

# Analysis Of Consumer Attitudes Towards The Purchase Of Mobile Coffee Among Students At Medan Area University

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## Abstract

Coffee shops are a practical beverage alternative that answers the needs of a dynamic student lifestyle. Students often look for affordable, easily accessible, and time-efficient drinks, especially on campus. This study aims to analyze consumer attitudes towards buying coffee shops among students at Medan Area University. The study used a descriptive qualitative approach with a population of 88 people and a sample of 40 respondents from the Agribusiness Study Program, class of 2022, selected through a purposive sampling method. The results showed that the price aspect was the dominant factor in forming a positive attitude, with 47.5% of respondents choosing coffee shops because they were affordable. As many as 70% stated that the price was comparable to the quality, and 40% considered the taste of coffee shops to be equivalent to coffee in a cafe. However, only 7.5% of respondents bought regularly, while 42.5% only bought occasionally. This shows that although there is a good perception and satisfaction with coffee shops, the frequency of purchases is still low. Therefore, a more attractive marketing strategy is needed to strengthen students' purchasing intentions.

## INTRODUCTION

Coffee has become an integral part of modern society's lifestyle. Coffee is no longer just a drink to ward off sleepiness; it now plays a broader social role as part of social culture and a symbol of lifestyle. In fact, coffee has long been a very important and popular commodity globally, and has a significant impact on the global economy and cultural aspects (Nopitriyani et al., 2023).

In Indonesia, data from the Central Statistics Agency (BPS) shows that per capita coffee consumption in 2023 reached 1.8 kilograms per year, up from around 1.0 kilograms per year in 2013. Meanwhile, according to a report from the United States Department of Agriculture (USDA), Indonesia's total domestic coffee consumption for the 2023/2024 period is estimated to reach 4.8 million bags, or around 288,000 tons, and is projected to continue increasing in the coming years. This increase is in line with the growth of a practical and dynamic lifestyle that demands fast-moving consumer goods that are easily accessible.

This coffee consumption trend is increasingly evident from the proliferation of coffee shops, both large and small, in various cities across Indonesia. However, not everyone has the time to visit coffee shops due to their busy schedules and high mobility. As the coffee industry continues to grow, various innovations have emerged in the form of more flexible coffee serving businesses, one of which is mobile coffee. By combining flexibility with the growing demand, mobile coffee services can reach customers in various locations, such as office areas, campuses, city parks, or other crowded places. This concept offers convenience for customers who want quality drinks without having to take the time to go to a coffee shop (Hidayat, 2023).

In addition to flexibility, mobile coffee shops are an innovative solution for reaching consumers in various locations without the need for permanent business premises. Typically using electric bicycles, this concept is more environmentally friendly but has limitations in terms

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of range and operational flexibility. The use of motorcycles is proposed to improve operational efficiency, range, and transport capacity.

Medan Area University, as one of the higher education institutions in Medan City, is a highly mobile environment that has the potential to be a market for mobile coffee vendors. The presence of mobile coffee vendors around the campus not only meets consumption needs but also offers informal social interaction, time efficiency, and relatively affordable prices. In this context, consumer attitudes play a crucial role in determining the success and sustainability of mobile coffee businesses.

In the context of consumer behavior, the success of mobile coffee businesses is greatly influenced by consumer attitudes. Consumer attitudes can be understood through three main components, namely cognitive (knowledge and perception), affective (feelings or preferences towards the product), and conative (intention to buy or reuse) (Schiffman, 2019).

Therefore, this study aims to analyze consumer attitudes toward mobile coffee shops by conducting a case study at Medan Area University, which is expected to provide a realistic picture of the opportunities and challenges of the mobile coffee shop business in the context of campus consumers (Ismoyowati et al., 2023; Amadea et al., 2025).

## METHODS

This study is a descriptive qualitative study using observation, interviews, and questionnaires (Sugiyono, 2020). In addition, the researcher used other secondary data sources. The research was conducted at the University of Medan Area, Faculty of Agriculture, from June 18 to June 28. The population in this study consisted of 88 students from the Agribusiness Study Program, class of 2022. The sample consisted of 40 respondents, selected using the purposive sampling method. According to Sugiyono (2020), "Purposive sampling is a technique for determining a sample based on specific considerations" (p. 85). The specific considerations in determining the sample for this study were that the sample was selected based on criteria and indicators provided by the researcher, such as having purchased mobile coffee and students who are aware of or have seen the presence of mobile coffee vendors on campus. The research was analyzed using a descriptive analysis method that explains the results in the form of images, tables, and graphs.

