

Analysis of Consumers' Perception on Purchase Decisions of Takeaway Coffee Drinks in Yogyakarta

Fauzia Adni Alita, Dyah Ismoyowati*, Wagiman Kastawiyana

¹Departement of Agro-Industrial Technology, Faculty of Agricultural Technology, Universitas Gadjah Mada, Jl. Flora No. 1, Bulaksumur, Yogyakarta 55281, Indonesia

*Corresponding author: Dyah Ismoyowati, Email: dyah_ismoyowati@ugm.ac.id

Submitted: May 5, 2020; Revised: March 15, 2021, December 14, 2021; Accepted: July 21, 2022;
Published: May 31, 2023

ABSTRACT

This study aimed to determine and analyze the effect of brand image, product, price perception, and preference on purchase decisions of takeaway coffee. The research analyzed variables that most influence purchase decisions of coffee drink takeaway in Yogyakarta and the effect of each independent variable. Data were collected using an online questionnaire from individuals who have purchased takeaway coffee drinks in Yogyakarta more than once. The sample size was 100 respondents, selected using non-probability sampling techniques with the purposive sampling method. The other process was analyzing data by employing a multiple regression approach. The results showed that brand image and product positively affected purchasing decisions with t-count values of 2.340 and 2.715 and significant levels of 0.008 and 0.006, respectively. Price perception reversely influences purchasing decisions, with a t-value of 1.626 and a significance level of 0.107. Preference positively affected purchasing decisions with a t-value of 5.605 and a significance level 0,000. Furthermore, brand image, product, price perception, and preference positively affected purchasing decisions, with an F value of 65.334 and a significance level 0.000. (6) The magnitude of brand image, product, price perception, and perception of takeaway coffee drinks on purchasing decisions (adjusted R²) is 0.504. Considering these results, the regression equation obtained was $Y = -0,177 + 0,293X_1 + 0,273X_2 + 0,320X_3 + 5,550D_1 + e$.

Keywords: Brand image; preference for takeaway coffee; price perception; purchase decisions

INTRODUCTION

Coffee consumption in Indonesia has increased dramatically in recent years. In 2014, it produced roughly 643,857 tons, which grew to 666,992 tons in 2017, reflecting a 3.59% rise over the previous year (Indonesian coffee statistics, 2017). Despite this development, consumption in Indonesia has remained relatively low at around 300 thousand tons, trailing other nations (AEKI) (Pranita & Pinasti, 2016). Coffee

is a source of foreign cash and revenue for over 1.5 million growers (Rahardjo, 2012). It is a beverage that is consumed all over the world, so the health consequences are of the utmost importance. Coffee should not be used as a substitute in a general health promotion approach, where exercise and a healthy diet play critical and irreplaceable roles (Cano-Marquina et al., 2013).

Coffee drinking is a long-standing habit in Indonesia, especially among older people who enjoy it during their leisure time visiting friends or neighbors.

Despite potential psychiatric concerns, including depression or sleep disruptions, studies have shown that regular and moderate coffee consumption decreases suicide risk and depression in women (Park et al., 2019). Coffee use has increased during daily activities in recent years. This drink, for example, is used in Japan to combat driver fatigue and improve driving efficiency (Asaoka et al., 2012). This trend has created an opportunity for producers to construct cafés with comfortable seating areas, sufficient lighting, spacious and airy layouts, and reading materials to improve consumers' food and beverage consumption experiences and duration of stay.

Studies have also shown coffee shops suitable for holding meetings and discussing business-related

problems (Tumanan & Lansangan, 2012). However, due to the rapid growth of the coffee industry, some customers may not be able to enjoy coffee on the spot. As a result, coffee cafes have altered their connotation to include take-out services and dine-in options. The word "café" comes from French and means "coffee." In Indonesia, the phrase is known as a "kafe" (Herlyana, 2012). Coffee shops provide a comfortable dining space where clients can purchase hot drinks and cold nibbles for dine-in or take-out. The takeaway business is quickly expanding due to its convenience and competitive pricing (Gallego-Schmid et al., 2019). Customers can place their orders in person at the coffee shop or online using meal ordering apps on their smartphones. With the rapid growth of technology in

