprocity or mutuality is a state in which a person feels and creates a sense of connection, interdependence, coordination, and mutual understanding with one another (Burgoon et al., 2000). Falk & Fischbaher (2006), defines Reciprocity as a response from a behavior to goodness or non-goodness felt by someone, where goodness itself consists of both a fair distribution as well as an intention to be fair.

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Palmatier et al., (2009) found that a company's investment in customer relationship marketing evokes feelings of gratitude, which then lead to reciprocal behavior. Reciprocity also increases consumer trust in a company, which then influences consumer commitment and purchase intentions. Wu et al., (2008) argue that consumer feedback perceptions can be integrated into the literature on brand trust, brand loyalty, and product familiarity and can explain future purchase intentions.

Trust

According to Hendri & Budiono (2021) trust is a determinant of interpersonal behavior related to beliefs about one's integrity, virtue, ability, and predictability. According to Hendro & Keni (2020) trust is the belief or expectation held by individuals or groups of individuals in conducting transactions with the aim that the brand can fulfill consumption intentions and expectations. Trust is the most essential element in online marketing, trust is an important basis for consumers to buy at online stores (Giantari et al., 2013).

According to Rifaldi et al., (2021) there are three factors that shape a person's belief in something, namely ability, benevolence, and integrity. These three factors can be explained as follows:

- 1) Ability. Capability refers to the competence and characteristics of the seller/organization in influencing something specific. Abilities include competence, experience, institutional validation, and ability in science.
- 2) Benevolence. Benevolence is the seller's desire to provide mutually beneficial satisfaction between himself and the consumer. benevolence includes concern, empathy, confidence, and the ability to accept.
- 3) Integrity. Integrity relates to how a seller's behavior or habits in running his business. The information provided to consumers is in accordance with the facts or not. The quality of the products sold is reliable or not. Integrity can be seen from the point of fairness, fulfillment, loyalty and honesty.

E-WOM

According to Schiffman & Wisenblit (2015: 429) electronic word of mouth (E-WOM) is word of mouth that occurs online and occurs in social networks. E-WOM can be defined as communication from one consumer to another that discusses a company's products or services, because it applies online, this makes conversations easier (Chaffey & Chadwick, 2016: 530). E-WOM is a statement from a potential customer, actual customer or former customer that is positive or negative about a product or company that is available to many people and institutions via the internet. E-WOM is a form of consumer willingness to share information with others to buy or use a product via the internet and not in a commercial way (Syafaruddin et al., 2016). E-WOM has become an effective strategy and is believed to be able to increase consumer purchase intentions.

