

## Consumer Preferences In Choosing Coffee Types (Coffea Sp.) (Case Study In A Coffee Shop In Bandung City)

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### Abstract

Coffee is a plantation commodity that plays an important role in the Indonesian economy. This role, among others, is that this commodity is estimated to be the main source of income for no less than 1.84 million families, most of whom live in rural areas in remote areas. Coffee is an export commodity that is important for economic growth which is able to contribute quite a large amount of foreign exchange to the Indonesian nation. The aim of this research is to analyze consumer preferences in choosing arabica and robusta coffee types based on consumer characteristics, purchasing patterns and coffee attributes. This research uses descriptive methods. The technique used to collect data in this research is the survey method. This research was conducted at Kedai Kopi Nuansa and Kedai Kopi Bangreng located in Bandung City, the sampling method used the Slovin formula which resulted in 100 respondents from the two coffee shops. Data analysis uses percentages based on the frequency and number of respondents who voted. The research results show that Robusta coffee is a very popular choice among consumers. Factors that influence consumer preferences are consumer characteristics (age, gender and occupation are the dominant factors that differentiate), characteristics of consumer purchasing patterns (lifestyle of consuming coffee, preferred coffee, frequency of purchase and amount of coffee purchased), and characteristics of coffee attributes (aftertaste, price, caffeine effect).

**Keywords:** Coffee, Coffee Attributes, Consumer Preferences.

### A. INTRODUCTION

Indonesia is an agricultural country with the majority of its population working as farmers. Therefore, the agricultural sector plays an important role in providing food for the community. To meet food needs along with population growth, increasing agricultural production must be carried out through intensive farming management (Wibowo, 2013). One of the leading commodities that has great potential is coffee. Indonesia is ranked fourth as the largest coffee producer in the world after Brazil, Vietnam and Colombia with total production reaching 660,000 tons of coffee beans in 2017. Data from the USDA shows that Indonesia is the second largest coffee producer and exporter in the ASEAN region after Vietnam. The tropical climate and favorable geographical conditions make Indonesia a country with great potential in cultivating coffee, especially the types of Arabica, Robusta, Liberica and Ekselsa.

Along with the times, coffee consumption trends have experienced significant changes. Drinking coffee is now not just a daily necessity, but has also become part of people's lifestyle, especially in urban areas. Modern coffee shops are increasingly mushrooming, especially in shopping centers and commercial areas. Coffee consumption is also associated with benefits that can increase work morale, eliminate drowsiness, and improve cognitive performance, especially in elderly women (Rasmikayati et.al., 2017; Johnson-Kozlow et.al, 2002).

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Coffee shop consumers in Bandung City have unique characteristics in determining their preferences. Consumers tend to prioritize the taste and appearance of coffee rather than understanding the coffee processing method itself. Therefore, analysis of consumer preferences is important to understand the factors that influence their choices in determining the best modern coffee shop. These preferences can be analyzed using a factor analysis approach.

The results of consumer preference analysis show quite large variations. This is due to the large number of coffee variants available, ranging from types, varieties, to various flavors. This research focuses on the characteristics of modern coffee shop consumers in Bandung City and the factors that influence their preferences and loyalty. Understanding consumer preferences and loyalty is very important for coffee shop entrepreneurs so they can adjust products and services according to customer desires. By understanding consumer behavior, coffee shop owners can design appropriate marketing strategies to increase customer satisfaction and loyalty.

The city of Bandung, as one of the big cities in Indonesia, has advantages in various aspects, from nature, fashion, to culinary delights. The culinary business in the city of Bandung is growing rapidly, including cafes, restaurants, coffee shops, and even street vendors. Economic growth and technological advances have also triggered increased business competition, including in the coffee shop industry. According to 2018 Central Statistics Agency data, Bandung City and Regency have the largest number of coffee shops, reaching 467 cafes. With the increasing choice of coffee shops, consumers have the freedom to choose the shop and type of coffee they like. The type of coffee provided in a coffee shop is an important factor that influences consumption and sales levels. The more complete the coffee variants available, the higher the consumer's interest in visiting. Apart from that, affordable price is also a major consideration when choosing coffee.

