Millennials' Consumer Behavior in the Coffee Agroindustry: The Effect of Consumer Attitudes on Purchasing Decisions

Dyah Ismoyowati*, Shafira Wuryandani, Fadhila Kurnia Wijayanti

Department of Agroindustrial Technology, Faculty of Agricultural Technology,
Universitas Gadjah Mada, Jl. Flora No. 1, Bulaksumur, Yogyakarta 55281, Indonesia
*Corresponding author: Shafira Wuryandani, Email: shafira.wuryandani@ugm.ac.id

ABSTRACT

Enjoying a good cup of coffee is gaining popularity among Indonesian millennials, particularly in metropolitan areas, with an annual growth rate of 6% in the last decade. Therefore, this study aimed to provide information for adjusting coffee shop marketing strategies by estimating the influence of consumer attitudes, in particular, motivation and perception, and lifestyle, on their purchasing decisions. We sampled 153 individuals (majorly aged 25 to 27 years, with a slight bias toward females) in Yogyakarta, Java, using an online survey with 33 questions on consumer attitudes, along with four demographic questions. The responses were converted to a Likert score and analyzed using multiple linear regression. Our results demonstrate that the consumer attitudes investigated collectively explained ~41%, with motivation and perception being the dominant factor ($F = 51,401$; $p < 0.05$). It showed that motivation and perception, and lifestyle variables significantly affected coffee shop purchasing decisions among millennials in Yogyakarta. At the same time, the F test revealed that they had a combined effect significantly. Therefore, coffee shop owners must consider consumers' motivation and perception, and lifestyle to increase millennial coffee shop consumers' loyalty in Yogyakarta.

Keywords: Coffee shop; millennials; motivation and perception; lifestyle; purchasing decision

INTRODUCTION

International Coffee Organization (ICO) data shows that coffee consumption in Indonesia increased from 215,040 kg in 2012 to 276,000 kg in 2017 (International Coffee Organization, 2019). Kurniawan and Ridlo (2010) also stated that the industry is one of the most passionate businesses in the country (Kurniawan & Ridlo, 2010). Apart from offering products, they also provide a place for consumers, known as a coffee shop.

The coffee shop began by only giving consumers a space to take the drink. However, several features have now been introduced with the outgrowth of generation and culture. More people also visit coffee shops with other motivations than only enjoying the drink. In Yogyakarta, spending free time with friends in a coffee shop is a new trend among young people. Most of these shops adopt the concept of co-working space, which offers a comfortable place to spend time carrying out activities, including having a meeting, doing some work, or studying. Other stores still hold the convenient concept, which involves providing delivery service to consumers. Most collaborate with third parties, such as Gojek (Gofood) and Grab (Grabfood), to deliver better service. Some famous coffee shops in Yogyakarta include Epic & Epilogue, Couvee, Living, Ecology, Cactus, Anthology, Philosophy of Coffee, and Kulo Coffee. Jeffrey, Staeheli, Buire, & Čelebičić (2018) in Europe revealed that coffee shops play an essential role in the political awareness of young people (Jeffrey, Staeheli, Buire, & Čelebičić, 2018). A previous study also stated that the main determinants of the commodity's consumption could

be divided into five categories: personal preference, economic attributes, product attributes, consumption context, and socio-demographics. These results also propose a solid spotlight on the sustainability of coffee (Vanharanta, Kantola, & Seikola, 2015).

Another study reported that a coffee shop is a place that reflects the lifestyle and social level based on urban people's perspective (Solikatun, Kartono, & Demartoto, 2018). They start spending their money and free time in a coffee shops. Lifestyle is a pattern of living expressed by activities, interests, and opinions (Setiadi, 2015). Mowen and Minor described that it shows how people live, spend their money, and allocate time (Mowen & Minor, 2002). Two possible factors can change lifestyle, including internal and external factors. The internal include attitudes, experiences, personality, self-concept, motives, and perspectives. Meanwhile, the external factors are reference groups, family, social class, and culture (Kabalmay, 2017).