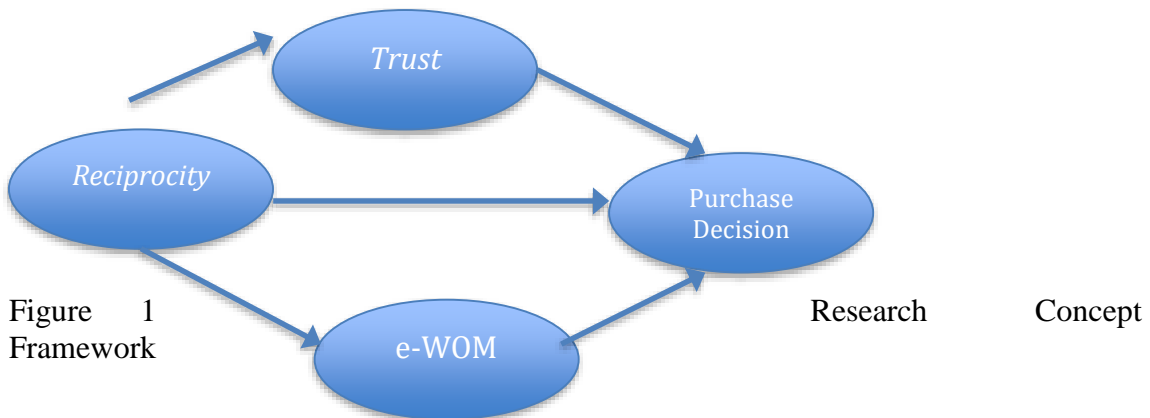
Purchase Intention

Purchase Intention is influenced by the higher value that consumers get for a product. Interest is one of the final processes of the consumer's purchase decision, so it cannot be separated from the consumer's purchase decision theory. To increase consumer Purchase Intention to win the competition is done by increasing the ability of producers to sell high quality products (Halim & Iskandar, 2019).

Purchase Intention according to refers to the level of perceived confidence of a customer to buy a product or service. explained that. Purchase intention is a plan to buy a product or service. Another definition from Wu et al., (2011) is the possibility that consumers will plan or have the desire to buy a product or service in the future. In line with this, Lu et al., (2014) stated that purchase intention is the desire of consumers to buy certain products at certain times or certain situations.

Conceptual Framework and Research Hypothesis

The research concept framework is presented in Figure 1.



Research Hypothesis

Hypothesis:

- H1: Reciprocity has a positive and significant effect on purchase decision.
- H2: Reciprocity has a positive and significant effect on trust.
- H3: Reciprocity has a positive and significant effect on e-WOM.
- H4: Trust has a positive and significant effect on Purchase decisions.
- H5: e-WOM has a positive and significant effect on purchase decision.
- H6: Trust is able to mediate the effect of reciprocity on purchase decisions.
- H7: e-WOM is able to mediate the effect of reciprocity on purchase decisions.

RESEARCH METHODS

The purpose of this study is to explain the role of trust and e-WOM in mediating the effect of reciprocity on purchase decisions in MSMEs coffee shops in Bali. Data was collected by distributing questionnaires as a research instrument and measurement using a Likert Scale. The validity and reliability tests were first carried out on as many as 30 respondents, the test results showed that they were valid and reliable. The results of the validity test in Table 1 were carried out by product moment analysis where the correlation of each indicator for each variable was greater or equal to 0.361 (valid). The reliability test (Table 2) is carried out using Cronbach's Alpha where the Cronbach Alpha value is greater or equal to 0.6 (Sugiyono, 2020). Furthermore, a sample of 300 people was taken using a non-random sampling method, namely purposive sampling. The data analysis technique used is PLS-based SEM.

Table 1 Instrument Validity Test

Variable	Indicators	Correlation coefficient	Description
Reciprocity	Saying thanks (X1)	0,891	Valid
	Good feedback from consumers (X2)	0,711	Valid
	Always oriented to the customer's view (X3)	0,832	Valid
	Spending time and trying to retain customers (X4)	0,941	Valid
Trust	Experience (Y1.1)	0,763	Valid
	Empathy (Y1.2)	0,865	Valid
	Honesty (Y1.3)	0,760	Valid
e-Wom	Persuasive power (Y2.1)	0,879	Valid
	Product popularity (Y2.2)	0,911	Valid
	Messaging skills (Y2.3)	0,893	Valid
Purchase decision	Individual confidence to make a purchase (Y3.1)	0,942	Valid
	Individual decision to make a purchase (Y3.2)	0,942	Valid
	Individual readiness to make a purchase (Y3.3)	0,857	Valid

Source: Primary data processed

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Table 2 Reliability Test

No.	Dimensions	Cronbach's Alpha	Description
1	Reciprocity	0,868	Reliable
2	Trust	0,714	Reliable
3	e-WOM	0,866	Reliable
4	Purchase decision	0,900	Reliable

