

## PERCEPTION ANALYSIS OF PURCHASING ATTITUDE AND WILLINGNESS TO PAY FOR COFFEE AND NON-COFFEE BEVERAGE PRODUCTS

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**Abstract:** The development of the current era has changed people's lifestyles in enjoying beverage products, especially coffee. This research aims to analyze consumer characteristics, the influence of perceptions on purchasing attitudes, and WTP or Willingness To Pay consumer for coffee and non-coffee beverage products. This research uses purposive sampling with a questionnaire as a sampling technique. The sample obtained was 213 respondents. The collected data was analyzed with the SPSS26 program using logistic regression and conjoint methods. The regression results show that when there is an increase in the price of coffee beverage, the taste and price show that quality variables has an influence on consumer purchasing attitudes, so consumers will reduce purchases, and there is a decrease in the price of coffee beverage, taste and discount promotion variables influence consumer purchasing attitudes, so consumers will increase purchase. Meanwhile, there is an increase prices for non-coffee beverage products, taste, menu variant and aroma variables influence consumer purchasing attitudes, so consumers will reduce purchases. and when there is a decrease in the price of non-coffee beverages, the taste and buy1free1 promotions variables influence purchasing attitudes, so consumers will increase purchases. For the result of the konjoin analysis, the combination of attributes that consumers like most is menu variations and buy 1 get 1 free promotion.

**Keywords:** consumer perception, conjoint analysis, logistik regression, purchasing attitude, willingness to pay

**Abstrak:** Perkembangan zaman saat ini telah mengubah gaya hidup masyarakat dalam menikmati produk minuman khususnya kopi. Penelitian ini bertujuan untuk menganalisis karakteristik konsumen, pengaruh persepsi terhadap sikap pembelian saat terjadi kenaikan dan penurunan harga, serta WTP atau keinginan untuk membayar konsumen terhadap produk minuman kopi dan non-kopi. Penelitian ini menggunakan purposive sampling dengan kuesioner sebagai teknik pengambilan sampel. Sampel yang diperoleh sebanyak 213 responden. Data yang terkumpul dianalisis dengan program SPSS26 menggunakan metode regresi logistik dan konjoin. Hasil regresi menunjukkan saat terjadi kenaikan harga minuman kopi variabel rasa dan harga menunjukkan kualitas berpengaruh terhadap sikap pembelian konsumen, maka konsumen akan mengurangi pembelian, dan pada saat terjadi penurunan harga minuman kopi variabel rasa dan promosi diskon berpengaruh terhadap sikap pembelian konsumen, maka konsumen akan menambah pembelian. Sedangkan saat terjadi kenaikan harga untuk produk minuman non-kopi variabel rasa, varian menu, dan aroma berpengaruh terhadap sikap pembelian konsumen, maka konsumen akan mengurangi pembelian, dan pada saat terjadi penurunan harga minuman non-kopi variabel rasa dan promosi beli1gratis1 berpengaruh terhadap sikap pembelian, maka konsumen akan menambah pembelian. Berdasarkan hasil analisis konjoin, kombinasi atribut yang paling disukai konsumen adalah variasi menu dan promosi beli 1 gratis 1.

**Kata kunci:** persepsi konsumen, konjoin analisis, regresi logistik, sikap pembelian, kemauan untuk membayar

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## INTRODUCTION

The development of the current era has changed people's lifestyles in enjoying beverage products, especially coffee. In the past enjoying coffee was only considered a simple thing, but now drinking coffee has become a lifestyle for some people in Indonesia. One manifestation of the modern lifestyle is the habit of certain groups of people who like to consume coffee in coffee shops (Rahmah et al. 2018). It is proven, according to data from the International Coffee Organization (ICO), that in the 2020/2021 period, coffee consumption in Indonesia reached 5 million bags measuring 60 kg, and this number increased by 4.04% compared to the previous period.

With the increase in coffee consumption every year in Indonesia, this is course to opens up big opportunities in the coffee shop business sector. Modern coffee shops, as one of the leading economic sectors in Indonesia, may experience significant future developments along with changes in consumer behavior, and people lifestyles (Viartasiwi & Trihartono, 2020). Based on data, 74% of people prefer to consume coffee served in cafe, coffee shop, and restaurant compared to making their own coffee at home (Statista, 2020). So, this industry is increasingly developing along with consumer interest in coffee beverage products. This lifestyle is a way to communicate through expressions and behavior shown by young people who are interested in trying new things. The phenomenon of coffee shops as a lifestyle among teenagers is caused by many factors, both psychological and social (Herlyana, 2012).