To compete with the competitors, a coffee shop needs to implement different kinds of strategies, for example, aesthetic interior design or a unique consumer experience. It is better if they also pay attention to other marketing strategies, such as observing consumer behavior and factors affecting purchasing decisions. A marketing strategy divides the world's population into groups based on historical cycles. It believes that the events in a specific record can affect people who lived during that period. It also shapes their behavior, perspective, and thinking styles, recognizing generational groups through common attributes. One of the ways to reach a company goal is to put more effort into understanding consumer needs and meeting their expectations than competitors. The purchasing decision is a process in which consumers decide what they want to buy (Kotler & Keller, 2009).

In Indonesia, coffee shop is where young people hang out with friends and colleagues. This current study points out the young generation, namely millennials, as the observed consumers observed. A survey of college graduates between the 80s and 90s shows they have the most significant assimilation to worldwide shopper culture. The worldwide millennial customer profile highlights the cosmopolitan and less ethnocentric people. Furthermore, millennials showed expanded interest in gaining global abilities, such as unknown dialects, encounters, social communications, and media propensity to impersonate, and being free to relate with worldwide shopper culture. They are also more intrigued by unfamiliar brands, unknown purchaser ways of life, and global publicizing from utilization and marking point of view compared to other generations. Based on their cosmopolitan profile and

openness to variety, it is hypothetical and significant to examine how twenty to thirty-year-old people react to and decipher the importance of promoting messages (Licsandru & Cui, 2019).

Therefore, this study aims to determine the influence of motivation, perception, and lifestyle on millennials' purchasing decisions. The results give a basis to advise coffee shop owners on how to maintain or adjust their marketing strategies. Moreover, the results may provide a deeper understanding of consumer behavior in purchasing decisions, especially motivation, perception, and lifestyle.

MATERIALS AND METHODS

The study focuses on how consumers' motivation, perception, and lifestyle affect their purchasing decision in coffee shops. Data were collected in May 2019 using an online 5 points Likert scale questionnaire. Sampling was done using a purposive method with specific criteria, namely millennials aged 18-40 years who have visited coffee shops in Yogyakarta more than two times.

Moreno, Lafuente, Carreon, & Moreno (2017) summarized some statements regarding the millennial birth year. Furthermore, the study revealed that millennials were born between 1980 and 2000. They also have different values and expectations in jobs and careers compared to Gen X and Baby Boomers (Montaño Moreno, Palmer Pol, Sesé Abad, & Cajal Blasco, 2013). Millennials have several differences in their ambitions and expectations, which affect their consumption of products and services (Ng & Johnson, 2015).

The questionnaire consists of three parts, including (1) socio-demographics, (2) millennial consumer characteristics, and (3) a statement of consumer behavior, as shown in Table 1. Socio-demographic data was used to determine the profile of the consumer. Some of the millennial characteristics based on theory were asked in Part 2 of the questionnaire to ensure that the respondents reflect these traits.

The questionnaire as a research instrument must be valid and reliable. Each question was considered valid when the correlation coefficient between the score of each question was more than 0.3. A reliability test was carried out to determine if it has consistent measurement. The questionnaire was declared reliable if Cronbach's Alpha was more than 0.6 (Ursachi, Horodnic, & Zait, 2015). The study used SPSS Software to analyze Cronbach's Alpha. The value of the survey result presented was the sum of the responses in each item in the variables to make up other variables. The approach used to analyze the motivation and lifestyle

Table 1. Survey questionnaire of the research

Part 1: Socio-demographics
Gender
Occupation
Age
Income

Part 2: Millennials' consumer characteristics
I am cheerful and energetic.
I am open-minded to new things.
I appreciate diversity.
I do what I love to do.
I am good at a foreign language.
I am independent.