Table 1. Questionnaire variable and indicator

Variable	Indicator
Brand image (X_1)	Takeaway coffee drinks product has a strong brand image. Buying takeaway coffee gives me a different satisfaction (as in the case of lifestyle). Takeaway coffee has a good reputation Takeaway coffee is better than its competitors (such as a coffee shop that does not have a takeaway cup). By looking at the logo or symbol of coffee drinks products, I can distinguish drinks products from the others My perception of takeaway coffee drinks is good.
Product (X_2)	Takeaway coffee is easy to drink Takeaway coffee is more convenient to see than coffee in an ordinary glass The packaging on takeaway coffee drinks is usually interesting Takeaway coffee drinks are easy to carry Takeaway coffee drinks are more practical Serving in takeaway coffee has more servings than ordinary glass coffee
Price perception (X_3)	Affordable takeaway coffee The price of takeaway coffee is following its quality The price offered is suitable for all circles of society.
Buying decisions (Y)	I bought takeaway coffee because of the necessity I'm looking for information about takeaway coffee before deciding to buy I decided to buy takeaway coffee after comparing it with other brands of coffee I will buy takeaway coffee continuously or repeatedly I will make takeaway coffee my favorite drinks The quality of taking away coffee products guaranteed can influence me to buy takeaway coffee I bought takeaway coffee because of the necessity
Preference of taking away coffee drinks (D_1)	Do you like takeaway coffee drinks?

our modern day, numerous coffee firms are growing and expanding their enterprises.

Consumers today have access to an extensive range of items and have become more intelligent and competitive in their product selection. As a result, producers are engaged in a fierce rivalry to attract the attention of market consumers and entice them to buy their products. Image, the overall perception of the brand derived through knowledge and past experiences, is a variable that impacts consumers' brand choice. A brand image is also linked to attitudes in the form of beliefs (Setiadi, 2013). Customers in Yogyakarta have become more picky in their purchasing decisions, selecting coffee drinks that offer good quality at an affordable price, resulting in recurring purchases of these products.

Furthermore, per marketing concepts, producers can place their items in the market by identifying product qualities through inventive design, product features, and product quality enhancements (Kotler & Keller, 2012). Young people, in particular, enjoy hanging out in cafés with their pals, and these social interactions are frequently budgeted. As a result, the price of coffee drinks goods is essential for producers to consider when calculating the fair market pricing for their products. A prevalent misconception is that high prices indicate excellent quality (Tjiptono, 2012). Based on this description, this study analyzed consumers' perception of purchase decisions of takeaway coffee drink products in Yogyakarta.

MATERIALS AND METHODS

Study Approach

This study examined the association between brand image, product attributes, price perception, and consumer preference for takeaway coffee drinks as independent variables and decisions of respondents in Yogyakarta. The study instrument used for data collection was a Likert scale questionnaire with scores ranging from 1 to 5, indicating "strongly disagree" to "strongly agree". The questionnaire (Table 1) was distributed to 100 respondents who had previously purchased and consumed take-out coffee drinks.

Multiple linear regression analysis was used to examine the effect of numerous independent variables on one dependent variable. The independent variables in this study were brand image (X_1), products (X_2), price perception (X_3), and consumers' preference for takeaway coffee drinks (D_1), while the dependent variable was purchase decisions (Y).

The equation of the model is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 D_1 + \varepsilon \quad (1)$$

Sampling Method

Data adequacy test

The non-probability sampling technique was used with an intentional sampling method. Respondents were selected based on their previous experience consuming takeaway coffee drinks at least twice. Since the population size is unknown, the number of samples was determined using the following Lemeshow formula (Lemeshow et al., 1997):

$$n = \frac{Z_{1-\frac{\alpha}{2}}^2 P(1-P)}{d^2}$$

- n = numbers of sample
- $Z_{1-\alpha/2}$ = z score at 95% confidence = 1.96
- P = proportion of a case to population; if the population is unknown or set, 50% = 0.5
- d = alpha (0,10) or sampling error = 10%

Then the minimum number of samples taken is

$$n = \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2} = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2} = 96,04 \approx 100$$

The results show that the minimum number of samples in the study was 96.04, or approximately 97 respondents. However, 100 respondents were included in this study for easier data processing. This number is considered adequate for providing a representative explanation of the population.

