

An Analysis of Consumer Preference of Coffee Attributes: The Case Consumers of Local SME's Coffee Shop Jakarta Greater Area

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ABSTRACT --With the increasing number of coffee shop and popularity of coffee and drinking coffee among Indonesian people, this study aims to determine consumer preferences for the attributes of coffee drinks and attributes of consumer considerations for buying coffee in local coffee shop run by SME's. This study used quantitative approach. Since the population of coffee drinkers in greater area Jakarta is indefinite, therefore this research employed non-probability sampling with quota random sampling method. The respondents are selected based on criteria coffee drinker lived in Jakarta who experienced drinking coffee. Data were analysed using statistic descriptive. Based on the results of a study of 100 respondents (consumers of coffee drinks) and Likert scale calculation rules for attributes on sub-variables of product characteristics, namely: coffee taste, coffee aroma, serving presentation, serving size, coffee origin (local vs. imported), brand image of coffee shop, and positive feeling about the coffee, showing a total score (TS) of 3232. The highest score is 4000, so the proportion of score (PS) amounting to 80.8% (obtained from calculations $3232/4000 \times 100\%$). This can be interpreted that the consumer's preference for all the attributes that exist in coffee beverage products in the coffee shop in the category of like very much. This means that most respondents like coffee drinks very much. Based on the index of value of coffee attributes, it is found that the highest score is the aroma of coffee, the second highest score is for taste, the third is the attribute of coffee origin, following by the fourth highest score which is brand image coffee shop. The fifth highest score is the (positive) feeling aspect or feeling. The sixth highest score is the size of the serving, and serving presentation positioned seventh, and lastly is the store promotion. This finding implies that the respondent's preference over coffee and drinking coffee developed based on value criteria. From the eight attributes that were measured; coffee aroma, taste and origin were the three most important attribute of customer preference. These finding give important insight for managerial and business practice to emphasize their strategic orientation and resource allocation to develop that specific areas. This study has not been able to develop comparison between local coffee shop brand and coffee originality (local vs. imported), which it may reveal more robust finding implication on how shop brand may influence the customer preference over coffee. This research contributes to theory and practice in providing method and empirical evidence of how to measure, calculate and rank attributes of consumer coffee preference which are still limited conducted in previous studies in related topic.

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Keywords--customer preference, coffee attribute, value index, coffee drinker, kedai kopi (local coffee shop)

I. INTRODUCTION

The characteristics of agriculture in the Indonesian economy are persistently substantial even though the operational transformation process does not occur efficiently as outlined in the model of economic development. The performance of the main agricultural commodities in the last decade has shown an increasing trend of production, except for coffee and natural rubber in 2009. A decline in coffee production in 2009 is assumed to be affected by the global crisis and price indications understood by coffee farmers in supplier countries. However, soon enough the world condition has changed. The world prices for coffee beans have been increasing since 2010, which has resulted in an increase in production since then. The strong world demand for coffee and increasing prices that have reached US\$ 2.25/kg for Robusta and US\$ 4.95/kg for Arabica coffee provide significant incentives for producer countries such as Indonesia [4].

The foremost amount of world coffee production is directed to the export market, which designates the importance of coffee as an export commodity [10]. Brazil, Vietnam, Indonesia, Colombia, Ethiopia, India, Honduras, Mexico, Uganda, and Guatemala are among the top 10 global coffee producing countries in the international market. This reveals that developing countries produce over 90% of the world's coffee supply. Meanwhile, coffee products are mostly consumed in developed and industrialized countries [17].