Several studies have examined consumer preferences in choosing coffee in various regions. For example, research by Naibaho (2018) shows that taste is the main factor in consumers' decisions to buy and consume local Sumatran coffee, followed by aroma and price. Similar results were found by Ruslan et al. (2020), who stated that in their preference for Bogor Coffee, consumers prefer coffee with a bitter taste, distinctive aroma, and served hot. In addition, research by Balqis et al. (2022) revealed that the attributes most considered when purchasing decaffeinated coffee are aroma, price, accessibility and texture. In general, various studies show that sensory aspects such as taste and aroma, as well as price factors and ease of access, play an important role in consumer preferences for coffee (Naibaho, 2018; Ruslan et al., 2020; Balqis et al., 2022).

Based on this background, this research aims to analyze consumer preferences in choosing the type of coffee in modern coffee shops in the city of Bandung. Through this research, it is hoped that a better understanding can be obtained regarding the factors that influence consumer preferences and loyalty. This research has several benefits, both from theoretical and practical aspects. From a theoretical aspect, it is hoped that this research can contribute to the development of knowledge regarding consumer preferences in choosing types of coffee and become a reference for other researchers interested in this field. From a practical aspect, it is hoped that the results of this research will provide valuable information for coffee shop entrepreneurs in understanding consumer preferences so that they can develop more effective business strategies. Apart from that, for the government, the results of this research can be used as material for consideration in formulating policies related to the development of the coffee industry in Indonesia. Thus, this research takes the title: **"Consumer Preferences in Choosing Types of Coffee (Coffea sp.) (Case Study in a Coffee Shop in Bandung City).**

## B. LITERATURE REVIEW

### Consumer Behavior in Coffee Consumption in Indonesia

Consumer behavior reflects the decisions made by individuals in choosing, buying, and consuming goods or services, which includes considerations about what to buy, when to buy, where to buy, and how to pay or obtain the product (Rudy et al., 2021; Kotler, 2012). In the context of coffee consumption, this behavior becomes very relevant because many factors influence a person's decision to consume coffee, such as social media, family, friends, and advertisements that play an important role in shaping consumer habits (Solikatun et al., 2015; Kotler & Susanto, 2007). Coffee consumers' own preferences can be influenced by various product attributes such as taste, price, packaging, and quality offered, which can add to the understanding of how consumers choose products that best suit their needs and desires (Indarto, 2011; Refo et al., 2020).

In Indonesia, consumer behavior in consuming coffee has undergone a significant transformation along with the times. Coffee consumption is now not only seen from a psychological and social perspective, but is also strongly influenced by distinctive local cultural dynamics. The tradition of “ngopi”—an activity that has long been rooted in people's social interactions—is growing rapidly, especially among the younger generation. This activity has turned into a place to socialize, work, and express a modern lifestyle while still maintaining traditional nuances (Yose, 2024). This phenomenon is increasingly evident with the rise of coffee shops that combine classic and contemporary elements, for example by providing facilities such as free Wi-Fi and attractive interior designs for social media. Survey data on 315 respondents shows that the 18-24 age group dominates as coffee consumers, with a proportion of 45.9%, indicating that the tradition of “coffee” has become an important part of the identity and lifestyle of the younger generation (Agnes, 2024; Yose, 2024).

The increase in coffee consumption in Indonesia is a reflection of the development of people's habits in consuming this product. Coffee is now not only an adult beverage, but has become part of the lifestyle of many people, especially the young. Along with the growing interest in coffee flavors, coffee consumption is also increasingly varied, with many choices offered by various coffee shops, both in terms of sweet and bitter flavors, which are increasingly in demand by young women and men (Sudarsono & Moh. Rum, 2021; Indarto, 2011). Data from the International Coffee Organization (ICO, 2020) also shows that Indonesia experienced a 4.0% growth in coffee consumption in the period 2016/2017 to 2019/2020, making Indonesia a country with one of the highest coffee consumption rates in the world.