Part 3: Consumer behavior
Statement item purchase decision
I decided to visit the coffee shop to feel the atmosphere of the coffee shop
I look for information on prices and products before visiting the coffee shop
I decided to buy a product at a coffee shop after a promotion
My friends/family/colleagues persuade me to buy products in the coffee shop
I decided to buy products in a coffee shop based on other people's experiences
I decided to buy the product at the coffee shop because the delivery process was fast
The explanation of the menu from the waiter made me try the products in the coffee shop
I decided to visit the coffee shop because it is easy to reach
With the overall quality of the coffee shop, I decided always to visit the coffee shop
Statement item motivation
I visited the coffee shop because of the attractive interior
I visited the coffee shop because of the comfortable atmosphere
I visited the coffee shop to meet friends
The atmosphere of the coffee shop can get rid of my fatigue
Statement item perception
I felt that my social class was higher when I came to the coffee shop
Food and drinks offered at the coffee shop are expensive

People can only visit coffee shops with middle to upper income
The coffee shop I visited provided more products than promised
I am proud to consume products in the coffee shop
Statement item lifestyle
After being tired of college or work, I visited the coffee shop to enjoy coffee
I like to drink coffee every day
I often visit coffee shops to relax and spend my free time
I like the product offered at the coffee shop that I visited
The products at the coffee shop I visited are of high quality, so it always interests me to visit
I preferred to buy a product at a coffee shop that has environmental awareness
Products offered at coffee shops related to my needs
Coffee products in the coffee shop I visited are part of my lifestyle
The delivery service of the coffee shop makes me more effortless to enjoy the coffee

Source: Data analysis

that influence millennial purchasing decisions includes the following steps:

1. The descriptive analysis was carried out to determine the respondent's profile.
2. The influence of motivation and perception, and lifestyle on purchasing decisions were analyzed with multiple linear regression using the SPSS software, as shown in Figure 1.

    H1: Motivation and perception, and lifestyle simultaneously affect a purchase decision.

    H2: Motivation and perception have a partial influence on a purchase decision.

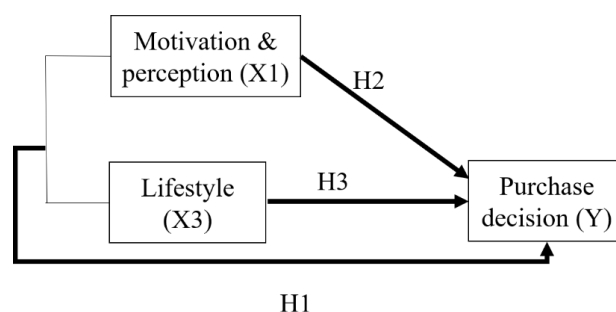   H3: Lifestyle has a partial influence on a purchase decision.

Figure 1. Multiple regression model
Source: Data Analysis

RESULT AND DISCUSSION

Before the actual survey, the pre-test was carried out to ensure the statements in the questionnaire were valid and reliable. The result showed that all items have a correlation coefficient score of more than 0.3, except for one in Part 4 in motivation & perception variables. The statement "I visited the coffee shop because the quality of the coffee was the best" is invalid because most consumers do not think about the quality since they consume blended coffee; hence, it must be removed. Another result from calculating the Cronbach Alpha value on motivation, perception, and lifestyle variables revealed that the questionnaire has consistent measurement. From the calculation, the value obtained was in the reasonably reliable category (> 0.600). The motivation & perception variable had 0.664, while lifestyle and decision had 0.730 and 0.764, respectively. These results indicate that the reliability or construct of the variable is relatively committed.