RESULT AND DISCUSSION

Characteristics of Respondents

The results were divided into categories following an online survey of numerous well-known coffee shops in Yogyakarta. This categorization helps determine Yogyakarta's most popular brand of takeaway coffee drinks. The survey had nine options, allowing respondents to select more than one. These options were A coffee shop, B coffee shop, C coffee shop, D coffee shop, E coffee shop, F coffee shop, G coffee shop, and H coffee shop. The survey was conducted through an online application that provided food delivery and was based on the highest rating stars each brand received. The highest number of rating stars indicated that the respondents bought coffee brands most often on a takeaway basis. After being grouped in segmentation, the results showed that A coffee shop is a worldwide coffee drink brand with a more extensive scale than other brands. Figure 1 shows that 63 respondents consumed A coffee shop takeaway coffee drinks.

Table 2. Respondent characteristics

	Characteristics	Percentage (%)
Gender	Female	56
	Male	44
Age (year)	15-20	13
	21-25	83
	26-30	3
	>30	1
Occupation	Student	1
	College student	79
	Worker	12
	Entrepreneur/Professional	7
	Others	1
Income	<IDR 500,000	7
	IDR 500,000–IDR 1,000,000	31
	IDR 1,000,000–IDR 3,000,000	44
	IDR 3,000,000–IDR 5,000,000	8
	>IDR 5,000,000	10
Total		100

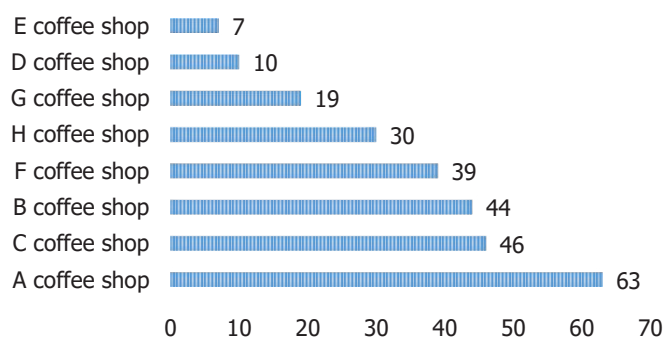


Figure 1. Diagram of the consumption of takeaway coffee drinks

The table above shows the characteristics of respondents categorized by gender, with 53% being women and the remaining percentage being men. Furthermore, 83, 13, and 3% of the respondents are between 21-25, 15-20, and 26-30.

Regarding occupation, 52% of the respondents were college/university students. This figure implies that most takeaway coffee buyers were from the young generation. Based on an allowance or income level, 44% of respondents earn IDR 1,000,000- IDR 3,000,000. The

Table 3. The result of the questionnaire answers

Frequency of purchase	Percentage (%)
Once a week	33
Twice a week	18
Three times a week	16
Four times a week	33
Consumption Frequency	Percentage (%)
Once a week	10
Twice to three times a week	29
Four to five times a week	7
More than five times a week	46
How to buy	Percentage (%)
Online	6
Offline	36
Both	58
Consumption time	Percentage (%)
Morning	5
Noon	6
Afternoon	13
Night	38
Others	38
Total	100

result showed that most consumers are from middle to higher circles.

Cross Tabulation Analysis

Cross-tabulation analysis, or Crosstabs, is a statistical technique that simultaneously calculates the frequency and percentage of two or more variables by crossing the related variables. Furthermore, the relationship between the two variables is easily understood descriptively (Ashari, 2017). The following shows the results of the cross-tabulation analysis between the characteristics of respondents, namely age, gender, occupation, and income, with the categories of brand image, product, price perception, preference for takeaway coffee drinks, and purchasing decisions.