The phenomenon cafe shop bussiness not only occur in big cities but also occurs in suburban areas such as Bekasi district. From data the West Java Tourism and Culture Department ([opendata.jabarprov.go.id](http://opendata.jabarprov.go.id)) that has been processed, the number of restaurant and cafe businesses in the Bekasi district increased rapidly in 2021, the increase reached 390.5% from the previous. where there were only 200 business facilities established in 2020, but in 2021 there were 981 restaurant and cafe business facilities established in the Bekasi district, and this number does not rule out the possibility that it will increase in the following years.

The competition is very high and tight, therefore, every coffee shop must compete to offer a variety of beverage products, because it's known that coffee shop competitors are indirectly not only from other coffee

shops but also cafes and restaurants also have coffee beverages on the menu. The increasing of multinational coffee shops today means that national companies are required to be able to face this competition. One of the company's strategies for attracting consumers' buying interest is by creating attractive coffee shop attributes. Like a product, a coffee shop also has a personality. Some coffee shops even have clear attributes in the minds of consumers. In other words, the attribute of a coffee shop is the personality of a coffee shop (Pramatatya et al. 2015).

In this research, a location was chosen in the Wanasari village, Cibitung district, Bekasi district which focused on one coffee shop, GE Coffee. GE Coffee, which has been established since 2020, was the research location of choice because it represents a location with a density of cafés in the Cibitung area but it is estimated that demand is still limited, this was stated by GE Coffee management regarding the gap of targeted number of visitors, especially on weekdays. Another reason for selecting the research location at GE Coffee was because GE Coffee management revealed that the consumer target had not been achieved evenly, where there was a gap in visitors on weekdays (monday to friday) and weekends (saturday and sunday).

Kusmaria and Fitri (2020), conducted research on consumer attitudes towards the attributes of "coffee campus" coffee products in Bandar Lampung city. The background of the research is the increase in the coffee shop industry which is growing along with increasing consumer interest in coffee-based beverage products. To win the competition in the coffee shop market, marketing strategies can be considered by analyzing consumer behavior through consumer attitudes toward the product. Research on consumer attitudes towards the characteristics of "coffee campus" coffee products in Bandar Lampung city gave results that consumer attitudes towards coffee product attributes, which include taste, flavor variants, product packaging, product design, product quality, brand, labels, and services at the coffee campus coffee shop overall it has the optimist category. Furthermore, developments in information and promotions regarding products are thought to influence the purchasing of these products.

Jamal et al. (2020) conducted research on the willingness to pay (WTP) for latte coffee products in the city of Semarang. This research aims to analyze consumer characteristics, analyze the value of willingness to pay

and analyze the influence of consumer characteristics on the value of consumer willingness to pay for coffee latte products. The research results showed that 94.9% of respondents were willing to pay more than the current price and 5.05% of respondents were not willing to pay a price increase of 5% to 25%. An important factor that influences willingness to pay is quality.

According to (Sumarwan, 2017) consumer attitude is an important factor that influences consumer decisions. Attitude is a short concept and is closely related to the concepts of belief and behavior. Mowen and Minor (1998) state that the term consumer attitude formation often describes the relationship between beliefs, attitudes and behavior. Trust, the concept of product attributes is also related to attitudes and behavior. Consumers will consume products that they think are appropriate and in accordance with their personal image with the aim of satisfying their needs and desires. In achieving company goals in a market, companies generally use a set of marketing tools known as the marketing mix (Kotler, 2002). Marketing is also an activity that provides value to customers, partners, customers and society in general (Wilkie and Moore, 2012). The marketing mix has four main factors, better known as the 4Ps: product, price, place and promotion.

Consumer perception is an internal process that occurs within a person in selecting, organizing and interpreting input in the form of information that provides an assessment of something (Kotler, 2005). Consumer perceptions of product attributes will influence consumer purchasing decisions. Research has been conducted regarding perceptions influencing consumer purchasing attitudes, and one of the research results states that perceptions and attitudes have a significant influence on online purchasing decisions (Yurindera, 2021). Consumer decisions in buying coffee can basically be seen from their motives, namely wanting or needing to drink coffee (Pangestu & Suryoko, 2016). Apart from motives, there are also motivations that arise in consuming coffee. The motivation that exists within consumers encourages them to carry out activities to achieve a goal, whether the goal is to fulfill needs or fulfill pleasure (Charumathi & Varadaraj, 2019; Kim, Ozkara, & Ozmen, 2017).