Source: Primary data processed

Research Results and Discussion

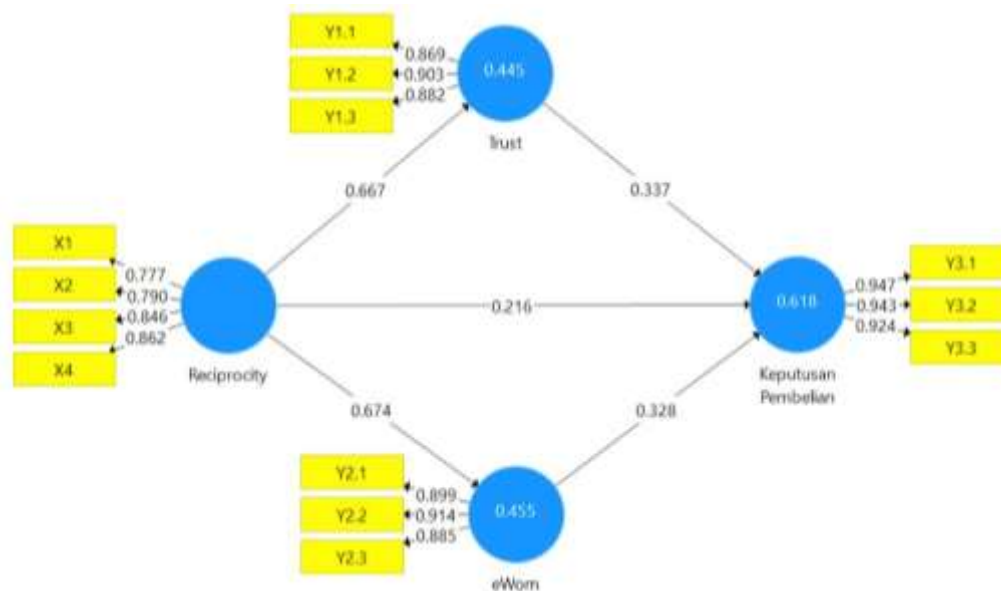
Characteristics of Respondents

Table 3 shows the characteristics of the respondents based on gender, age and education of the respondents. Based on data collection on 300 male respondents, 129 people (43 percent) and 171 women (57 percent), in terms of dominant age, they were aged 17-22 years, 23-28 years respectively, 28 percent, while the rest were scattered. between the ages of 29-34 years (63 percent), 35-40 years (50 percent), and 41-45 years (20 percent).

Table 3 Characteristics of Respondents

No	Description	Total	%
Gender:			
1	Man	129	43
2	Woman	171	57
		300	100
Age (years) :			
1	17 - 22	84	28
2	23 - 28	83	28
3	29 - 34	63	21
4	35 - 40	50	17
5	41- 45	20	7
		300	100
Education			
1	high school	92	31
2	Bachelor	188	62
3	Diploma	3	1
4	Postgraduate	17	6
Total		300	100

Source: Primary data processed (2022)



DISCUSSION

The Effect of Reciprocity on Purchase Decisions in MSMEs Coffee Shops in Bali

The results of statistical analysis show that reciprocity has a positive and significant effect on purchase decision, meaning that the higher the reciprocity, the higher the purchase decision at MSMEs Coffee Shops in Bali. This shows the values contained in reciprocity which is measured using the indicator of giving thanks, the existence of good feedback from consumers and always being oriented towards good customer views will lead to high consumer purchase decisions as measured using indicators of individual confidence in making purchases, individual decision to buy and individual readiness to make a purchase.

The reciprocity variable in this study is reflected by the indicator 'always oriented towards the customer's view' (X3) because this indicator has the highest outer loading (0.846). When it is related to the respondents' assessment of reciprocity it is also shown by the indicator 'always customer oriented' with an average of 4.20. The purchase decision variable is reflected by the individual belief indicator to make a purchase with 0.947 and according to the description of the highest respondent's answer on the same indicator with an average of 4.26.