- a. Age x Variables (brand image, product, price perception, preference for takeaway coffee drinks, purchasing decisions)
- b. Gender x Variables (brand image, product, price perception, preference for takeaway coffee drinks, purchasing decisions)

- c. Occupation x Variables (brand image, product, price perception, preference for takeaway coffee drinks, purchasing decisions)
- d. Income x Variables (brand image, product, price perception, preference for takeaway coffee drinks, purchasing decisions)

The cross-tabulation results show a relationship between occupation and price variables. However, the results show no relationship between characteristics of age, gender, work, and income with the variables of brand image, product, price perception, liking for takeaway coffee drinks, and purchasing decisions.

Study Instrument Test Results

According to the analysis, the study indicators in the questionnaire meet the condition, which is the r count > r table. Furthermore, the reliability test reveals a positive Cronbach's alpha value for all variables with numbers greater than 0.6. According to the analysis, three of the 24 instruments used in this study are not valid or reliable. Specifically, two and one-question items about price perception and purchase decisions are invalid, eliminated, or deleted.

Data Normality Test

The normality test determines whether the data in the regression model were normally distributed (Ghozali, 2011), and Table 4 shows the findings. The KS value was 0.047, and the probability was 0.200 larger than 0.05, according to the Kolmogorov-Smirnov One-Sample test. These figures result in normal data distribution.

Figure 2 shows the data distribution plot pointing toward the diagonal line, with no clear spread pattern, indicating that the data were normally distributed.

Multi-collinearity Test

A multi-collinearity test was employed to determine the correlation between the independent variables of the regression model. A good model should not contain multi-collinearity (Ghozali, 2012). Furthermore, tolerance and Variant Inflation Factor (VIF) are benchmarks to detect multi-collinearity. When the tolerance value is ≤ 0.10 and the VIF value is ≥ 10 , it indicates the presence of multi-collinearity (Ghozali, 2012).

The multi-collinearity test results in all VIF values on the independent variables are less than 10, indicating the absence of multi-collinearity, which implies a correlation among the independent variables in the regression model.

Heteroscedasticity Test

A scatter plot's presence or absence of a pattern can detect heteroscedasticity. No heteroscedasticity

Table 4. Kolmogorov-Smirnov test

One-sample Kolmogorov-Smirnov test		
		Unstandardized residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.06071746
Most extreme differences	Absolute	.047
	Positive	.047
	Negative	-.047
Test statistic		.047
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is normal.

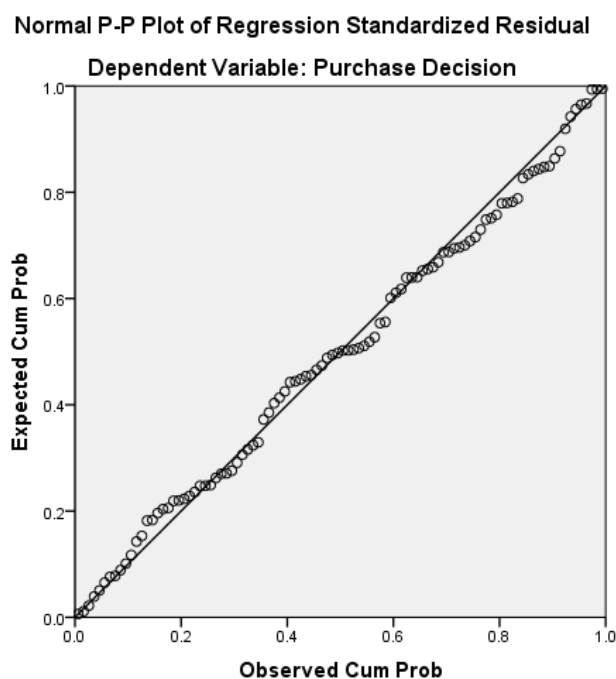


Figure. 2 Normal P-P plot

exists when no apparent pattern reveals, and the scattered points are above and below the number 0 on the Y axis (Ghozali, 2012). Homoscedasticity is a characteristic of a successful regression model. Meanwhile, the regression model exhibits no signs of heteroscedasticity when the significance value (sig) exceeds 0.05. The outcome indicates that all independent variables have a probability (sig) greater than 0.05, which means that the proposed regression model is heteroscedasticity-free. It also implies that

