

Consumer Preferences for Gayo Coffee and Cappuccino Among Agribusiness Students at Universitas Medan Area

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Abstract

Coffee consumption among young generations has been increasing, including within the student community. This study aims to examine consumer preferences toward Gayo coffee and cappuccino among Agribusiness students at Universitas Medan Area. A descriptive quantitative method was employed with 37 respondents selected through stratified random sampling. Data were collected using questionnaires and analyzed using the Chi-Square test and the Fishbein Multi-Attribute Model. The findings indicate significant differences in attributes such as taste, variety, price, packaging, and volume. Among these, taste emerged as the primary consideration, with the highest attitude score of 19.79. These results suggest that taste quality is the dominant factor influencing purchasing decisions. The study provides valuable insights for producers in formulating product development and marketing strategies that align with the preferences of young consumers.

INTRODUCTION

The development of the coffee industry in Indonesia has experienced rapid growth over the past few decades, not only in terms of production but also in consumption (Zamborita, Muflikh, & Burhani, 2024). As one of the largest coffee-producing countries in the world, Indonesia has a wide diversity of coffee types and unique flavors, which has driven growing public interest in various local coffee varieties (Wijaya, 2021). Coffee consumption is no longer merely part of daily routines but has evolved into a lifestyle, particularly among younger generations, students, professionals, and coffee enthusiasts (Safitri, Ramadani, Oceani, & Tanziha, 2025). Along with the increasing awareness of coffee quality and origin, consumers now demonstrate more specific preferences regarding the type of coffee they consume, whether based on taste, aroma, or preparation method (Lee & Chen, 2020).

One of the local coffee varieties that has gained increasing popularity is Gayo coffee, originating from the Gayo Highlands in Aceh. This coffee is recognized as one of Indonesia's premium Arabica types, characterized by its sweet flavor, strong aroma, light body, and long-lasting aftertaste (Santoso, 2021). These sensory qualities make Gayo coffee highly attractive to both domestic and international consumers (Oey, Meiviana, Husin, & Nurcahyo, 2025). Previous studies have shown that consumers tend to choose Gayo coffee due to its consistent quality and the premium image attached to the product (Amellinda, Syarief, & Wulandari, 2023). Factors such as taste, aroma, product availability, clear information, and price are important considerations in consumers' purchasing decisions for Gayo coffee (Gunawan, Rachmawati, & Prabowo, 2020).

On the other hand, the coffee market has also been enriched by instant coffee products in sachet form, such as instant cappuccino. These products offer a practical solution for modern consumers who seek convenience and speed in enjoying coffee (Saputra, Nugroho, & Pratama, 2021). With only the addition of hot water, consumers can easily prepare coffee with a wide variety of flavors without the need for special equipment. Instant cappuccino products are popular due to their attractive packaging, affordable price, and ease of distribution and storage (Dewi & Putra, 2021). These factors enable instant coffee to maintain a significant market share, particularly among students, university communities, office workers, and urban residents with

high mobility.

The fundamental difference between Gayo coffee and instant cappuccino lies in their sensory value and consumption experience. Gayo coffee consumers typically seek complex and authentic flavor quality, whereas instant cappuccino consumers prioritize practicality, time efficiency, and lighter taste (Santoso, 2021). This indicates significant differences in preferences between the two market segments. Therefore, it is essential for producers, entrepreneurs, and researchers to understand how consumers evaluate and select coffee products, particularly between premium black coffee and instant cappuccino (Safitri et al., 2025).

Research on consumer preferences toward these two types of coffee is highly relevant to determine the extent to which aspects such as taste, aroma, price, convenience, and product image influence purchasing decisions (Wijaya, 2021). This information is not only valuable for academic purposes but also serves as an important reference for developing coffee marketing strategies in Indonesia (Zamborita et al., 2024). With the increasing competitiveness of the national coffee industry, understanding consumer behavior becomes a key factor in creating sustainable competitive advantage (Oey et al., 2025).

Through this study, it is expected that a clear picture can be obtained regarding consumer preference patterns toward Gayo coffee and cappuccino, as well as the differences in consumer characteristics from each segment. The results of this research are also expected to contribute to the development of the local coffee industry that is more adaptive to market needs while strengthening the position of Indonesian coffee in both domestic and global markets (Safitri et al., 2025).