Indonesia's younger generation exhibits unique and innovative coffee consumption patterns. For example, 42% of respondents prefer to enjoy coffee in the evening—a habit often associated with increased productivity and creativity—while only 27% choose to drink coffee in the morning (Agnes, 2024). This pattern is in line with the “Work from Café” trend, where coffee shops no longer only serve as a place to relax, but also as an alternative workspace. In addition, the preference for modern coffee variants such as cappuccino (28%) and *caffe latte* (18%) shows that consumer tastes are increasingly influenced by global trends (Agnes, 2024). Although per capita consumption is still relatively low (around 1 kg per year), the coffee shop sector is growing at an annual rate of 10%, with a projected market value of IDR 34 trillion by 2025 (bca, 2024; bsip pertanian, 2025). This opens up opportunities for product innovation, for example through the development of ready-to-eat coffee in bottles or cans that are increasingly in demand by Gen Z (bsip pertanian, 2025).

In understanding coffee consumer behavior, it is important to realize that consumer preferences are influenced by various psychological and social factors, which also determine the level of satisfaction or utility derived from the consumed product (Indarto, 2011; Kotler,

2012). In addition, market segments for coffee can be divided based on categories such as age, income, lifestyle, and consumption habits. This market segmentation also includes an analysis of the geodemographic factors that influence coffee consumers' purchasing decisions (Kotler & Susanto, 2007; Assael, 2004). Therefore, a deeper understanding of consumer behavior is essential for designing appropriate marketing strategies, given that coffee consumers may have widely varying preferences based on these various factors.

The development of coffee consumer behavior in Indonesia shows a close connection between local tradition and global innovation. The integration of traditional cultural elements with modern needs and trends results in dynamic and diverse consumption patterns, particularly among the younger generation. Despite the extensive research on consumer behavior, there is a lack of studies exploring the impact of digital marketing and cultural factors on coffee consumption in Indonesia. This study aims to address these gaps by examining how social media platforms like Instagram and TikTok influence coffee purchasing decisions among Gen Z consumers and how traditional coffee culture (ngopi) intersects with modern consumption trends. By integrating these perspectives, this research seeks to provide a comprehensive understanding of coffee consumer behavior in Indonesia and contribute to the development of targeted marketing strategies.

The basic concept used in this study is the theory of consumer behavior types according to Assael (2004), which states that differences in consumer behavior types are influenced by two main factors, namely the level of consumer involvement and the level of inter-brand differences. Each of these factors is divided into two categories resulting in four types of consumer behavior, namely complex buying behavior, dissonance reducing buying behavior, variety seeking buying behavior, and habitual buying behavior (Assael, 2004; Kotler, 2012). By considering these factors, marketing strategies involving market segmentation based on consumption behavior can be designed more effectively to increase the appeal of coffee products among consumers.

### **C. RESEARCH METHODOLOGY**

In this research, the objects studied were coffee consumers in two shops, namely the Nuansa Caffe and Patisserie coffee shop and the Bangreng coffee shop. which is located in Bandung City, West Java, precisely in Gede Bage District and Margahayu District. The research population includes all visitors to the shop, which is in accordance with the definition of population as all research objects which can be people, symptoms or events. The research location was chosen based on consumer characteristics and observable activities. The method used is a descriptive method, which aims to examine actual problems by collecting, compiling and analyzing data (Surakhmad, 1995). The implementation technique uses a survey method, namely taking samples from the population with a questionnaire instrument (Singarimbun & Sofian Efendi, 1995). The sampling technique applied was Non-Probability Sampling with an Accidental Sampling approach, where respondents were selected based on chance and suitability to the research characteristics (Sugiyono, 2013). The sample size was calculated using the Slovin formula, with a margin of error of 10%, resulting in 100 respondents.