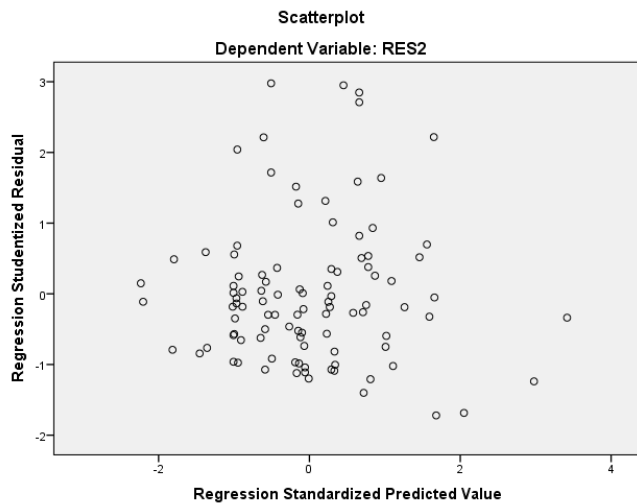


Figure 3. Scatterplot heteroscedasticity test

the two variables have no similarity. The Scatterplots graph in Figure 3 shows that the dots are distributed randomly, both above and below the number 0 on

the Y-axis, indicating that the regression model lacks heteroscedasticity.

Multiple Linear Regression Analysis

This study attempted to prove hypotheses about the influence of variable dimensions of factors influencing consumer behavior on purchasing decisions and statistical calculation using multiple linear regression.

The following is an equation of multiple linear regression: $Y = -0,177 + 0,293X_1 + 0,273X_2 + 0,320X_3 + 5,550D_1$

Hypothesis Testing

According to Table 5, the hypothesis brand image, product, and preference for takeaway coffee are significant when $t\text{-count} > 1.985$ at a significance level of 5%. However, the hypothesis of variable price perception is not significant.

The F test determines the significance of the influence of all independent factors on the dependent variable. The analysis of the F test results (simultaneous test) means to demonstrate from research that brand image, product, price perception, and preference for takeaway coffee drinks

Table 5. Hypothesis testing results

Hypothesis	Sig.	t-count	t-table	Note
Brand image	0.021	2.340	1,985	Significant
Product	0.008	2.715	1,985	Significant
Price perception	0.107	1.626	1,985	Not significant
Preference for takeaway coffee	0.000	5.605	1,985	Significant

Table 6. The result of the F test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1019.329	4	254.832	26.103	.000 ^b
Residual	927.431	95	9.762		
Total	1946.760	99			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Preference, Brand image, Product, Price Perception

Table 7. Result of the coefficient of determination (R square)

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.524	.504	3.124

a. Predictors: constant, preference, brand image, product, price perception

b. Dependent Variable: purchase decisions

substantially influence the choice to purchase takeaway coffee beverages. The F test compares the sig F obtained by multiple linear regression with a significant level of ($\alpha = 0.05$) to determine the significance of the effect between the independent or independent variables concurrently on the dependent or dependent variables.

The F test resulted from an F count of 26.103 and a sig F of 0.000, followed by F tables of 2.467, indicating that $F_{count} > F_{table}$ and sig F 5% (0.000 0.05), implying that the hypothesis of H_0 is rejected and of H_a is accepted, or known to there is an influence on the decision to purchase take away coffee drinks from the variables brand image, product, price perception, and preference for take away coffee drinks.

The Coefficient of Determination (R square)

The coefficient of determination determines the magnitude of the relationship between the dependent and independent variables in a regression analysis. Table 6 displays the results of the Coefficient of Determination Test (R^2):

The table above shows that the magnitude of the coefficient of determination (R^2) is 0.504. the independent variables collectively account for 50.4% of the variability in the dependent variable.

The coefficient of determination calculation uses the following formula:

$$\begin{aligned} \text{Adjusted R square} &= r^2 \times 100\% \\ &= 0.504 \times 100\% \\ &= 50.4\% \end{aligned}$$

According to the results above, the coefficient of determination was 50.4%. There was a moderate relationship between the variables of brand image, product, price perception, and preference for takeaway coffee drinks, with the remaining purchase decisions of 49.6% being influenced by other variables not included in the study model.