The results of this study are in accordance with research conducted by Fitriana and Ristaung (2020); Leung et al., (2020); Tercia and Teichert (2016); which states that reciprocity has a positive and significant effect on consumer purchase decisions. Tercia and Teichert, 2016 stated that reciprocity refers to a response to positive actions from parties who interact with other positive actions, because assistance from interacting

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parties builds a sense of obligation to return favors. Reciprocal relationships may arise when the recipient must return the sender's favor or expect something in return from the sender. This can lead to coupon recipients finally agreeing to engage in purchasing activities.

The Effect of Reciprocity on Trust in MSMEs Coffee Shops in Bali

The results of the study show that reciprocity has a positive and significant effect on trust, meaning that the higher the customer orientation, the higher the level of consumer trust in MSMEs Coffee shops in Bali. From the description of the respondents' answers to the Variable reciprocity, it shows that the average rating of the respondents is very high. The variable trust, which is measured using three indicators, namely experience, empathy and honesty, also shows a very high average. When viewed from the outer loading, for the trust variable, the honesty indicator has the highest outer loading (0.903), meaning that trust is reflected by the level of honesty given by MSMEs Coffee shops.

The results of this study are in line with (Chiu et al., 2018; Chong et al., 2018; Chen and Shen, 2015, Nguyen et al., 2010.) which states that reciprocity has a positive and significant effect on consumer purchase decisions. The nature of reciprocity in the trust of two consumers who trust each other and states that two-way trust represents a stronger relationship between two parties making an exchange when compared to one-way (Nguyen et al., 2010).

The Effect of Reciprocity on e-Wom in MSMEs Coffee Shops in Bali

The results of the study show that reciprocity has a positive and significant effect on e-Wom, meaning that the higher the reciprocity, the better the e-Wom delivered by consumers to others at MSMEs Coffee shops in Bali. Measurement of e-Wom using three indicators, namely persuasive power, product popularity and message delivery expertise. Of the three indicators, product popularity has the highest outer loading (0.904), which means that the e-Wom Variable is reflected by the product popularity indicator. Respondents' assessment of the e-Wom Variable also shows that the product popularity indicator is rated very well by customers.

The results of this study are in accordance with studies conducted by Liu et al. (2016), Chen and Hung (2010), Yang et al., (2015) which state that reciprocity has a positive and significant effect on e-wom MSMEs Coffee Shops in Bali. The expectation of reciprocity is a mutual indebtedness (Xu and Li, 2015), so that people reciprocate by paying back the benefits they receive from others (Liu et al., 2016), guaranteeing subsequent supportive exchanges (Chen and Hung, 2010). Mutual expectations are rooted in the giving and receiving of information and knowledge (Hau et al., 2013).

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The Effect of Trust on Purchase Decisions in MSMEs Coffee Shops in Bali

The results showed that trust had a positive and significant effect on purchase decision at MSMEs Coffee Shops in Bali, or in other words the higher the trust, the higher the purchase decision at MSMEs Coffee Shops in Bali. Or in other words, the higher the level of honesty in providing services, the higher the level of consumer confidence in making purchases at MSMEs Coffee shops in Bali.

The results of this study are in accordance with studies conducted by (Keni et al., 2020), Irda and Isnalita (2018), Aprianty and Basuki (2021), Giantari et al., (2013) which state that trust has a positive and significant effect on repurchase intention. The results of research by Giantari et al., (2013) examined online purchase intentions by adolescents in the Province of Bali. The results show that the higher the trust given by consumers, the higher the intention that arises from consumers to make purchases, because one of the factors that influence consumer intentions to buy a product through online media is trust.

The Effect of e-Wom on Purchase Decisions in MSMEs Coffee Shops in Bali

The results of the study show that e-WOM has a positive and significant effect on purchase decision, this means that the better the e-WOM, the higher the purchase decision at MSMEs Coffee shops in Bali. The higher the high popularity, the higher the consumer confidence to buy at MSMEs Coffee shops in Bali. The results of this study are in line with studies conducted by Prasad et al., (2017), Sulthana & Vasantha (2019) and Liu et al., 2016) which state that e-Wom has a positive and significant effect on purchase intentions. Sulthana & Vasantha, (2019) stated that e-WOM is a distinctive online behavior where consumers can exchange buying experiences and product-related information to get a better purchase decision.