A total of 153 respondents were included in this study as participants of which 60.8% are females. Furthermore, 41.2% of them were aged 25-27 years, 55.56% were students, 30.72% earned less than IDR

Table 2. Consumer's characteristic

Gender	n	%
Female	93	60,8
Male	60	39,2
Age	n	%
19-21	28	18,3
22-24	45	29,4
25-27	63	41,2
28 or above	12	7,84
31-33	2	1,31
34-36	1	0,65
37-39	2	1,31
Occupation	n	%
Student	85	55,6
Entrepreneur	11	7,19
Office worker	47	30,7
Others	10	6,54
Income	n	%
< Rp 1,5 million	47	30,7
Rp 1,5 million - Rp 3 million	47	30,7
Rp 3 million - Rp 5 million	23	15
> Rp 5 million	36	23,5

Source: Data analysis

1,500,000.00, and 30.72% had an income range of IDR 1,500.00.00 - IDR 3,000,000.00. A previous study on coffee shops in Bandung, Indonesia, revealed that most millennial customers were female students aged 21-30 years (Fitriani, 2020).

Based on their characteristic, 73% of the respondents agreed that they are cheerful and energetic, 93% are open-minded to new things, 57% are good at foreign languages, and 79% are independent. These statements are the typical and theoretical characteristics of millennials. Therefore, based on the result, the respondents in this study represent this generation. Millennials are entering a productive work period and drinking more coffee than the previous generation. This more significant proportion indicates that the market opportunity is wide open for the world of coffee, considering that Indonesia's demographics are expected to continue to survive for the next 17–18 years until 2036–2037 (Indrasari, Wibowo, & Purwani, 2010).

Motivation

Based on the results, 68% of the respondents visited the coffee shop because of the attractive interior, while 95% loved the comfortable atmosphere (95%). Convenience is a priority for millennial consumers, which is often used to carry out other activities apart from enjoying coffee, such as doing assignments, meetings, or work (especially coffee shops with the concept of a co-working space). It is undeniable that the interior design of a location may influence visitor interest due to its ability to bring comfort. An attractive interior makes visitors feel more at home because they can take self-photos or take exciting pictures on social media. Based on previous studies on cafe customer satisfaction, it positively and significantly affected their repurchase decisions (Pramatatya, Najib, & Nurrochmat, 2004).

Most respondents often go to a coffee shop because its atmosphere can release their fatigue, 80% of the population. This comfortable atmosphere can also eliminate the fatigue of millennials in Yogyakarta from their daily activities. The combination of an attractive interior, a relaxing ambiance, and a delicious coffee menu can make a cafe a place to refresh consumers' minds from tiring activities. Previous studies also revealed that the restaurant atmosphere is the dominant variable influencing the purchase of Starbucks products at the Starbucks Surabaya Town Square coffee shop (Dian & Artanti, 2013).

74% of the participants stated that a coffee shop is one of the best places to meet their friends. The cafe is also convenient for meeting and socializing with

millennial consumer friends. This interest indicates that a coffee store with a takeaway model is unsuitable for visitation due to the lack of tables and chairs to enjoy the coffee menu on the spot. However, others with another concept offering sufficient tables and chairs for many consumers are more suitable.

Based on the motivation variables, the atmosphere and an attractive interior attract consumers to a coffee shop. Millennial consumers also consider this atmosphere to make them more relaxed and able to release their fatigue. This need indicates that industry players must make improvements to attract consumer interest.

Perception

Some coffee shops are designed to be luxurious and attractive, reflecting a comfortable ambiance for their consumers. However, it could turn on the perspective of millennials that some cafes are more expensive compared to the regular type. Most of the respondents, namely 44%, think that food and drinks offered at the coffee shop are costly and disagree with some of the common opinions about these shops. A total of 64% had no thought that their social class was higher when they came to have a drink, while 61% believed only middle to upper-income earners could visit. This opinion is likely due to the prevalence of coffee shops in Yogyakarta. Some coffee shops have affordable prices and locations that do not accentuate anything of high value. Based on a previous study, price is a dominant factor affecting customer satisfaction (Fardani, 2013).