According to the calculations presented above, the coefficient of determination is 50.4%. This value suggests a moderate relationship exists between the variables of brand image, product, price perception, and preference for takeaway coffee drinks, with the remaining 49.6% of purchase decisions being influenced by other variables not included in the study model.

The Influence of Brand Image on Purchasing Decisions

The brand image variable considerably influences decisions to purchase takeaway coffee drinks. The more positive the image or name associated with the coffee drink, the more likely consumers will buy it. This tendency

is because brand image represents the whole perspective and comprises brand knowledge and experience.

Consumers with a favorable brand image are more inclined to make a purchase. Brand image is related to attitudes in the form of beliefs and liking towards a brand to increase purchasing decisions. These findings are congruent with Deliana's (2018) study, which found that customers prefer coffee from a well-known brand because it is more prestigious.

Coffee shop owners can innovate coffee drinks by offering appealing logo designs to improve the recall of information regarding coffee drink brands. Furthermore, producers should (1) improve good service, (2) provide good facilities needed by consumers, (3) provide quality products that are not less competitive with other brands, (4) maintain a positive brand image, (5) continuously improve their quality, and (5) seek feedback from consumers about the product's shortcomings. These solutions ensure that customers feel at ease and have a positive impression of the company.

The Influence of Product on Purchasing Decisions

Product variables showed a marginally significant influence on takeaway coffee drink purchases. The positive regression coefficient revealed higher purchase decisions related to higher product quality. As a result, product quality is a significant component of the market offer and an important consideration in marketing mix planning, which tries to develop marketing strategies that match the wants or wishes of customers.

Consumers continually evaluate a product's performance in terms of its capacity to meet all required standards and attract customers to purchase. The quality of a product is an important consideration that might impact a consumer's purchasing choice. This result seems to confirm Hidayat's (2015) study, which found that product quality influences consumer purchase decisions positively. Every cafe or restaurant, for example, has its quality products, and takeaway water cups are often used in fast food restaurants to meet customers' needs. Customers' expectations have risen, necessitating ongoing product enhancements (Mohamad & Yusoff, 2013).

Furthermore, the packaging is critical in capturing consumers' attention and developing hedonic and sensory expectations, which might influence the product experience (De Sousa et al., 2020). The drinking vessel's color, shape, texture, and weight can influence how people perceive coffee. The aesthetic environment influences the coffee-tasting experience (Spence & Carvalho, 2020). For example, the hue of the cup can promote concepts of sweetness (e.g., pink cup) or acidity (e.g., yellow or green cup), which can then transfer over and influence the taste experience. Furthermore, the

beverage vessel's form and texture can considerably impact coffee's perceived scent and flavor (Spence & Carvalho, 2019). The use of takeaway beverage cups made from conventional plastics like Polypropylene (PP) and Polyethylene Terephthalate (PET) has significantly increased. These cups offer a convenient alternative for providing hot and cold drinks without maintenance, making them inexpensive and simple. Single-use cups are prevalent in takeaway restaurants, coffee shops, parties, and vending machines at factories and schools (Changwichan & Gheewala, 2020).

The Influence of Price Perception on Purchasing Decisions

Price perception has no substantial influence on decisions to purchase takeaway coffee drinks. While the price may draw attention to a purchase, it is critical to have effective pricing methods that identify an accessible price to persuade people to buy. However, buyers of takeaway coffee are not overly concerned with price when purchasing things. This attitude means that price differences do not influence customer purchase decisions.

According to a Pertiwi survey on the views of Starbucks customers done in 2018, an increase in the price of coffee leads to a decrease in purchases, but consumers continue to buy the product. Meanwhile, Killiney and Ulee Kareng noted that customers' reaction to a rise in coffee prices is to keep buying coffee.

According to the respondents' income statistics, the average takeaway coffee drink consumer received a salary or allowance ranging from IDR 1,000,000 to IDR 3,000,000 monthly. Consumers are willing to spend an average of 18 to 50 thousand rupiahs monthly to obtain the products.