Indonesia is currently positioned as the world's second largest Robusta exporter after Vietnam. It ranks fourth after Brazil, Vietnam, and Colombia for Robusta production. According to [4], the estimated overall production in 2010 was about 685 thousand tons. Therefore, Indonesia may be a potential source to fill the rising world demand for coffee. Coffee also provides an important contribution to the Indonesian economic sector, as it is one of Indonesia's main export commodities. The value of coffee exports reached USD 1,166,179 with a total volume of 532,139 tons in 2013 (National Statistics Agency, 2013). Lampung province produces Robusta coffee, which contributes to 85% of the total coffee production in Indonesia. The remaining 15% is Arabica coffee that is produced in various areas such as Aceh, North Sumatera, South Sulawesi, the Kintamani highlands in Bali, and the Bajawa highlands in Flores East Nusa Tenggara [4],[17]. The coffee production by region is presented in the figure below:

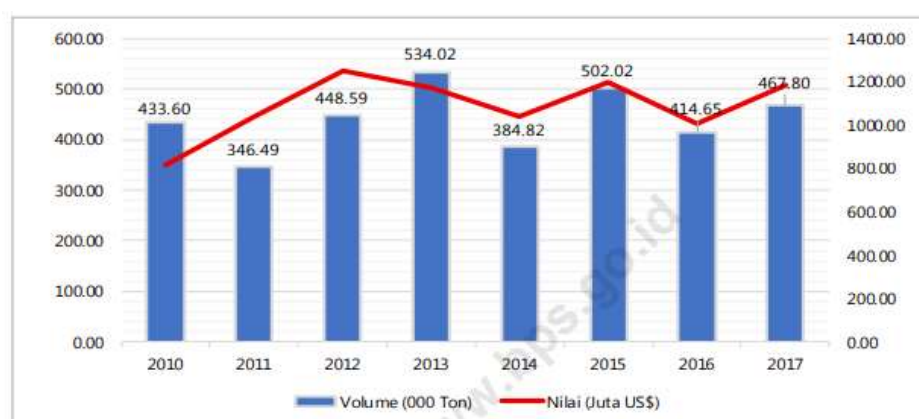


Figure 1: Coffee Exports by Volume (000 tons) and Value (millions of US\$) in 2010-2017

Source: [14]

Drinking coffee in this era seems inseparable from the activities of productive communities, where some people consider it a must to drink coffee every day. This is certainly very much related to its benefits after consuming it. The benefits of drinking coffee that can be directly felt are the revitalized effect, enthusiasm in working, and relieving drowsiness [22]. Besides that, drinking coffee can also improve the cognitive performance of older women [8]. The demand and consumption of coffee in Indonesia every year has increased, as seen in Table 1.

Table 1: Coffee Consumption in Indonesia in 2010-2016

Year	Total Population	Coffee needs (Kg)	Coffee consumption (Kg/capita/year)
2010	237,000,000	190,000,000	0.80
2011	241,000,000	210,000,000	0.87
2012	245,000,000	230,000,000	0.94
2013**	249,000,000	250,000,000	1.00
2014**	253,000,000	260,000,000	1.03
2015**	257,000,000	280,000,000	1.09
2016**	260,000,000	300,000,000	1.15

**estimation

Source: [3]

The increasing amount of domestic coffee consumption has led to a growing number of coffee shops in Indonesia, especially in Bandung and Jakarta [24]. The increase number were not only from foreign brand or large scale of coffee shop, but most importantly was coming from small to medium local business and run by local entrepreneur.

There are six keys to success for SMEs in managing a coffee shop business. Namely, innovative products and flavors in accordance with consumers' tongues, competitive prices, convenient places and strategic locations, appropriate and innovative promotions, as well as innovations in sales and distribution using the ride hailing platform [26].

Since the coffee consumption in Indonesia is still lower than other coffee producing countries, even lower than Japan and Australia that do not produce coffee, in order to increase domestic consumption it is important for coffee producers to know the preferences of coffee favored by Indonesian consumers [24],[7].

Past studies have discussed about consumer preference, but a limited number of papers have delved into coffee bean preferences. Most papers just discuss the motives behind the purchase of coffee like hedonic and utilitarian motives and why consumers go to coffee shops. However, they do not dig deeper or have limited research into what factors and attributes of coffee are important [28].

A study by [2] found that most coffee consumers in Indonesia prefer Arabica coffee, but some big coffee shops in Indonesia still focus on selling international coffee beans, whereas the quality of Indonesian coffee beans can compete with international coffee beans. The most popular Indonesian coffee beans are civet coffee beans.