Consumer perceptions also influence willingness to pay (WTP). Willingness to pay (WTP) is the maximum price (money) that buyers are willing to spend to pay for a good or service provided (Smith and Nagle,

2002). Knowledge of willingness to pay is important in determining profitable prices (Gijsbrechts, 1993). In determining consumer WTP, there are two methods commonly used, namely real WTP and hypothetical WTP. Real WTP is measured through product transactions and has financial consequences for respondents. The method often used to measure real WTP is the Vickrey auction, while the methods used to measure hypothetical WTP are contingent valuation and conjoint analysis. Of several measurement methods, conjoint analysis is most often used because the calculations are simpler and in accordance with economic theory (Sichtmann and Stingel, 2005; Holmes and Adamovic, 2003). Willingness to pay is one of the dimensions in measuring consumer attention (behavioral intention). Determining WTP using the WTP hypothesis approach is by determining the amount of consumer contribution to a coffee and non-coffee beverage product in relation to the willingness to pay for the product.

Analysis of perceptions and willingness to pay for coffee and non-coffee beverage products is an important factor in developing further marketing strategies for beverage products. This is expected to be able to meet the needs of consumers of coffee or non-coffee beverage products and increase sales of products. Consumer perceptions of the variety of beverage products provided in coffee shops, such as non-coffee, tea, juice and soda, have the potential to hinder the coffee product itself, where coffee shops should emphasize their coffee products more than non-coffee product. And the higher price of coffee beverage products compared to other beverage products is closely related to consumers' willingness to pay for these coffee beverage products.

Actually, coffee is not a basic consumer need, but consuming coffee in coffee shops has become a lifestyle activity for some people so it is difficult to eliminate it (Demartoto et al. 2015). Therefore, this research aims to analyze consumer characteristics, the influence of perceptions on purchasing attitudes when prices increase and decrease, and willingness to pay for coffee and non-coffee beverage products. The variables studied include quality, information and price variables, this is because in the FnB (Food and Beverage) business quality really influences the purchase of a product so it is necessary to examine further the quality attributes that can influence purchases significantly, information is one of the important things that needs to be considered because with information which is

clear to consumers, consumers will be more confident and interested in buying the products offered, and the price is a variable that is quite important in business where price can determine whether the buyer is willing to spend money on the product offered according to the price given. This research includes an analysis perceptions (quality, information and price) towards purchasing attitudes when prices increase and decrease, as well as consumers' willingness to pay for a product being offered. This is expected to be able to meet consumer needs for beverage products and increase sales of coffee and non-coffee beverage products.

## METHODS

Population is a generalized area of subjects or objects that have certain qualities and characteristics that researchers want to study and draw conclusions (Sugiyono, 2017). Based on this explanation, the population of this study consists of consumers who have purchased beverage products at one of the coffee shops in the Bekasi district, specifically GE Coffee. Data collection was carried out in February 2023 – May 2023.

In this research, the data used are primary data and secondary data. Primary data is the main source of information needed to answer research questions. In this research, primary data was obtained through direct interviews with company management and field observations of respondents using questionnaires. Researchers also used secondary data. The secondary data used is data taken from previous research, GE Coffee internal data, the internet, research journals, library books and other literature relevant to this research topic.

Therefore, sample selection is very important to facilitate the research process and at the same time improve the quality of research. Sugiyono (2017) states that the sample is part of the number and characteristics of the population. The sample in this study was determined using the following formula:

$$n = \frac{Z\alpha/2 \sigma}{e}$$

explanation: n (number of samples);  $Z\alpha/2$  (normal table value); e (standar error);  $\sigma$  (population standard deviation).

Based on the formula above, by setting the confidence level for this research at 95% with a standard error set at 5% (0.05), then the value of  $Z\alpha/2 = 1.96$  and the population standard deviation is 0.25, the sample value is obtained are 96.04 respondents or rounded up to 100 respondents. However, the sample used in the research was twice the specified number of respondents, namely 200 respondents with the aim of obtaining a more representative sample.