The Influence of Preference for Takeaway Coffee Drinks on Purchasing Decisions

Preference variables for takeaway coffee drinks highly influence consumer buying decisions. The positive regression coefficient demonstrated that the more people enjoy certain beverages, the more likely they are to purchase them. Additional factors that drink consumers can relate to including coffee consumption, product taste, product quality, pricing, practicality and efficiency of coffee drinks, and the product's brand image.

In recent years, Indonesians have developed a taste for trying new things, specifically with the increasing number of coffee shops. This phenomenon has stimulated the interest of people of all ages, especially Generation Z, in testing new coffee drink brands. However, various variables need practicality while acquiring things, and for this purpose, coffee shops need to provide consumers with facilities or services that enable practical, quick, and time-saving

purchases. This takeaway service allows customers to purchase things without visiting the coffee shop.

Preference for takeaway coffee drinks has a significant impact on purchasing decisions. The previously mentioned variables add to customers' choice of coffee drinks, causing them to prefer buying takeaway.

The results of this exploratory study on iced coffee with French customers are interesting. The testing situation determines the likeness and consumption, including a particular location, surroundings, and a specific consumer population user. Furthermore, the sensory qualities of iced coffee appear to have a significant effect on consumer responses. More research is needed to investigate the contextual aspects influencing liking and consumption and predict consumers' reactions to these refreshing drinks in real-life situations (Petit & Sieffermann, 2007).

Another interesting finding in this context is that individual physiological traits have a substantial influence in deciding whether consumers prioritize sensory or functional motives for coffee consumption, influencing the pleasure consumers experience. This issue emphasizes the gap between coffee lovers and mass/naive consumers. The expert coffee drinkers create a ritual from their preferred specialty coffee types and preparation methods, cherishing the experience. In contrast, inexperienced coffee consumers drink coffee purely out of habit (Samoggia and Riedel, 2018).

Consumers face an increasingly complex array of options, especially regarding specialist products. As a result, there is an increasing demand for more precise and diverse information about these commodities' manufacture. Understanding the elements influencing consumers' Willingness To Pay (WTP) is crucial to addressing their requirements and ensuring the specialty coffee industry's economic viability and profitability. In recent years, there has been an increasing focus on the function of psychometrics, such as personality traits, in determining consumer purchase decisions and valuations (Ufer et al., 2019). Consistent with the findings of Ufer et al., consumers with extraversion and consciousness traits had greater WTP on average. This behavior demonstrated that sociodemographic factors alone do not necessarily influence consumer purchasing decisions. Instead, fundamental characteristics such as personality convey more information about their preferences.

CONCLUSION

Several factors influence consumer decisions in purchasing takeaway coffee drinks in Yogyakarta, including brand image, products, price perception, and consumer preference. According to the findings, brand image (X_1), product (X_2), and preference for takeaway

coffee drinks (D_1) coffee drinks have a positive and significant effect on purchasing decisions. Meanwhile, the price variable (X_3) statistically does not impact buying takeaway coffee drinks in Yogyakarta. According to regression research, the preference for takeaway coffee drinks (D_1) has the most significant influence on buying decisions, followed by product (X_2), brand image (X_1), and price perception variable (X_3).

ACKNOWLEDGEMENT

The authors thank the Faculty of Agricultural Technology, University of Gadjah Mada, for funding the study through the Innovative Research Grant number: 2609/UN1/FTP.1.3/SET-D/KU/2019.

CONFLICT OF INTEREST

There is no conflict of interest regarding the publication of this article.