Various studies found that coffee consumers consider buying coffee products by paying attention to their attributes [5], [13], [18],[19],[27], [12],[1],[29]. A study from [28] focused on investigating the consumer coffee preferences over coffee attributes, specifically for coffee products in sachets.

The Chairperson of the Specialty Coffee Association of Indonesia (SCAI), Syafrudin, said that currently the contribution of coffee shops to the absorption of domestic coffee production has reached 25%-30%. The number is predicted to continue to rise to 35%-40% by the end of 2019. The growth of coffee shop businesses until the end of 2019 is predicted to reach 15%-20%, an increase compared to 2018 which only reached 8%-10% [25].

Drinking coffee has now become a lifestyle for the millennial generation and is not just a sleep reliever. At present, many coffee shops are managed by SMEs. In 2019, there are more than 2,937 coffee shop outlets established. This development opened up new job opportunities as baristas, professional cuppers, sales, and so on. The establishment of a coffee shop is also one of the supporters of the development of tourism in the area. Through local and SMEs coffee shops, it also can introduce food and other traditional drinks that can attract [25].

Indonesian coffee drinkers prefer to enjoy better coffee drinks at coffee shops while doing other activities than drinking instant coffee or sachets at a relatively affordable price because the coffee shops also have prices that are quite competitive.

Meanwhile, Moelyono Soesilo, the Chairperson of the Indonesian Coffee Exporters Association (AEKI), said that the contribution of the coffee shop business (consisted of foreign, large scale coffee shop and small to medium scale coffee shop) this year is estimated to be around 25% of the total domestic absorption which is predicted to reach 360,000-380,000 tons[25].

This research extends a study conducted by [28] who focused on consumer preference toward coffee attributes in the form of coffee in sachet packaging. Based on the growing number of coffee shops in Jakarta, this research investigates the consumer preference over attributes of coffee that will also cover some store attributes. The purpose of this study is to study consumer preferences of the overall attributes of the coffee products consumed at local coffee shops (kedai kopi). This research also important to the fact that there has been little study evidence of how to measure, calculate and rank attributes of consumer coffee preference which are still limited conducted in previous studies in related topic.

Consumer preference is defined as the desirability or choice among alternatives, when a consumer likes one thing over another [15]. In addition, [11], stated that consumer preference is related to how consumers think of a product or service in their minds and develop a ranking among those alternatives in their minds. Consumer preference can also be defined as subjective tastes of various bundles of goods or services. Then [9] defined consumer choice as a set of decisions over some alternatives that are required by consumers in the process of purchasing a product or service.

According to [16] consumer preferences are a practical way to describe how people like one item more than another. The purpose of a preference is the final decision from the purchasing process to be enjoyed by consumers so as to reach satisfaction from a variety of competing products.

The complex nature of the behavior of consumers in the coffee market and a huge variety of factors affecting their conduct has contributed to the fact that attempts have been made to comprehensively describe the internal and external conditions of their purchase decisions [12]

The types of products pretty much vary over coffee drinks in circulation in the market. Knowledge about consumer preferences for coffee beverage products is important, especially for coffee producers/ industries to further design and plan their marketing strategies and production based on customer preference over the relative important attributes of coffee products. Consumer likeliness to purchase a product is referred as customer preference [11]. Preferences in general are formed because of the attributes attached to the product, for example price, packaging, taste or like, brand, bonuses, promotions, feelings after drinking the coffee, and coffee aroma.

II. EXPERIMENTAL, MATERIALS AND METHODS

The group of respondents was comprised of coffee-consuming adults aged 18 to 55. The sample was selected in a targeted manner among people with the criteria of at least occasional consuming coffee or coffee beverages at kedai kopi or local small to medium-scale coffee shops around the Greater Jakarta Area. This research employed survey methods and questionnaires distributed to the targeted respondents who were coffee consumers and selected based on a random sampling quota sampling approach. The data collection took place between February and March 2020.