Most respondents do not tend to agree or disagree about the product. They have no clue whether the coffee shop they visited provides more products than listed, as revealed by 48% of the participants. Visiting a cafe is a new trend for millennials, and some happily and proudly tell their friends about the visit. However, most respondents, as millennials, have no pride in visiting a coffee shop and trying the product.

Purchasing decision

The purchasing decision variable consists of 9 statements representing the product and service attributes in the Marketing Mix. About half of the respondents decided to visit a coffee shop to feel the atmosphere, namely 67%. The responses revealed that the atmosphere in the cafe was comfortable and could relieve their fatigue. In Malang, Indonesia, the coffee shop environment and ambiance have also become essential factors for consumers (Firmansyah, 2020).

Before visiting a coffee shop, most respondents, namely 54%, look for information about its products and prices. Information-seeking activity has become one factor that makes them choose where to visit. This consumer behavior results from their perception of the coffee shop's higher product price. Even though most respondents, namely 38%, are sensitive about price, they decide not to visit a cafe because of a product discount. This less informed respondent is due to the lack of promotion in co-working space coffee shops. There are usually many promotions in the takeaway types through marketing channels, such as Go-food and Grab Food applications.

Most of the participants, namely 63%, agreed that many people persuaded them to buy products in the coffee shop. They also choose a cafe because of its fast delivery service (43%) and friendly service by the waiter (59%). People's experience also influences their decision to buy a product (53%). The respondents decided to go to a coffee shop that is easier to reach from their place, and they account for 69% of the population. Most of them regularly visit the coffee shop with its overall quality (65%).

Lifestyle

The lifestyle aspect consists of 9 variables regarding coffee consumption. Most respondents, namely 41%, consume at least a cup of coffee daily. A total of 52% visit a cafe to enjoy a drink after school or work, while 58% often go to relax and spend their free time. They like the product at the coffee shop visited (66%) because of its high quality (67%). 75% and 35% of them stated that cafe offers products related to their needs and lifestyle, respectively. They also feel the delivery service of the coffee shop makes it easier for them to enjoy their coffee, as revealed by 52%. The respondents prefer to visit a coffee shop based on its environmental awareness (64%). Sánchez-Bravo et al. observed that millennials showed more concern for the environment and a greater willingness to pay for sustainable products (Sánchez-Bravo et al., 2021). Giving consumers the correct information about the product's environmental and health characteristics can increase millennials' intention to buy (Coderoni & Perito, 2021).

Furthermore, the data that has been collected is subjected to a classical test as a prerequisite for regression analysis. Based on the classical assumption test results, the regression model had a normal data distribution and can be used in this study. Multiple regression analysis was carried out to determine the level of influence of motivation and perception (X1), as well as lifestyle (X2), as independent variables, on purchasing decisions (Y), as the dependent variable.

Based on Table 4, the regression analysis is shown in Equation (1).

$$Y = 6,890 + 0.303\ X1 + 0.488\ X2 \qquad (1)$$

The t-test was carried out to test whether each independent variable significantly affected the dependent variable at the 5% significance level. The test of the influence of motivation and perception variables (X1) on coffee shop purchasing showed that they are influential. The t-sig value (0.001) was lower than 0.05; hence, the motivation and consumer perceptions (X1) significantly affect millennials in Yogyakarta.

The test of the influence of lifestyle (X2) on purchasing decisions in coffee shops shows that it has a significant effect on buying decisions, as indicated by the value of t-sig (0.000), which was smaller than 0.05.

The F-test was also carried out simultaneously to determine the effect of all independent variables on the dependent variable, as shown in Table 3. The results showed that F count = 51,401 > F table with a significance below 0.05 (0.000 <0.005), indicating that motivation and perception (X1) and lifestyle (X2) have a combined effect on the coffee shop purchasing decisions of millennials in Yogyakarta. Therefore, hypothesis 1 is accepted.