METHODS

This study employed a descriptive quantitative approach aimed at obtaining an objective overview of consumer preferences for two types of coffee, namely Gayo Coffee and Cappuccino Sachet Coffee, particularly among students of Universitas Medan Area (Putri, Trimo, & al., 2024). This approach enabled the researcher to systematically measure the variables under investigation and present the data in numerical form, which was then analyzed using statistical methods to draw valid conclusions (Putri et al., 2024; Oey, Meiviana, Husin, & Nurcahyo, 2025). The research was conducted at Universitas Medan Area, located on Jalan Kolam No. 1, Medan Estate, North Sumatra. The site was purposively chosen because UMA students have relatively high and diverse levels of coffee consumption, making them a relevant population for the study. The research was carried out over a period of two months, from May to June 2025.

The population of this study comprised all UMA students who were coffee consumers, including both local coffee such as Gayo and instant sachet coffee such as Cappuccino, totaling 229 individuals. The sample size was determined using the Slovin formula with a 15% margin of error, yielding a sample of 37 respondents. The Slovin formula used was:

$$n = \frac{N}{1 + N(e^2)}$$
$$n = \frac{229}{1 + 229(0,15)^2} = \frac{229}{1 + 229(0,0225)} = \frac{229}{6.1525} = 37$$

The sampling technique applied was Stratified Random Sampling, where the population was first grouped by faculty, and respondents from each stratum were then selected randomly using Simple Random Sampling. This approach was intended to ensure proportional representation

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from each faculty (Putri et al., 2024). Primary data were collected through the distribution of closed questionnaires constructed using a five-point Likert scale (1 to 5) to evaluate coffee attributes such as taste, aroma, price, packaging, and product availability (Putri et al., 2024; Enggartyasto, 2020). In addition to questionnaires, direct observation within the campus environment and documentation were also carried out to strengthen the field findings.

For data analysis, three main techniques were employed. First, descriptive quantitative analysis was used to describe response trends through simple statistics such as percentages, means, and standard deviations. This analysis aimed to provide an overview of consumer preferences for the two coffee types studied. Second, the Chi-Square (χ^2) test was applied to examine relationships between categorical variables, such as the relationship between respondent characteristics (age, gender, education level) and their preferences for Gayo or Cappuccino coffee (Putri et al., 2024; the “Preferensi Konsumen Kopi Kemasan Siap Minum” study, 2024). Third, the Fishbein Multi-Attribute Model was used to measure consumer attitudes toward the products based on perceptions of various attributes. In this model, attitude values were obtained by multiplying consumers’ belief scores regarding an attribute (bi) with their evaluation scores of that attribute (ei). The final results of this model indicated which attributes most strongly influenced consumer attitudes and preferences for each coffee product under study (Putri et al., 2024; Enggartyasto, 2020; “Sikap dan Preferensi Konsumen Terhadap Kopi Arabika Gayo”, 2024).

RESULTS AND DISCUSSION

Characteristics of Student Respondents at Universitas Medan Area

The criteria for respondents in this study were students of Universitas Medan Area who were at least 18 years old and had purchased and consumed ready-to-drink packaged coffee, specifically Gayo Coffee and Cappuccino Coffee. The characteristics of the respondents in this study focused on three aspects: gender, age, and income level. The total number of respondents involved in this study was 37 students.

Gender

Gender is one of the main characteristics that can influence consumer preferences for the two types of coffee, namely Gayo Coffee and Cappuccino Coffee. Differences in perception regarding taste, aroma, and consumption needs between male and female respondents may contribute to their choice of coffee type. The distribution of respondents based on gender can be seen in Table 1.

Table 1. Characteristics of Respondents by Gender

o	Category	Person	Percent (%)
1	Male	22	59,5
2	Female	15	40,5
	Total	37	100

Source: Data Prime Analisis (2025)

Male respondents were greater in number compared to female respondents, with 22 individuals (59.5%), while female respondents accounted for 15 individuals (40.5%). This indicates that men have a stronger tendency to consume ready-to-drink packaged coffee than women, a trend that can be associated with the image of coffee—particularly black coffee such as Gayo Coffee—which is often linked to masculinity, strength, and stamina, attributes that align with the social role of men as workers and breadwinners (Samoggia & Riedel, 2019; Oey, Meiviana, Husin, & Nurcahyo, 2025). Although the number of female respondents was smaller, they still demonstrated interest in ready-to-drink packaged coffee, especially variants with lighter and sweeter flavors such as Cappuccino, which align with their taste preferences and practical modern lifestyle (Ponte et al., 2022; Wijaya, 2021).