## RESULTS AND DISCUSSION

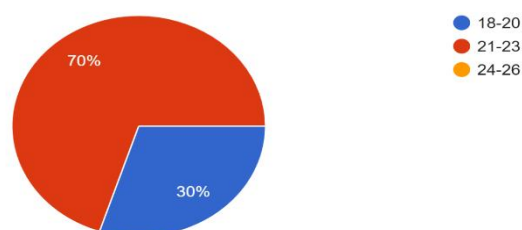


Figure 1. Age Diagram

*Source: Data processed using Google Forms*

Based on Figure 1 Age Diagram, it can be seen that of the 40 respondents who participated in the survey, the majority were in the 21–23 age range, representing 70% of the total participants, while the remaining 30% were in the 18–20 age range. Notably, there were no respondents in the 24–26 age group. This demographic distribution indicates that most consumers of mobile coffee in the campus environment are university students, a group that typically spends a significant amount of time on campus and tends to adopt more practical

consumption habits. These habits include purchasing ready-to-drink beverages such as mobile coffee, which align with their fast-paced routines, social interaction needs, and lifestyle preferences.

Furthermore, this pattern supports the findings of Pratama and Fadilah (2020), who highlight that individuals within the 18–24 age group demonstrate a high level of interest in coffee products. This heightened interest is influenced not only by prevailing lifestyle trends and the pervasive role of social media but also by the necessity to maintain productivity during academic activities or work responsibilities. This suggests that the younger demographic segment is a key target market for mobile coffee businesses, given their openness to innovation, responsiveness to social trends, and preference for convenience-oriented products.

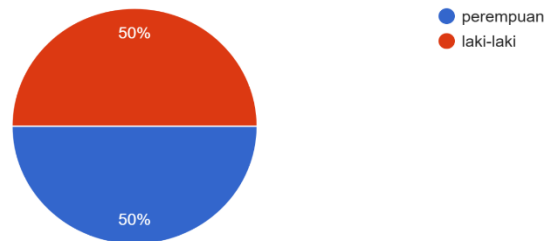


Figure 2. Gender Diagram  
Source: Data processed using Google Forms

Figure 2 shows the gender distribution of respondents in a study on consumer behavior toward mobile coffee. Of the total 40 respondents, there was an equal distribution between men and women, each accounting for 50%. These results indicate that interest in mobile coffee is not dominated by one gender, but is evenly distributed between men and women. This balance suggests that mobile coffee is appealing to a wide range of people regardless of gender, so marketing strategies for mobile coffee products can be designed generally without needing to focus specifically on one gender group. This finding is supported by research conducted by Dewi and Setiawan (2021), which shows that there is no significant difference between men and women in terms of purchasing interest in coffee products among millennial consumers.

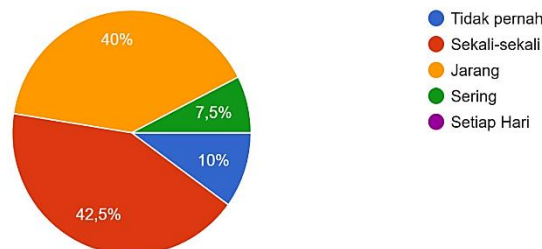


Figure 3. Diagram of Frequency of Coffee Purchases  
Source: Data processed using Google Forms

Based on Figure 3, it can be seen that the majority of respondents, namely 42.5%, stated

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that they only buy mobile coffee “occasionally.” This figure is the highest compared to other categories. These results indicate that consumers' attitudes toward mobile coffee are still irregular and tend to be situational. The low purchase frequency may be due to several factors, such as students only purchasing when they are in urgent need, when there are no other alternatives available, or when they wish to try a new flavor. This suggests that their attitude toward mobile coffee is not yet fully positive or loyal but rather neutral and pragmatic.

This finding is consistent with the results of a study by Puspitasari and Hidayat (2019), which shows that occasional purchasing behavior tends to reflect immediate needs rather than primary preferences and is influenced by external factors such as weather conditions, class schedules, and financial availability. From the perspective of attitude theory, these findings also indicate that the conative component which refers to the intention or likelihood of a consumer engaging in a certain behavior remains weak (Schiffman & Wisenblit, 2019).