The data collected consists of primary and secondary data. Primary data was obtained through direct interviews with respondents using a structured questionnaire, while secondary data was collected from various agencies and related literature (Sugiyono, 2004). Data collection was carried out for one week and adjusted to the shop's operating hours. The data obtained was then analyzed using descriptive statistical methods to describe consumer characteristics, coffee purchasing patterns, and preferred coffee characteristics. This analysis includes measures of central phenomena such as the mean as well as measures of dispersion such as the standard deviation. For nominal and ordinal variables, frequency distribution

tables and frequency distribution percentages were used with the help of Microsoft Excel 2016 software.

Based on the analysis, the hypothesis proposed in this research is that consumer characteristics, purchasing characteristics, and coffee characteristics influence preferences in choosing the type of coffee. Frequency distribution is used to compile data summaries in tabulated form, which shows the number of items in each class and their percentage proportions. Thus, this research seeks to understand the factors that influence consumer preferences in choosing the type of coffee in two shops in Bandung City.

## D. RESULT AND DISCUSSION

### Consumer Characteristics

Table 1. Consumer Characteristics

Consumer Characteristics	Freq	Percent (%)
<b>Gender</b>		
Man	80	80
Woman	20	20
<b>Age</b>		
<20	13	13
20-25	69	69
26-30	12	12
30-40	6	6
>40		
<b>Education</b>		
SMA/SMK	11	11
D3	24	24
S1	61	61
S2	2	2
S3	0	0
Lainnya	2	2
<b>Work</b>		
Civil servants	8	8
Private sector employee	30	30
Bussinesman	5	5
Student	3	3
Collage Student	52	52
Other	2	2
<b>Income/Month</b>		
< 1 Jt	52	52
>1 Jt	48	48

Source: Processed by Researchers (2020)

### Karakteristik Konsumen Berdasarkan Tujuan Membeli Kopi

Table 2. Consumer Purposes for Consuming Coffee

Tujuan Membeli Kopi	Frekuensi	
	N (Orang)	Persen (%)
Gaya Hidup	6	6
Penikmat	61	61
Pecinta	30	30
Peminum	0	0
Lainnya	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed by Researchers (2020)

In reality, someone's goal of buying coffee varies due to several factors or their life habits. The research results in Table 2 show that 61% of people buy coffee because they are coffee lovers, 30% are coffee lovers, 6% because of their lifestyle which is used to drinking coffee, and 3% for other purposes. Coffee is in great demand by almost everyone because of the delicious aroma, taste, and the effect of caffeine which stimulates the body so that it has more stamina..

### Consumer Characteristics Based on Reasons for Buying Coffee

Table 3. Reasons Consumers Consume Coffee

Alasan Mengonsumsi Kopi	Frekuensi	
	N (Orang)	Persen (%)
Rasa	14	14
Aroma	4	4
Kandungan Kafein	82	82
Kebiasaan Keluarga	0	0
Kesukaan keluarga	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed by Researchers (2020)

The results of the research showed that 82 respondents (82%) bought coffee because of the caffeine effect that was produced afterwards, 14 respondents (14%) consumed it because of the taste of the coffee itself, 4 respondents (4%) consumed it because they liked the aroma produced by coffee, and no respondents used family habits and family preferences as a benchmark for their reasons for consuming coffee. It can be seen that the majority of people consume coffee because of the effects or caffeine content in coffee. It is known that caffeine has several properties or functions for the body if consumed in moderation. Consuming caffeine in coffee can be useful in increasing alertness, improving mood and eliminating drowsiness. Caffeine is also useful in helping physical performance by increasing endurance and increasing muscle contractions (Ennis, 2014).