Following the work of [28], this research employed a quantitative descriptive approach. The data was analyzed using SPSS software for consumer preferences over attributes of coffee drinks and for coffee shop attributes. The primary data was obtained from consumers who visited and consumed coffee at kedai Kopi (local coffee shops) around the Greater Jakarta Area.

The customer preferences were measured based on the coffee attributes namely: taste, aroma or smell, serving presentation, coffee origin, brand, price, feeling toward the coffee, coffee shop brand name, and promotion. The responses were measured by a five-point Likert scale, ranging from strongly agree (ST), agree (S), neutral (N), disagree (TS), and strongly disagree (STS) that were each designated with a score from 1 to 5 [23] The score categories for the consumer preference variables were determined by the formula below:

$$Ps = Pst/St \times 100 \% (1)$$

Where Ps is the proportion of the acquisition score (%), Pst is the acquisition of the total score and St is the highest score. The score categories obtained from the formula (1) are based on the score acquisition by the formula:

$$PSt = Ntt.SL \times \sum n \times \sum q (2)$$

$$PStr = Ntr.SL \times \sum n \times \sum q (3)$$

Where PSt is the highest score, Ntt.SL is the highest score on the Likert scale, $\sum n$ is the number of samples, $\sum q$ is the number of questions / statements, PStr is the lowest score, and Ntr. SL is the lowest value on the Likert scale [23]. The Likert scale values range from 1-5. The number of samples and the number of valid questions will be counted as many as 7 items, so that the highest and lowest scores will be known, as follows:

$$\text{In obtaining the highest score (PSt)} = 5 \times 100 \times 8 = 4000$$

$$\text{The lowest score acquisition (PStr)} = 1 \times 100 \times 8 = 800$$

To rank the attributes of consumer preference variables, it is done through an index calculation value (index number) with the formula:

$$\text{Value Index} = (\text{Freq. STS} \times 1) + (\text{Freq. TS} \times 2) + (\text{Freq. R} \times 3) + (\text{Freq. S} \times 4) + (\text{Freq. SS} \times 5): 5 \dots (4) [21]$$

Where:

Freq. STS is the frequency in the category of very dislike,

Freq. TS is the frequency in the category of don't like it,

Freq. R is the frequency in the neutral category,

Freq. S is the frequency in the like category,

Freq. SS is the frequency in the like very much category, and 5 is the divisor number.

Based on the purpose of the research, preferences are the degree of consumer preference for all the inherent attributes of coffee beverage products consumed at a kedai Kopi (local coffee shop). The consumer is an individual who drinks coffee every day regardless of the coffee shop or another place.

The preferences of customers over coffee consumption are measured by the attributes as follows: taste/ like: aroma, serving presentation, dose, brand, promotion, price, and feeling. Taste is the taste sense response to coffee stimulation, measured by the levels: very good (5), good (4), moderate (3), bad (2), and very bad (1). Aroma is the smell that comes from coffee after brewing, which is measured by the levels: very fragrant (5), fragrant (4), moderate (3), not fragrant (2), and unpleasant fragrance (1). Serving presentation is the appearance of coffee when served, which includes: very interesting (5), interesting (4), mediocre (3), unattractive (2), and very unattractive (1). Measure is the serving size that gives rise to likes, measured in the levels: very precise (5), precise (4), moderate (3), incorrect (2), and very incorrect (1). Coffee origin is the preference of local or imported, measured by strongly agree (5), agree (4), moderate (3), do not agree (2), and strongly disagree (1). The coffee shop brand is the coffee shop identification, measured in the levels: very well-known (5), well-known (4), quite well-known (3), not well-known (2), and very not well-known (1). Promotion is the activity of introducing products from a coffee shop, measured in the stages: very often (5), often (4), quite often (3), not often (2), and very not often (1). Feeling is the feeling of consumers after drinking coffee, which is measured in the levels: very happy (5), happy (4), enough (3), less happy (2), and very unhappy (1). The data analysis uses the Likert scale calculation rules.