REFERENCES

- Asaoka, S., Abe, T., Komada, Y., Inoue, Y. (2012). The factors associated with preferences for napping and drinking coffee as countermeasures for sleepiness at the wheel among Japanese drivers. *Sleep Medicine*, 13, 354-361.
- Ashari, B.H., Wibawa, B.M., Persada, S.F. (2017). Descriptive analysis and cross-tabulation of online shop consumers on Instagram (case study 6 universities in Surabaya city). *Journal of Science and Art ITS*, 6(1), 1-5.
- Cano-Marquina A., Tarin, J.J., Cano, A. (2013). The impact of coffee on health. *Maturitas*, 75, 7-21.
- Changwichan, K., Gheewala, S. H. (2020). Choice of materials for takeaway beverage cups towards a circular economy. *Journal of Sustainable Production and Consumption*, 22, 34 - 44.
- Deliana, Yosini., Hapsari, H., Andriani, R., Trimo, L. (2018). Factors that affect consumers' decision in purchasing coffee. *Journal of Recent Sciences*, 7(1), 1-6.
- De Sousa, M. M.M., Carvalho, F. M., Pereira, R. G.F.A. (2020). The Colour and shape of the packaging labels influence consumer expectations and hedonic judgments of specialty coffee. *Food Quality and Preference*, 83, 1-9.
- Gallego-Schmid, A., Mendoza, J. M. F., Azapagic, A. (2019). Environmental impacts of takeaway food containers. *Journal of Cleaner Production*, 211, 417- 427.
- Ghozali, I. (2012). *Multivariate Analysis Application with the IBM SPSS 20. Program*. Semarang: UNDIP.
- Herlyana, E. (2012). The phenomenon of coffee shops as a new lifestyle for young people. *Thaqafiyat*, 13(1), 188-204.
- Hidayat, P. (2015). The influence of product quality, price, store atmosphere, and promotion effectiveness on consumer purchase decision of flinders lane espresso Manado. *In the Periodical Journal of Scientific Efficiency*, 15(5), 1-12.
- Indonesian coffee statistics. (2017). Indonesian coffee statistics 2017.
- Kotler, P. & Kevin Lane Keller. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice-Hall.
- Mohamad, S.M., Yusoff, A. R. 2013. Improvement of Takeaway Water Cup Design by Using Concurrent Engineering Approach. *Procedia Engineering*, 53, 536 - 541.
- Park, H., Suh, B. S., Lee, K. (2019). Relationship between daily coffee intake and suicidal ideation. *Journal of Affective Disorders*, 256, 468-472.
- Pertiwi, R. A., Hasyim, H., Nasution, S. K. (2018). Analysis of Factors Affecting Consumers in Consuming Coffee (Coffee) at Starbucks, Killiney, and Ulee Kareng. *In the Journal on Social Economics of Agriculture and Agribusiness*, 9(10), 1-15.
- Petit, C. & Sieffermann, J.M. (2007). Testing consumer preferences for iced-coffee: Does the drinking environment have any influence? *Food Quality and Preference*, 18, 161-172.
- Pramita, D. A. & Pinasti, V. I. S. (2016). Hanging out at coffee shops as a student lifestyle at Mato Kopi Yogyakarta. *Journal of Sociology Education*, 5(6), 1-12.
- Rahardjo, P. (2012). *Guide to Arabica and Robusta Coffee Cultivation and Processing*. Jakarta : Penebar Swadaya.
- Samoggia, A., & Riedel, B. (2018). Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, 129, 70-81.
- Setiadi, N. J. (2013). *Consumer Behavior* (revised ed.). Jakarta : Kencana Prenada Media Group.
- Spence, C., & Carvalho, F. M. (2019). Assessing the influence of the coffee cup on the multisensory tasting experience. *Food Quality and Preference*, 75, 239-248.
- Spence, C., & Carvalho, F. M. (2020). The coffee drinking experience: Product extrinsic (atmospheric) influences on taste and choice. *Food Quality and Preference*, 80, 1-9.
- Tjiptono, F. (2012). *Service Management Realizing Prime Service*. Yogyakarta : CV Andi Offset.
- Tumanan, M. A. R., Lansangan, J. R. G. (2012). More than just a cuppa coffee: A multi-dimensional approach towards analyzing the factors that define place attachment. *International Journal of Hospitality Management*, 31, 529-534.
- Ufer, Danielle, Lin, Wen., Ortega, D. L. (2019). Personality traits and preferences for specialty coffee: Results from a coffee shop field experiment. *Food Research International*, 125, 1-9.