To shift this attitude toward a more positive direction and increase purchase frequency, mobile coffee businesses should provide added value, such as introducing flavor innovations, offering student-targeted promotions, or consistently maintaining product quality and hygiene standards. Such strategies can strengthen consumers’ conative response and encourage habitual purchasing behavior rather than occasional transactions

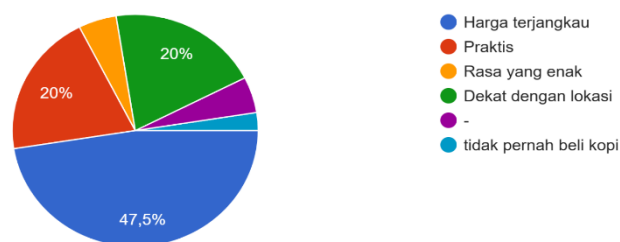


Figure 4. Main Reasons for Choosing Kopi Keliling  
*Source: Data processed using Google Forms*

Based on Figure 4, it shows that the main reason students choose mobile coffee is because it is affordable, with a percentage of 47.5%, which is much higher than other reasons. This indicates that economic aspects are the most dominant factor influencing consumers' positive attitudes toward mobile coffee.

This finding aligns with the research by Wulandari & Kusumawati (2020) in the Journal of Marketing Research, which states that prices that align with the purchasing power of young consumers, particularly students, are the primary factor in decision-making for purchasing light beverages such as coffee. Students tend to choose products that are financially accessible, even if the quality is simple. Theoretically, this reason reflects the cognitive component of consumer attitudes, namely the perception that the price of mobile coffee provides economic value, thereby encouraging purchasing decisions even if the frequency is not high.

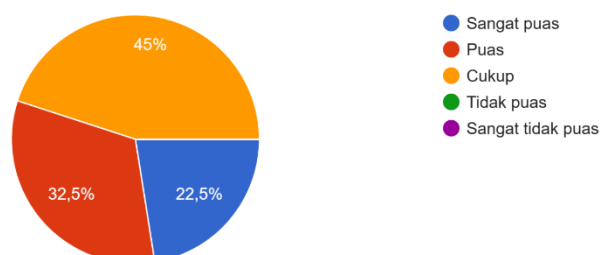


Figure 5. Satisfaction with the Quality of Coffee from Mobile Coffee Vendors  
*Source: Data processed using Google Forms*

Based on Figure 5 regarding satisfaction with the quality of coffee from mobile coffee vendors, the majority of respondents stated that they were satisfied with the products they consumed. A total of 45% of respondents indicated that the quality of mobile coffee was in the “fair” category, followed by 32.5% who stated they were “satisfied,” and 22.5% who reported being “very satisfied.”

These results suggest that although the quality of mobile coffee may not match the premium standards typically offered in cafés, it nonetheless meets consumer expectations—especially among students, who generally place greater emphasis on affordability and convenience rather than exclusivity. This is consistent with the findings of (Putri and Prasetyo, 2022), who emphasized that price and ease of access are the dominant factors influencing students' decisions to purchase coffee products. The findings also underline the importance of aligning product quality with consumer expectations, particularly in student-dominated markets, where practical considerations often outweigh brand prestige or high-end product attributes.

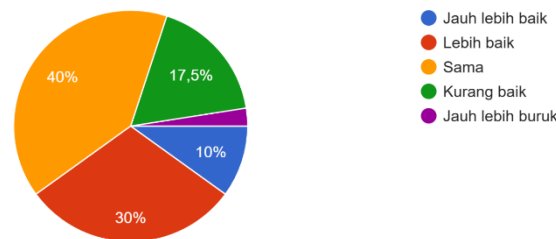


Figure 6. Coffee Taste Rating Chart Compared to Cafés  
*Source: Data processed using Google Forms*

Based on Figure 6, the majority of respondents (40%) rated the taste of mobile coffee as “the same” as the taste of coffee in cafes. This finding shows that even though mobile coffee is sold at a lower price, the taste quality perceived by students is still able to compete with cafe products, which are generally more expensive and branded. This assessment reflects a positive cognitive attitude, where students perceive that local products like street coffee are worth consuming without compromising taste quality. This aligns with the findings of Saputri & Ramadhan (2021) in the Journal of Marketing Innovation, which states that young consumers tend to evaluate products based on direct experience, and if the taste is satisfying, loyalty and positive attitudes will form, even if the product comes from a small business.