Age

As age increases, an individual’s preference for a product, including coffee, may change. The

number of respondents by age can be seen in Table 2. The majority of respondents who had purchased and consumed ready-to-drink packaged coffee were in the age range of 21–23 years, totaling 29 individuals (78%). This was followed by respondents aged 18–20 years, with 6 individuals (16%), and those aged 24–26 years, with 2 individuals (6%). All respondents belong to Generation Z, who are generally still university students. This age group tends to have high mobility and prefers practical products such as ready-to-drink packaged coffee to support their daily activities. These findings indicate that ready-to-drink packaged coffee is more favored by younger groups, especially students, due to the convenience and speed of consumption it offers compared to manually brewing coffee.

Table 2. Characteristics of Respondents by Age

No	Category	Person	Percent %
1	18-20 years	6	16
2	21-23 years	29	78
3	24-26 years	2	6
	total	37	100

Source: Primary Data Analysis (2025).

Income Level

Income level is one of the important factors influencing consumers’ ability and decision to purchase a product. The higher a person’s income, the greater their ability to meet their needs, including coffee consumption. As shown in Table 3, respondents had varying income levels. The group with income of more than Rp1,331,000 per month dominated, with 15 individuals (41%), followed by the group with income between Rp501,000–Rp1,330,000 with 13 individuals (35%), and the group with income ≤ Rp500,000 with 9 individuals (24%).

The majority of respondents were university students, some of whom had additional income from part-time jobs or small businesses, enabling them to purchase products such as ready-to-drink packaged coffee. Although instant sachet coffee tends to be cheaper, it requires additional tools such as hot water and a cup for preparation. Conversely, ready-to-drink packaged coffee is more preferred due to its practicality, especially among young and productive groups who need convenient beverages that can be consumed immediately while engaging in outdoor activities.

Table 3. Characteristics of Respondents by income Level

No	Category	Person	Percent %
1	≤ Rp 500.000	9	24
2	Rp 500.000- Rp 1.330.000	13	35
3	>Rp 1.330.000	15	41
	total	37	100

Source: Primary Data Analysis (2025).

Consumer Preferences for Product Attributes of Gayo and Cappuccino Coffee

In the process of making purchasing decisions, consumers are often faced with a variety of product choices that possess different characteristics. In this context, consumers tend to choose products that align with their personal preferences in order to achieve optimal satisfaction (Samoggia & Riedel, 2019). To determine whether there are differences in consumer preferences regarding the attributes of ready-to-drink packaged coffee products, a statistical analysis was conducted using the Chi-Square test. The test results are presented in Table 4 (Putri, Trimo, & Al., 2024; Oey, Meiviana, Husin, & Nurcahyo, 2025).

Table 4. Results of Chi-Square Test Analysis

Coffee Attributes	Chi-Square Calculated	df	X ² table	Description
Taste	32	2	5.991	Significantly Different
Variety	17.615	2	5.991	Significantly Different
Price	24.154	2	5.991	Significantly Different
Packaging	15.154	2	5.991	Significantly Different
Content (Volume)	38.846	2	5.991	Significantly Different

Source: Primary Data Analysis (2025)

Based on the results of the Chi-Square test presented in Table 4, all coffee attributes had calculated X² values greater than the critical table values at a 5% significance level. This indicates that the null hypothesis (H₀), which stated that there was no difference in consumer preferences for these attributes, is rejected. Thus, the alternative hypothesis (H₁) is accepted, meaning that there are significant differences in consumer preferences regarding taste, variety, price, packaging, and content (volume) of ready-to-drink packaged coffee products. These findings suggest that each attribute plays an important role in shaping consumer purchase decisions (Samoggia & Riedel, 2019; Oey, Meiviana, Husin, & Nurcahyo, 2025).

Consumer Preferences for Taste

Taste is one of the primary factors influencing consumer satisfaction with ready-to-drink packaged coffee products. The analysis showed that consumers have varying taste preferences, as indicated by a Chi-Square value of 32.000, which exceeds the critical value of 5.991. Therefore, there is a significant difference in taste perception. Consumers who preferred Gayo coffee generally favored its strong and distinctive bitter taste, characteristic of pure Arabica coffee. On the other hand, consumers who preferred cappuccino sachets tended to seek a lighter, sweeter, and creamier flavor. This confirms that taste preference is influenced by consumption habits and acceptance levels toward coffee flavor intensity (Ponte et al., 2022; Wijaya, 2021).