Data collection in this research was carried out by distributing questionnaires to respondents. Data is collected using a structured questionnaire or questionnaire. The types of questions used are open and closed questions, the types of questions used are open and closed questions where the answers to the questions have been provided and respondents are asked to choose one answer for each question. Research data was taken on weekdays and weekends, this aims to ensure that the data taken can produce a reliable picture of the entire population studied.

In this study, the number of samples taken was 200 people using a purposive sampling method or a deliberate sampling technique with certain considerations. The criteria for respondents in this research are consumers who have consumed beverage products at GE Coffee at least once, aged at least 17–50 years. Respondents in this age range are of productive age, where this age is also the main market for GE Coffee and is considered a stable age.

Research data was taken on weekdays and weekends, this aims to ensure that the data taken can a reliable picture of the entire population studied. The measurement scale used to assess each answer is a Likert scale, where each answer has a score range of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree. The Likert scale used in this research is a five-point scale, consisting of five answer choices.

The data that has been obtained can then be processed and analyzed using Statistical Product and Service Solutions (SPSS 26). Descriptive analysis was carried out to determine the characteristics of consumers in and when purchasing products. The regression analysis used in this research is Logistic regression analysis, the regression used to analyze the influence of perceptions on purchasing attitudes when there is an increase or decrease in the price beverage products. The variables of this research are shown in Table 1.

WTP measurement in this study was carried out using a hypothetical WTP approach using the conjoint analysis method. Measuring the amount of consumer WTP for the quality & promotion of coffee products offered uses a choice-based conjoint analysis method (Holmes and Adamovic, 2003). In using CBCA, respondents are involved in collecting appropriate data using a hypothetical market. Respondents were asked to consider a variety of different attribute options. The choices made reflect tradeoffs between the choice attributes. The combination beverage product attributes are presented in Table 2.

Respondents will give a sequence of 8 combinations of each of these attributes. Serial number 1 indicates the most important combination of attributes and serial number 8 indicates the least important. This research focused on 8 combinations of attributes. The twelve selected combinations are shown in Table 3.

The hypotheses in this research consist of 12 hypotheses for each Y variable ( $Y_1, Y_2, Y_3, Y_4$ ). The hypothesis in this research is to see that variable X has a real effect on variable Y (purchasing attitudes when prices increase, consumers will reduce purchases ( $Y_1, Y_3$ ), and purchasing attitudes when prices decrease, consumers will increase purchases ( $Y_2, Y_4$ ).

Table 1. Research variables and indicators

Xi	Question Attributes	Independent Variable	Dependent Variable
X1	Taste	Perception of Quality	Y1. Prices of coffee beverage increase
X2	Menu variance	Perception of Quality	
X3	Aroma	Perception of Quality	
X4	Service	Perception of Quality	Y2. Prices of coffee beverage decrease
X5	Seller provides information related to the product	Perception of Information	
X6	Ease of obtaining product information	Perception of Information	Y3. Prices of non-coffee beverage increase
X7	Information for buy 1 get 1 promotion	Perception of Information	
X8	Information for discount promotions	Perception of Information	
X9	Price shows product quality	Perception of Price	Y3. Prices of non-coffee beverage decrease
X10	Prices indicate production costs	Perception of Price	
X11	The origin of raw materials affects product prices	Perception of Price	
X12	The prices of raw materials for coffee and non-coffee drinks are different	Perception of Price	

Table 2. Combination of product attribute

Quality (A)	Information (C)
Taste (A1)	Buy 1 Get 1 promotion (C1)
Menu variance (A2)	Discount promotion (C2)
Aroma (A3)	
Good service (A4)	

Table 3. Combination of order of importance values

Attribute combination	Code
Taste, buy 1 get 1 promotion	K1
Menu variance, buy 1 get 1 promotion	K2
Aroma, buy 1 get 1 promotion	K3
Good service, buy 1 get 1 promotion	K4
Taste, Discount promotion	K5
Menu variance, Promo Discount	K6
Aroma, Promo Discount	K7
Good service, Promo Discount	K8

**Purchasing attitude when there is an increase in the price of coffee beverage (Y1) and the price of non-coffee beverage (Y3), consumers will reduce purchases**