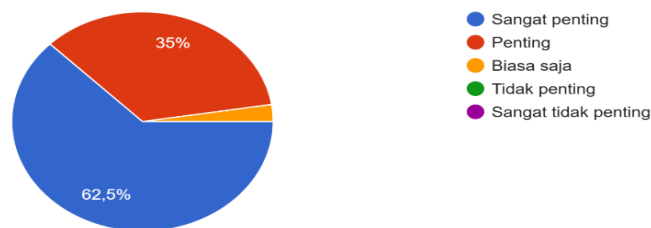


Figure 7. Diagram of the Importance of Hygiene in Choosing a Mobile Coffee Seller

Source: Data processed using Google Forms

Based on Figure 7, which highlights the importance of cleanliness in choosing a mobile coffee vendor, this diagram shows how important cleanliness is to people when choosing a mobile coffee vendor. It turns out that more than half of respondents (62.5%) consider cleanliness to be a very important factor. A total of 35% consider it important, indicating that the majority of consumers really take cleanliness into consideration. Only a small portion consider cleanliness to be ordinary, unimportant, or even very unimportant. In conclusion, cleanliness is the primary consideration for most people when purchasing coffee from mobile vendors. This finding is in line with research conducted by Syahputra and Rahmawati (2021), which shows that cleanliness has a significant influence on the decision to purchase food and beverages from street vendors in urban areas.

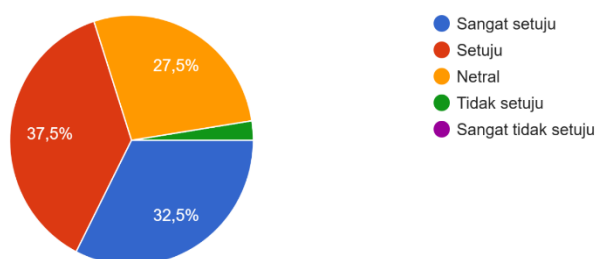


Figure 8. Diagram of Coffee Prices Proportional to Quality

Source: Data processed using Google Forms

Based on Figure 8 regarding consumer perceptions of the suitability between price and quality of mobile coffee, the majority of respondents considered that the price offered was reasonably proportional to the quality of the product they received. A total of 37.5% of respondents stated that they “agreed,” while 32.5% “strongly agreed,” indicating that more than 70% of respondents expressed a positive perception of the overall value provided. This result suggests that consumers generally perceive mobile coffee as capable of meeting their expectations, particularly in terms of offering a product that balances affordability and quality.

This positive perception is especially relevant among university students, who often place greater emphasis on price fairness, accessibility, and convenience rather than seeking premium quality products such as those offered in established cafés. Moreover, the findings indicate that consumers are willing to compromise on premium attributes as long as the product remains accessible, affordable, and fulfills their functional needs—such as providing energy, convenience, and a pleasant taste experience.

Such findings align with the research conducted by Putri and Prasetyo (2022), who found that price and accessibility were the dominant factors influencing coffee purchasing decisions among students. They argue that in markets characterized by young consumers with limited purchasing power, the perceived value for money becomes a critical determinant of purchase intention. Thus, ensuring that the price-quality ratio remains favorable is essential for sustaining consumer satisfaction and loyalty in the mobile coffee business context.

## CONCLUSION

In conclusion, the results of the study indicate that consumer attitudes toward purchasing mobile coffee among students at the University of Medan Area are fairly positive but not yet fully strong. From a cognitive perspective, 47.5% of respondents chose mobile coffee because it is

affordable, and 70% stated that the price is commensurate with the quality. Additionally, 40% of respondents rated the taste of mobile coffee as equivalent to that of café coffee. From an affective perspective, satisfaction levels with mobile coffee are good, with 32.5% feeling satisfied and 22.5% very satisfied. However, from a conative perspective, purchase intent remains low, as 42.5% of respondents only purchase occasionally, and only 7.5% purchase regularly. Therefore, it can be concluded that although consumers' perceptions and experiences with mobile coffee are fairly good, purchase frequency remains low.

## ACKNOWLEDGMENT

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