III. RESULT AND DISCUSSION

This study aims to develop the index values and attribute ranks of coffee drinks. The analysis used in this study is the analysis of preferences by sorting consumer choices related to coffee beverage products. This research was conducted on 100 respondents (consumers of coffee drinks). The following are the characteristics or profiles of respondents or consumers in the coffee shops that are presented based on the frequency and average values.

Table 2: Respondents' Characteristics

Variable	Frequency	%
Age (yrs.)		
20-25	27	27
26-30	33	33
31-35	28	28
36-40	6	6
>40	6	6
Total	100	100
Monthly Expenses		

< Rp 1.000.000	26	26
Rp 1.000.000-Rp 5.000.000	35	35
Rp 5.000.001-Rp 10.000.000	9	9
>Rp 10.000.000	30	30
Total	100	100
Occupation		
Student	28	28
Employee	66	66
Entrepreneur	6	6
Total	100	100

Source: Primary data

The characteristics of the respondents based on age were obtained in general. The consumers of coffee drinks were relatively young, namely 25-30 years old, with as many as 33 people or 33%. The number of respondents based on monthly income generally has a salary of IDR. 1,000,000 to IDR. 5,000,000, with as many as 35 people or 35%. The number of respondents based on work shows that the majority of them are employees, with as many as 66 people or 66%.

Table 3: Coffee Consumption Characteristics

Variable	Frequency	%
Frequency of Drinking Coffee in a Day (times)		
1	33	33
2-3	67	67
Total	100	100
Coffee Shop Brand		
Kopi Tuku	58	58
Kopi Janji Jiwa	26	26
Kopi Haus	2	2
Others	14	14
Total	100	100
Frequency to Go to a Coffee Shop in a Week (times)		
1	33	33
2-3	66	66
4-5	1	1
Total	100	100
Weekly Expenses for Coffee		
<Rp 100.000	31	31
Rp 101.000-Rp 200.000	44	44
Rp 201.000-Rp 300.000	25	25
>Rp 300.000	0	0
Total	100	100

Favorite Coffee on the Menu

Black	5	5
Cappuccino	62	62
White	1	1
Others	32	32
Total	100	100

The frequency of respondents to drink coffee is generally 2-3 times a day, with as many as 67 people or 67%. The number of respondents based on a coffee shop shows that the majority of the respondents visited local coffee shop Kopi Tuku, with as many as 58 people or 58%. The number of respondents based on coffee shop visits showed that the majority of the respondents visited coffee shops 2-3 times a week, which accounted for 66 people or 66% of the total respondents. Based on the amount of expenditures for drinking coffee, it shows that the majority of the respondents spent IDR. 100,000-IDR. 200,000 per week. The number of respondents based on the favorite types of coffee showed that the majority preferred cappuccino coffee, with as many as 62 people or 62% of the total respondents.

Based on the Likert scale calculation rules for attributes on sub-variables (product characteristics), namely: taste, coffee aroma, serving presentation, serving size (coffee serving size), coffee origin (choose local coffee over imported coffee), brand image of the coffee shop, and positive feeling about the coffee, it has a total score (Pst) of 3232. The ideal highest score is 4000, so the proportion of score gain (PS) amounts to 80.8% (obtained from the calculation of $3232/4000 \times 100\%$). This can be interpreted that the consumers' preferences for all the attributes that exist in coffee beverage products in a coffee shop are in the category of very like (SS). This means that most of the respondents like to drink coffee.

This means that the condition of liking or delighting in a coffee product that is marketed and generated by the community has the potential to become a target coffee market. Drinking coffee, especially in coffee shops today, is a trend both for young people and adults. The coffee products produced are also of various kinds from bitter to sweet. The existence of services in the form of a comfortable place to free Wi-Fi is also a value and has its own attraction for every coffee shop. The following is the calculation of scores of consumer preferences regarding coffee products in a coffee shop.