- H1= Taste has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H2= Menu variance has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H3= Aroma has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H4= Service has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H5= Seller provides information related to the product has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H6= Ease of obtaining product information has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H7= Information for buy 1 get 1 promotion has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H8= Information for discount promotions has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H9= Price shows product quality has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H10= Prices indicate production costs has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H11= The origin of raw materials affects product prices has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H12= The prices of raw materials for coffee and non-coffee drinks are different has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases

**Purchasing attitude when there is a decrease in the price of coffee beverage (Y2) and the price of non-coffee beverage (Y4), consumers will increase purchases**

- H1= Taste has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases

- H2= Menu variance has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H3= Aroma has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H4= Service has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H5= Seller provides information related to the product has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H6= Ease of obtaining product information has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H7= Information for buy 1 get 1 promotion has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H8= Information for discount promotions has a real influence on purchasing attitudes if there is an increase in prices, consumers will reduce purchases
- H9= Price shows product quality has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H10= Prices indicate production costs has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H11= The origin of raw materials affects product prices has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases
- H12= The prices of raw materials for coffee and non-coffee drinks are different has a real influence on purchasing attitudes if there is a decrease in prices, consumers will increase purchases

## RESULTS

In this research, a location was chosen in the Cibitung area, Bekasi district which focused on one coffee shop, specifically GE Coffee. GE Coffee is a modern coffee shop business that serves a menu of coffee and non-coffee beverages and has been established since 2020 and is a research location of choice because it represents a location with a density of cafes in the Cibitung area but it's estimated that limited demand.

### Characteristics of GECoffee consumers

Based on research results that have been processed, the characteristics of GE Coffee consumers obtained from the results of demographic analysis show that coffee and non-coffee beverage products are preferred by young or productive age groups (24–30 years). The productive age group is the age who are able to independently meet their needs (Pattiasina & Tantoly, 2019). Most of the respondents are unmarried and work as private employees with quite high education, especially a bachelor's, and for coffee beverage is more dominantly liked by men, while non-coffee beverage is more dominantly liked by women, whereas women prefer drinks with sweet taste without the bitter taste of coffee.

### Analysis of perceptions of purchasing attitudes when there is a change in the price of coffee and non-coffee beverage product (hypothesis testing)

The influence of respondents' perceptions on changes in the prices of coffee and non-coffee drinks is explained using binary logistic regression analysis. This analysis was carried out on all respondents in the study. The perception attributes used in this research include quality, information, and price.

### The influence of perception on purchasing attitudes when there is an increase the price of coffee beverages (Y<sub>1</sub>)

Based on the research, it was found that if the price of coffee beverages increased, respondents would reduce purchases by 70.4% and respondents who did not would reduce purchases by 29.6%. The results of

the significance value (Sign. or P-Value) of the logistic regression test show that the taste variable (X<sub>1</sub>) and price indicating quality (X<sub>9</sub>) influence the decision to reduce the purchase of coffee beverage if there is a price increase, while the other variables have not significant effect. The results of logistic regression analysis when the price of coffee beverages increases is shown in Table 4.

The results of the Classification table show an overall percentage value of 71.4%. This value shows that this logistic equation model can predict that consumers will reduce the number of purchases when there is an increase in the price of coffee beverages and in fact consumers will reduce the number of purchases, and this value also predicts that consumers will not reduce the number of purchases when there is an increase in the price of coffee beverage and in reality, is 71.4%.

### The influence of perception on purchasing attitudes when there is a decrease the price of coffee beverages (Y<sub>2</sub>)

Based on the research, it was found that if the price of coffee beverages decrease, respondents would increase purchases by 60.6% and respondents who did not would reduce purchases by 39.4%. The results of the significance value (Sign. or P-Value) of the logistic regression test show that the taste variable (X<sub>1</sub>) and discount promotion variable (X<sub>8</sub>) influence the decision to reduce the purchase of coffee beverage if there is a price increase, while the other variables have not significant effect. The results of logistic regression analysis when the price of coffee beverages decrease is shown in Table 5.