### Consumer Characteristics Based on Frequency of Coffee Consumption in a Week

Table 4. Frequency of Coffee Consumption

Frekuensi Konsumsi Kopi	Frekuensi	
	N (Orang)	Persen (%)
1 Kali	16	16

	ARTICLE	
2 Kali	31	31
3 Kali	21	21
4 Kali	12	12
5 Kali	19	19
Lainnya	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed by Researchers (2020)

Consumer purchase frequency is quantitative data that will show how much someone consumes coffee in a week. The results showed that 16 respondents (16%) consumed coffee once a week, 31 respondents (31%) consumed coffee twice a week, 21 respondents (21%) consumed coffee 3 times a week, 12 respondents (12%) consumed coffee 4 times a week, 19 respondents (19%) consumed coffee 5 times a week, and 1 respondent (1%) consumed coffee in other quantities or more than 5 times a week.

### Consumer Characteristics Based on Coffee Consumption Lifestyle

Table 5. Coffee Consuming Lifestyle

Karakteristik Pola Pembelian	ARTICLE	
	N (Orang)	Persen (%)
Tidak pernah	0	0
Jarang	33	33
Kadang-Kadang	30	30
Sering	36	36
Setiap Hari	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed by Researchers (2020)

### Frequency

The research results showed that 0 respondents (0%) never consumed coffee, 33 respondents (33%) rarely drank coffee, 30 respondents (30%) sometimes consumed coffee, 36 respondents (36%) often consumed coffee, and 1 respondent (1%) consumed coffee every day.

### Coffee Characteristics

#### Favorite type of coffee

There are two types of coffee proposed in this research to ask respondents (consumers) what type of coffee they choose between Arabica coffee and Robusta coffee.

Table 6. Types of Coffee that Consumers Like

Karakteristik Pola Pembelian	Frekuensi	
	N (Orang)	Persen (%)
Arabika	33	33
Robusta	67	67
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed by Researchers (2020)

The results shown in Table 11 show that 33 respondents (33%) like Arabica coffee, while 67 respondents (67%) like Robusta coffee. This can be clearly seen that Robusta coffee is more popular than Arabica coffee, which is of course influenced by several factors (attributes)

of the coffee chosen.

### **Consumer Preferences Regarding Coffee Attributes**

In the descriptive analysis, we can see the differences in respondents' preferences regarding considering coffee attributes. Previous results show that consumers at Kedai Kopi Nuansa and Bangreng prefer robusta coffee which has a percentage of 67% compared to arabica coffee which only has a percentage of 33%. This could be due to the fact that consumers who visit the coffee shop are mostly students with an income of <1 million Rupiah. So, in this research, consumer preferences for Arabica and Robusta coffee are analyzed based on the attributes of each coffee with a consumer preference test calculated with the highest score obtained by the two coffees, which is the result of consumer preferences or considerations. The attributes measured in this research are taste, aroma, acidity, aftertaste, coffee grounds, coffee bitterness level, price, serving method, brewing method, and the caffeine effect produced from each coffee, so the results will show why consumers prefer robusta coffee compared to Arabica.

Based on the results of research on consumer preferences for the attributes of Arabica and Robusta coffee, several important findings can be concluded. Regarding the taste attribute, as many as 10% of consumers really like the taste of Arabica coffee, while Robusta coffee is slightly higher at 11%. For taste preferences, Arabica coffee reaches 16%, while Robusta coffee is much higher, namely 47%. On the other hand, 7% of consumers said they quite liked the taste of Arabica coffee, and 9% with Robusta coffee. There are no consumers who choose the parameters of not liking both. These results show that taste has a big influence on coffee purchasing decisions.

In the aroma attribute, Arabica coffee has a very distinctive aroma with a percentage of 10%, while robusta is slightly higher at 11%. The distinctive aroma of Arabica is 19%, while Robusta reaches 39%. The aroma that is quite distinctive in Arabica is only 4%, while in Robusta it is higher, namely 17%, and there are no consumers who choose aromas that are not typical for both. This is in accordance with the theory which states that Arabica coffee has a more varied aroma, such as flowers, fruit and nuts, while robusta coffee has a rougher and stronger aroma (Devi Setya, 2018).