The calculation results above can then be presented based on the following graph:

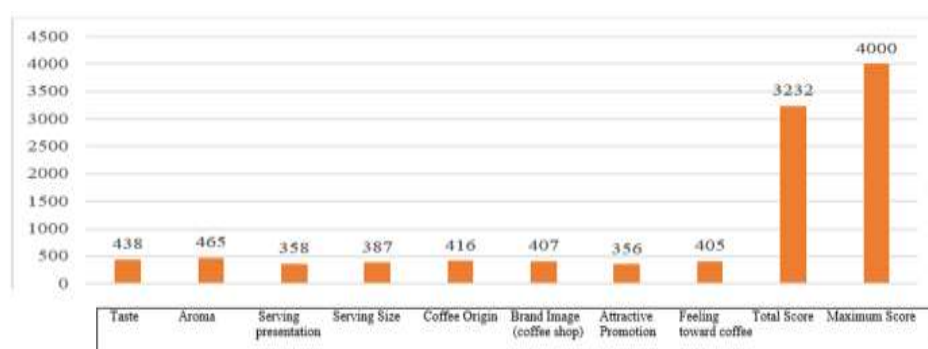


Figure 2: Consumer Preference Scores of Coffee Consumption

Source: Primary data

The score calculation results obtained a total score of 3232, which indicates an achievement of 80.8% of the maximum score. This also means that in general the respondents are very fond of consuming coffee drinks. The average respondent answered strongly agree and agree on the eight aspects of preference. The highest score is the attribute of coffee aroma with a score of 465. This shows that the aroma is an important point in the respondents' decisions to drink coffee. Coffee with a specific and distinctive aroma will give pleasure to consumers. The second highest score is the coffee taste of 438. Taste is one of the main aspects where the taste depends on the consumer. In some cases, consumers prefer light coffee or a fusion, while others may prefer a strong one.

The third highest score is the attribute of coffee origin with a score of 416, which means that in general the respondents prefer local coffee over imported coffee (Indonesian original coffee). Some local coffees that are often in demand are Aceh Gayo coffee, Toraja coffee, Papua Wamena coffee, Bali Kintami coffee, and many other distinctive kinds of coffee. The fourth highest score is the brand image of a coffee shop with a score of 407. The brand image of a coffee shop has its own distinct position in the consumer's mind. In this research, we observed that the three local popular coffee shop chains in Jakarta are Kopi Tuku, Kopi Janji Jiwa and Kopi Haus. The fifth highest score is the (positive) feeling toward coffee with a score of 405. The sixth highest score is the coffee serving size with a score of 387. For different coffee shops, the drinks were served in small portions, and in some other coffee shops they were served in larger portions. The seventh highest score is serving presentation with a score of 358. The least or the eighth highest score is promotion with a score of 356. The promotion of coffee shops ranks eighth, which means that this attribute has the least consideration in consumers' choices.

Table 4: Index Value and Attribute Rank of Coffee Consumption

Item	Attribute	Frequency					Total	Score	Index Value	Rank
		1	2	3	4	5				
X1	Taste	0	0	0	62	38	100	438	87.60	II
X2	Coffee Aroma	0	0	3	29	68	100	465	93.00	I
X3	Serving Presentation	0	1	40	59	0	100	358	71.60	VII
X4	Serving Size	0	2	24	59	15	100	387	77.40	VI
X5	Coffee Origin (local over import)	0	2	13	52	33	100	416	83.20	III
X6	Brand Image of Coffee Shop	0	0	9	75	16	100	407	81.40	IV
X7	Attractive Promotion at Coffee shop	0	13	41	23	23	100	356	71.20	VIII
X8	Positive Feeling about the coffee	0	0	10	75	15	100	405	81.00	V

Source: Primary Data

There were different scores between the value score calculation and the calculation of the index value of the coffee consumption. It was found that the highest index value is in the aroma attribute of 93.00. This shows that the aroma is an important point in the respondents' decisions to drink coffee. Coffee with a specific and distinctive aroma will give pleasure to consumers. The second highest index value is taste with a value of 87.60. Taste is one of the main aspects where the taste depends on the consumer. In some cases, some consumers prefer sweet coffee and others prefer bitter coffee.