Table 4. Results of logistic regression analysis when the price of coffee beverages increases

	B	S.E.	Wald	df	Sig.	Exp(B)
X1 (Taste)	0.444	0.211	4.417	1	0.036*	1.559
X9 (Price shows product quality)	0.425	0.243	3.064	1	0.080**	1.530
Constant	1.508	1.342	1.263	1	0.261	4.517

\*  $\alpha = 5\%$ ; \*\*  $\alpha = 10\%$

Table 5. Results of logistic regression analysis when the price of coffee beverages decrease

	B	S.E.	Wald	df	Sig.	Exp(B)
X1 (Taste)	0.682	0.212	10.306	1	0.001*	1.978
X8 (Discount Promotion)	-0.423	0.201	4.432	1	0.035*	0.655
Constant	0.695	1.233	0.318	1	0.573	2.004

\*  $\alpha = 5\%$ ;

The results of the Classification table show an overall percentage value of 60.1%. This value shows that this logistic equation model can predict that consumers will increase the number of purchases when there is a decreased in the price of coffee beverages and in fact consumers will increase the number of purchases, and this value also predicts that consumers will not increase the number of purchases when there is a decrease in the price of coffee beverage and in reality, is 60.1%.

**The influence of perception on purchasing attitudes when there is an increase the price of non-coffee beverages (Y<sub>3</sub>)**

Based on the research, it was found that if the price of non-coffee beverages increased, respondents would reduce purchases by 62.4% and respondents who did not would reduce purchases by 37.6%. The results of the significant value (Sign. or P-Value) of the logistic regression test show that the taste variable (X<sub>1</sub>) and menu variance variable (X<sub>2</sub>) and aroma variable (X<sub>3</sub>), influence the decision to reduce the purchase of non-coffee beverage if there is a price increase, while the other variables have not significant effect. The results of logistic regression analysis when the price of non-coffee beverages increases is shown in Table 6.

The results of the Classification table show an overall percentage value of 64.3%. This value shows that this logistic equation model can predict that consumers will reduce the number of purchases when there is an increase in the price of non-coffee beverages and in fact

consumers will reduce the number of purchases, and this value also predicts that consumers will not reduce the number of purchases when there is an increase in the price of non-coffee beverage and in reality, is 64.3%.

**The influence of perception on purchasing attitudes when there is a decrease the price of non-coffee beverages. (Y<sub>4</sub>)**

Based on the research, it was found that if the price of non-coffee beverages decreased, respondents would increase purchases by 56,3% and respondents who did not would increase purchases by 43,7%. The results of the significance value (Sign. or P-Value) of the logistic regression test show that the taste variable (X<sub>1</sub>) and price variable indicating quality (X<sub>7</sub>) influence the decision to reduce the purchase of non -coffee beverage if there is a price increase, while the other variables have not significant effect. The results of logistic regression analysis when the price of coffee beverages increases is shown in Table 7.

The classification table shows the overall percentage value of 58.7%. This value shows that this logistic equation model can predict that consumers will increase the number of purchases when there is a decrease in the price of non – coffee, in fact consumers will increase the number of purchases, and this value also predicts that consumers will not increase the number of purchases when there is a decrease in the price of non-coffee beverage and the reality is 58.7%.

Table 6. Results of logistic regression analysis when the price of non-coffee beverages increases

	B	S.E.	Wald	df	Sig.	Exp(B)
X1 (Taste)	0.504	0.204	6.104	1	0.013*	1.655
X2 (Menu variance)	-0.411	0.202	4.158	1	0.041*	0.663
X3 (Aroma)	-0.354	0.199	3.171	1	0.075**	0.702
Constant	0.953	1.264	0.568	1	0.451	2.593

\* α = 5%;

Table 7. Results of logistic regression analysis when the price of non-coffee beverages decrease

	B	S.E.	Wald	df	Sig.	Exp(B)
X1 (Taste)	0.347	0.200	2.999	1	0.083**	1.415
X7 (Buy 1 Get 1 Promotion)	-0.429	0.194	4.879	1	0.027*	0.651
Constant	-0.070	1.198	0.003	1	0.953	0.932

\* α = 5%;\*\* α = 10%

### Conjoint Analysis (Willingness to Pay Consumer)

The definition of Willingness to Pay in this research is the magnitude of the contribution of consumers' desires according to what is most desired based on the attributes of coffee drink products to the willingness to buy the product. Consumer contribution is also called the utility value of an attribute towards willingness to buy. The attribute combination was designed based on the CBCA (Choice-Based Conjoint Analysis) method which asks respondents to determine the order of choice of the combination of attributes of the beverage products that have been provided. The results of the conjoint analysis of respondents' WTP for coffee drink products are shown in Table 8.