Next, preferences for aftertaste show that 15% of consumers rate the aftertaste of both coffees as very good. On the delicious parameter, Arabica coffee gets 8%, while robusta reaches 31%. In the quite tasty parameter, arabica reaches 10% and robusta 21%. No one chose the unpleasant parameters for the two types of coffee.

The acidity level in Arabica coffee was chosen by 9% of consumers as sour, while in Robusta coffee it was also 9%. For those who chose moderately acidic, arabica received 19%, while robusta received 37%. As many as 5% of consumers chose arabica coffee as not acidic, while 21% chose robusta as not acidic. Literacy shows that the acidity level of robusta coffee is higher than arabica, which tends to be sweeter and sour (Jepri et al., 2016).

The preference for the attribute of the amount of pulp shows that 2% of consumers feel that Arabica coffee has a lot of pulp, while 0% for Robusta coffee. In quite a lot of parameters, arabica reaches 3% and robusta 20%. For those who choose a little, 18% arabica and 29% robusta. In very small statements, arabica 10% and robusta 18%. This attribute does not really influence consumption decisions, because consumers prefer robusta coffee to Arabica in the shops studied.

In terms of price, robusta coffee is cheaper and 45% of consumers choose cheap prices for robusta. Meanwhile, for Arabica coffee, 22% of consumers feel that the price of Arabica coffee is expensive. This shows that price has an influence on coffee selection.

The level of bitterness in Arabica coffee was chosen by 6% of consumers as very bitter, while 19% for Robusta coffee. In the bitter parameter, arabica reaches 20%, while robusta

reaches 37%. In the moderately bitter parameter, Arabica is 7% and Robusta is 11%, with no one choosing the not bitter parameter. The higher caffeine content in robusta coffee (2.2%) compared to arabica (1.2%) contributes to the higher level of bitterness in robusta coffee (Wayan, 2016).

Consumer preferences for serving methods show that 22% of consumers prefer Arabica coffee to be served hot, while the figure for Robusta coffee is 46%. Cold and warm preparations have lower percentages in both, with arabica at 7% and 4%, and robusta at 18% and 3%.

In terms of preference for serving method, filtering was chosen 17% for arabica and 35% for robusta. The Turkish method was chosen by 11% of consumers for Arabica and 16% for Robusta, while automatic drip was chosen by 5% for Arabica and 16% for Robusta. This shows that the filtered serving method is preferred by consumers for both types of coffee.

Finally, the perceived effects of caffeine show that 25% of consumers feel the effects of caffeine are felt in Arabica coffee, while 46% feel it in Robusta coffee. For parameters that are quite pronounced, Arabica gets 8% and Robusta 21%. This is in accordance with the literature which states that robusta coffee contains higher caffeine (2.15%) than arabica (1.77%), which contributes to robusta's stronger bitter taste (Irvan, 2020).

Overall, consumer preferences for various attributes of Arabica and Robusta coffee show that taste, aroma and price are the dominant factors influencing decisions to purchase or consume coffee.

## E. CONCLUSION

The research results show that the majority of coffee consumers are students with incomes below IDR 1 million, of which 67% prefer robusta coffee to arabica (33%). The main reasons for coffee consumption include enjoyment of the taste (61%), love of coffee (30%), lifestyle (6%), and other factors (3%). Coffee consumption varied from one to more than five times a week, with 36% of respondents consuming coffee frequently and only 1% drinking it every day. Robusta coffee is preferred because of its stronger taste (47% like it), distinctive aroma (39%), more affordable price (45%), and more pronounced caffeine effect (46%). In addition, robusta is more popular in hot serving (46%) and filtering methods (35%). Although arabica has a softer acidity and aftertaste, robusta remains the top choice because its combination of attributes is more in line with consumer preferences.

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