The third highest index value is the aspect of local coffee with an index value of 83.20, which means that in general the respondents prefer local coffee (Indonesian original coffee). The fourth highest index value is the brand image of the coffee shop with an index value of 81.40. The fifth highest index value is the positive feeling aspect or feeling aspect with an index value of 81.00. The sixth highest index value is the size of the coffee cup with an index value of 77.40. Some coffee drink products will be served in small portions, and some other coffee beverage products will be served in large portions. The seventh highest index value is serving presentation with an index value of 71.60. The eighth highest index value is promotion with an index value of 71.20.

The results of this study indicate that the aspects of taste, coffee aroma, and coffee origin (I like local coffee rather than imported coffee) are the 3 most important aspects in determining the choice of consumers to consume coffee drinks. The aspect of coffee serving size and promotion has the lowest index value. This means that these two aspects are not major factors in determining the consumption of consumers in drinking coffee.

On average, every year Indonesian people's coffee consumption increases. The growing number of coffee shops also appears to play a role in increasing the consumption in the country. The development of coffee shops in Indonesia is also caused by an increase in the standard of living and a shift in the lifestyle of urban communities in Indonesia, which has led to a shift in coffee consumption patterns, where currently consuming coffee has become a lifestyle for some of Indonesia's population. Seeing this lifestyle, coffee shops offer a one-stop shopping concept where visitors can get their desires in one place [20]. The aroma and taste attributes which are the main aspects can be improved by using better processing techniques, so that the aroma of the coffee smells more alluring and enjoyable. The quality attributes of the raw materials which are the origin of coffee can be better promoted and communicated to consumers. For business players involved in the coffee industry, they include farmers, industries, and marketers. In general, the taste of coffee is strongly dependent on its natural regional characteristics. The type and composition of nutrients contained in the soil and climatic conditions are some causes that can make differences in the coffee features and distinctiveness. In addition, the post-harvest method also can affect the taste and aroma of coffee. Indonesia with its richness is expected to gain more popularity in its coffee beans with varying specifics.

To develop coffee production with good quality coffee and high economic value, farmers and coffee sellers are expected to increase in number, in addition to the quality of coffee products. This is because the taste of drinking coffee by consumers is increasing. Coffee consumers not only feel the pleasure of the taste of coffee or the benefits of coffee, but it also includes the business experience and contributions in serving coffee drinks [6].

IV. CONCLUSION

Based on the results of research on the index value and attribute ratings of coffee drinks, the following conclusions can be drawn. The highest index value is on the aroma. This shows that the aroma is an important point in the respondents' decisions to drink coffee. Coffee with a specific and distinctive aroma will give pleasure to consumers. The second highest index value is taste. The third highest index value is the aspect of local coffee where most respondents preferred local coffee over imported coffee. The fourth highest index value is the brand image of the coffee shop, followed by a positive feeling aspect in the fifth highest index value. The last three were serving size, serving presentation with an index value of 71.60, and promotions conducted by a coffee shop. The

key to the success of the coffee business in the condition of a competitive market strategy is to strengthen the uniqueness of the local coffee quality and overall service of the coffee industry. The coffee manufacturer or industry should be able to consider strengthening the positive branding, so that the product preferred by customers can be improved.

V. RECOMMENDATIONS

Based on the research results of the index value and attribute ratings of coffee drinks, the following suggestions can be given:

1. A further study may develop an analysis of the comparison of consumer decisions between coffee shops by analyzing the factors that influence consumers' interest in drinking coffee.
2. The government can promote local coffee by strengthening the support and cooperation with local entrepreneurs and farmers throughout the coffee value chain, so that local coffee products can be more developed.
3. Collaboration between government, industry and academics should develop and target programs to encourage the development of local coffee shop businesses run by cooperatives and SMEs. Among them, skim facilities for beginner entrepreneurs, product certification facilitation including Brands, Halal certification, Copyright, and ISO or quality certification, as well as business and institutional assistance through the Integrated Business Services Center which to include vocational training programs for skill improvement.

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