Calculating the WTP value using the conjoint analysis method produces a WTP value which is the result of a measurement, not a numerical number that already has a magnitude for comparison. The WTP value can be determined by comparing it with the WTP value of other attributes studied for the same product. The relative importance value shows the magnitude of the contribution of the utility value for each attribute to the willingness to buy. The calculation results show that respondents rated the relative importance of purchasing as 74.132% on the quality attribute of coffee drinks. Respondents rated the relative importance of information source attributes at 25.398%. the relative importance of information source attributes at 25.398%.

relative importance of purchasing as 74.132% on the quality attribute of coffee drinks. Respondents rated the relative importance of information source attributes at 25.398%.

Based on conjoint analysis, the highest utility value is shown by the menu variation attribute level. The variety of coffee beverage product menu is an important consideration factor for consumers when consuming them. Nowadays, consumers are increasingly paying attention to the growing trend of drinking coffee, where the variety of flavors offered in a coffee shop is more varied and unique, which will certainly make consumers curious and want to try it, and the information attribute, the buy 1 get 1 promotion really attracts consumers' interest in buying coffee beverage products. The buy 1 get 1 promotion or what could be called product bundling is very popular with consumers, because consumers who come to the coffee shop usually don't go alone so this promo is considered to be very in line with consumer desires.

In Table 9, the results of the correlation of significant numbers for Pearson's R and Kendall's tau tests are below 0.05, so both tests are at a significant level. This means that there is a real correlation between the results of the agreement and the respondents' opinions. Thus, the opinions of the 213 respondents can be accepted to describe the desires of the population of coffee and non-coffee beverage buyers.

Table 8. Result of conjoint analysis

Attribute	Attribute level	Relative Importance Value (%)	Utility value
Quality	Taste	74.132	-0.683
	Menu variance		0.566
	Aroma		0.526
	Service		-0.408
Information	Buy 1 get 1 promotion	25.398	0.128
	Discount promotion		-0.128
(Constant)			4.500

Table 9. Respondents' correlation values for coffee and non-coffee beverage attributes

	Correlations <sup>a</sup>	
	Value	Sig.
Pearson's R	0.877	0.002
Kendall's tau	0.643	0.013

<sup>a</sup>Correlations between observed and estimated preferences

## Managerial Implications

Based on this research and the results obtained using the analytical tools used, managerial implications can be made that can be used by management. Logistic regression analysis is used to determine the influence of perception (quality, information and price) on consumer attitudes when there is an increase or decrease in the price of coffee drinks and non-coffee drinks. Some managerial implications that can be recommended are as follows:

1. Management must always carry out quality control on the taste of the drinks that will be served, and make sure they always use quality raw materials for their products.
2. It is recommended to use more modern equipment to support the quality of the drinks served. and hiring a barista or person who is an expert in mixing coffee and has a license in their field is a plus.
3. For discount promotions, management can provide discounts of 20–30%, which were previously assumed to be production costs.
4. Buy 1 get 1 promotion management can be done on days that are not too busy with visitors such as weekdays, by combining popular and less popular menu.
5. Management can provide a buy 1 get 1 promo by combining the coffee drink menu with non-coffee drinks to make it more varied.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The characteristics of consumers at GE Coffee are the young or productive age group (24–30 years), the majority are unmarried and work as private employees. The majority male consumers prefer coffee and women prefer non-coffee. Consumer attitudes when there is an increase in the price of coffee and non-coffee beverage, respondents will reduce purchases. Meanwhile, when there is a decrease in the price of coffee coffee and non-coffee beverage, respondents will increase their purchases. The highest relative willingness to pay value is based on the quality attribute especially taste variations, while the information attribute especially buy1get1 promotion. So the combination that is preferred and in accordance with respondents likes is various menu and a buy 1 get 1 promotions.

## Recommendations

For future research, can carry out further research by analyzing ability to pay, to see the financial effects of willingness to pay. For management can use a combination of buy 1 get 1 promotion with menu variations such as combining popular products with less popular product. And for the government, especially in Bekasi district, perhaps it could be stricter in granting permits to set up businesses and pay more attention to business development in this sector where there are too many businesses circulating and it is feared that there will be a lot of supply but demand is still limited so that business will be hampered. can't survive.

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