Consumer Preferences for Flavor Variety

Preferences for flavor variety also showed significant differences, with a Chi-Square value of 17.615, which is higher than the critical table value. Cappuccino sachets are advantageous because they offer multiple flavor options such as vanilla, mocha, and latte, giving consumers flexibility to match flavors with mood or personal preference. In contrast, Gayo coffee generally does not offer additional flavor variants, as it emphasizes authenticity. Consumers seeking variety were more likely to choose cappuccino sachets because they are perceived as more enjoyable and less monotonous (Samoggia & Riedel, 2019; Enggartyasto, 2020).

Consumer Preferences for Price

Price is one of the most influential attributes in purchase decisions, as shown by a Chi-Square value of 24.154. This demonstrates significant differences in consumer preferences toward product prices. Cappuccino sachets were more frequently chosen due to their affordability, making them suitable for daily consumption by students and workers. Conversely, Gayo coffee is positioned as a premium product with higher prices, appealing mainly to consumers with

greater purchasing power or those who highly value authentic coffee quality (Putri, Trimo, & Al., 2024; Gunawan, Rachmawati, & Prabowo, 2020).

Consumer Preferences for Packaging

Packaging also had a considerable influence on consumer purchase interest, as indicated by a Chi-Square value of 15.154, reflecting significant differences in perceptions. Cappuccino sachets are available in practical formats such as sachets and ready-to-drink plastic bottles, considered convenient and easy to use without additional equipment. In contrast, Gayo coffee is typically packaged as ground coffee in plastic or foil packs, requiring brewing tools. Modern consumers who prioritize convenience and speed prefer instant and simple packaging, demonstrating that design and form of packaging serve as critical differentiating factors (Zamborita, Muflikh, & Burhani, 2024; Dewi & Putra, 2021).

Consumer Preferences for Content/Volume

Product content or volume also showed significant differences, with the highest Chi-Square value of 38.846. This suggests that volume affects purchasing decisions, though it is not the dominant factor. Cappuccino sachets usually offer fixed volumes in single-serving sizes (around 200–250 ml), which consumers find suitable for their needs. Meanwhile, Gayo coffee is sold as ground beans or powder, with volumes adjustable depending on measurement. While some consumers enjoy this flexibility, most prefer the fixed, practical sizes offered by instant products. Thus, although content is not the primary determinant, consistency in volume still contributes to consumption convenience (Ponte et al., 2022; Safitri, Ramadani, Oceani, & Tanziha, 2025).

Consumer Beliefs and Evaluations of Gayo and Cappuccino Coffee Attributes

To identify which attributes are most considered by consumers in choosing ready-to-drink packaged coffee products, whether Gayo black coffee or cappuccino, a quantitative approach was applied using the Fishbein Multi-Attribute Model. In this model, consumer preferences were measured based on two main components: the belief score (Bi) regarding a particular attribute and the evaluation score (Ei) of that attribute. The multiplication of these two values produced an attitude score (Ao), which indicates the level of importance of each attribute. The higher the Ao value, the more significant the attribute in influencing consumer purchase decisions. The following table presents the calculated Bi, Ei, and Ao values for each attribute of ready-to-drink coffee (Enggartyasto, 2020; Samoggia & Riedel, 2019).

Table 5. Consumer Attitude Ranking (Ao) Toward Gayo and Cappuccino Coffee Attributes

Coffee Attribute	Belief (Bi)	Evaluation (Ei)	Attitude (Ao)	Rank
Taste	4.33	4.57	19.79	I
Variety	4.5	4.3	19.35	II
Price	4.21	4.25	17.9	III
Packaging	4.07	4.11	16.74	IV
Content (Volume)	3.9	4.15	16.19	V

Source: Primary Data Analysis (2025)

Based on the results presented in Table 5, it can be concluded that the most dominant attribute influencing consumer preferences for ready-to-drink packaged coffee products is taste, with the highest consumer attitude score (Ao) of 19.79. This value indicates that both Gayo black coffee and instant cappuccino consumers place great importance on the flavor offered by a product. For Gayo coffee, its complex taste with floral notes, balanced acidity, and long-lasting aftertaste serves as the main attraction. Conversely, for instant cappuccino, the lighter, sweeter, and

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creamier taste explains consumer loyalty even though it does not possess the strong sensory characteristics of premium coffee. Taste represents a direct sensory experience that not only affects the first impression of a product but also determines repeat purchase decisions. Therefore, it is unsurprising that taste remains the number one factor in coffee selection (Boaventura et al., 2021; Góna & Bylok, 2022).