The role of Trust in mediating the effect of reciprocity on purchase decisions at MSMEs Coffee Shops in Bali

The results of the study show that trust is able to partially mediate the effect of reciprocity on purchase decisions. Based on these results, it can be interpreted that the higher the reciprocity, the higher the trust which has an impact on high consumer purchase decisions at MSMEs Coffee shops in Bali. The results of this study support previous studies by Neumann et al., (2020) Chiu et al., (2018); Chong et al., (2018); Chen and Shen, (2015) which stated that trust is a significant predictor of increasing consumer intention to buy. Neuman et al., (2020) stated that in order to achieve positive marketing results, such as loyalty, customer retention, and purchase intention, it is very important for companies to build trustworthy relationships with their customers. The higher the trust given by consumers, the higher the interest that arises in consumers to make purchases, because one of the factors that influence consumer buying interest in buying a product through online media is trust.

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The role of e-Wom in mediating the effect of reciprocity on purchase decisions at MSMEs Coffee Shops in Bali

The results of the study show that e-WOM is able to mediate the effect of reciprocity on purchase decisions at MSMEs coffee shops in Bali. Based on these results it can be interpreted that the higher the reciprocity, the better the e-WOM which has an impact on the high consumer purchase decision at MSMEs Coffee shops in Bali. The results of this study are in accordance with Yang et al., (2015), Yang (2015) Xue (2018), Liu et al., (2016). Reciprocity affects e-WOM. Expectations of reciprocity are mutual indebtedness (Xu and Li, 2015), so that people reciprocate by paying back the benefits they get from others (Liu et al., 2016), guaranteeing subsequent supportive exchanges (Chen and Hung, 2010). It is suggested that such reciprocity in terms of social exchange proves to be a key driver in information sharing on s-commerce sites, consumers can share their purchasing experiences, disseminate product information and provide emotional support to others (Yang et al., 2015). If consumers anticipate fair and helpful feedback, they will be motivated to participate in e-commerce activities continuously. Thus, e-WOM sharing is promoted by a strong sense of reciprocity. This is supported by research that reciprocity has a positive and significant effect on e-WOM (Yang, 2015; Xue, 2018).

Implications of Research Results

Theoretical Implications

- a. The results of this study are able to clarify the relationship between variables, both reciprocity to purchase decisions, reciprocity to trust, reciprocity to e-wom and trust to purchase decisions and e-wom to purchase decisions.
- b. The results of this study are also able to enrich the concept of consumer behavior by integrating the roles of trust and e-wom in mediating the effect of reciprocity on purchase decisions.

Practical Implications

For MSMEs Coffee Shop:

- a. To increase purchase decisions, Coffee Shop entrepreneurs in Bali should always serve coffee oriented
- b. MSMEs coffee shop entrepreneurs need to carry out promotions to increase the popularity of coffee offered through social media by utilizing digital marketing.
- c. MSMEs Coffee Shop entrepreneurs need to pay more special attention to customers so that they will convey their experiences when consuming coffee at MSMEs Coffee shops in Bali.

CONCLUSION

Trust and e-WOM are able to partially mediate the influence of reciprocity strategy on purchase decisions at MSMEs Coffee Shops in Bali. This means that the reciprocity

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strategy has a direct effect on purchase decisions and indirectly through trust and e-WOM on purchase decisions at MSMEs Coffee Shops in Bali.

Limitations and future research directions

- a. This research only examines the mediating role of trust and e-WOM in mediating the influence of reciprocity on purchase decisions at Coffee Shop MSMEs in Bali, so this research cannot be generalized to other MSMEs and also cannot be generalized to a wider area.
- b. Collecting data in this study using a cross section (one short study), while the environment is changing, this research is important to do in the future.

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