In second place is the flavor variety attribute, with an attitude score of 19.35. Contemporary consumers increasingly prefer products that provide diversified flavors, especially in instant cappuccino products. Flavor choices such as vanilla, mochaccino, caramel, or hazelnut are perceived as offering unique experiences and reducing consumer boredom. Additionally, flavor variety provides psychological value, as consumers feel the product is flexible and adaptable to mood, energy needs, or time of consumption (e.g., morning or evening). In the case of Gayo coffee, although rarely presented in additional flavors, diversity in brewing methods, roast levels, and serving styles provides an “alternative variety” valued by coffee enthusiasts (Murray et al., 2021; Yoon & Chung, 2020).

Price ranks third with an attitude score of 17.90, demonstrating that while taste and variety are prioritized, economic factors remain highly relevant in shaping consumer purchase decisions. This is particularly true for students—the main respondents of this study—for whom affordability strongly influences purchasing power and consumption frequency. Instant cappuccino is generally more affordable and available in small single-use packs, while Gayo coffee, despite being more expensive, continues to attract consumers who prioritize quality and wish to enjoy a distinctive coffee experience. Thus, price becomes the balance point between expected quality and consumers’ financial capacity (Jun et al., 2022; Samoggia & Bertazzoli, 2019).

Packaging occupies the fourth rank with an attitude score of 16.74. While not the main factor, packaging still plays an important role in shaping consumers’ first impressions, particularly in marketing contexts. Consumers tend to notice design, size, material, and functionality, such as ease of opening, carrying, or storing. For instant cappuccino, sachet packaging aligns well with the practical lifestyles of urban populations, whereas Gayo coffee packaging often emphasizes its premium image by using eco-friendly materials or ethnic designs reflecting geographical origin. Attractive packaging can increase product value and strengthen brand identity in the minds of consumers (Kim et al., 2021; Silva et al., 2020).

Finally, the content or volume attribute ranks fifth with an attitude score of 16.19. Although it scored lowest compared to other attributes, volume still matters, particularly when consumers compare brands in terms of quantity and price efficiency. Consumers want assurance that the price paid corresponds with the amount of coffee received. However, because volume is more objective and easier to compare, consumers are less likely to prioritize it compared to sensory or emotional factors such as taste and variety. Nevertheless, consistency in portion sizes contributes to convenience and purchase satisfaction (Lee & Lee, 2019; Ribeiro et al., 2020).

Overall, these findings demonstrate that for both Gayo black coffee and cappuccino, consumer decision-making follows a relatively consistent pattern. Taste remains the dominant factor, followed by flavor variety that provides freedom of choice, economically relevant price, attractive and functional packaging, and volume as a complementary factor in rationalizing product value. These results highlight that coffee product success in the market is not determined by a single aspect, but rather by a balanced combination of sensory quality, visual appeal, and economic value. Understanding this priority order of consumer preferences enables coffee producers to design more effective marketing strategies, product development, and brand

communication to reach the right market segment and build long-term customer loyalty (Sun et al., 2022; Djekic et al., 2021).

CONCLUSION

Based on the results of the study conducted among Agribusiness students at Universitas Medan Area, it can be concluded that these students have different preferences toward Gayo coffee and cappuccino, influenced by factors such as gender, age, and income level. Taste was found to be the most important attribute influencing purchase decisions, both for Gayo coffee, known for its distinctive flavor and strong aftertaste, and for instant cappuccino, which is lighter and more practical. The Chi-Square test confirmed that all attributes—taste, variety, price, packaging, and volume—showed significant differences in preferences, indicating that consumers take multiple aspects into consideration before deciding to purchase coffee products.

Through the application of the Fishbein Multi-Attribute Model, it was revealed that taste and variety are the two attributes with the highest attitude scores, followed by price, packaging, and volume. This reflects that, in addition to sensory quality, consumers also value product diversity and a balanced economic value. The study concludes that understanding consumer preferences is a key factor in the development of competitive coffee products, particularly for the student segment. Producers are expected to utilize this information to create flavor innovations, attractive packaging, and marketing strategies that align with the characteristics and lifestyles of today's young consumers.

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