The t-test was carried out to test whether motivation & perception (X1) and lifestyle partially influenced the purchasing decision of coffee shops' millennial consumers, as shown in Table 4. The results showed that the t count of variable X1 = 3.270 > t table = 1.287 with a significance level of 0.016. Therefore, hypothesis 2 was accepted that motivation & perception partially influenced the purchase decision. In the lifestyle variable, t count = 7.840 > t table = 1.287 with a significance level of 0.000. It proved that hypothesis 3 was accepted, indicating that lifestyle partially influenced the purchase decision. In the standardized coefficient, a beta value of 0.220 and 0.528 indicates that a change of one standard deviation in the motivation & perception, and lifestyle variables led to 0.220 and 0.528 increase in standard deviation in the purchase decision variable, respectively. The standardized coefficient value of lifestyle was greater than motivation and perception. This condition indicates that lifestyle has a more outstanding contribution than other variables.

In regression, a coefficient of determination (R^2) test was also carried out with an R^2 value of 0.408. Variations in changes in purchasing decisions can be explained by the variables of motivation, perception, and lifestyle, which had a 40.8% positive effect on purchasing decisions. Other variables outside this regression model explained the remaining 59.2%. Furthermore, it is logical to have a small yield coefficient of R^2. Based on previous studies, several factors can influence a purchase decision. Kotler explained the components that affected purchases in the Consumer Behavior Model (Kotler & Keller, 2016). The model described that purchasing decisions have several influencing factors, including external stimulants, consumer psychology, and internal factors. This study only used two variables in consumer

Table 3. F -test result of motivation and perception and lifestyle towards a purchase decision

	Model	Sum of squares	df	Mean square	F	Sig.
1	Regression	1683,508	2	841,754	51,401	0,000[b]
	Residual	2440,071	149	16,376		
	Total	4123,579	151			

a. Dependent variable: purchase decision

b. Predictors: (constant) lifestyle, motivation, and perception

Table 4. Coefficient regression and partial test analysis (t-test) of motivation and perception, and lifestyle toward a purchase decision

	Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,890	2,817		2,446	0,016
	Motivation and perception	0,303	0,093	0,220	3,270	0,001
	Lifestyle	0,488	0,062	0,528	7,840	0,000

a. Dependent variable: purchase decision

psychology to determine their effects on purchases at coffee shops, namely motivation and perception. The lifestyle variable is part of consumers' characteristics based on the Kotler consumer behavior models (Kotler & Keller, 2016). Based on the small number of variables included in the regression model, it is logical to get a very small coefficient R^2.

Further studies with more complete and comprehensive variables are expected to present a better relationship between factors influencing coffee shop purchasing decisions among millennials in Yogyakarta. This study can also serve as a reference for improving coffee shop entrepreneurs in Yogyakarta to attract more millennial consumers.

CONCLUSION

The results showed that motivation and perception, and lifestyle variables significantly affected coffee shop purchasing decisions among millennials in Yogyakarta. At the same time, the F test revealed that they had a combined effect significantly. The t-test showed that all variables influenced millennials' purchase decisions partially. The coefficient of determination (R^2) test obtained a value of 40.8%, which indicates that motivation and perception, and lifestyle positively affected the decisions. The remaining variables cannot be explained in this model. Still, they can probably be described by others outside the model, which is expected to be of great interest to future studies.

Producers need to consider consumers' motivation and perception, and lifestyle to increase millennial coffee shop consumers' loyalty in Yogyakarta. Other factors, such as product, price, quality, and personal and social consumers, need further investigation.

ACKNOWLEDGEMENT

CONFLICT OF INTEREST

There is no conflict of interest.

REFERENCES

Coderoni, S., & Perito, M. A. (2021). Approaches for reducing wastes in the agricultural sector. An analysis of Millennials' willingness to buy food with upcycled ingredients. *Waste Management*, *126*(November 2020), 283–290. https://doi.org/10.1016/j.wasman.2021.03.018

Dian, N. F., & Artanti, Y. (2013). Ppengaruh Kelompok Acuan dan Atmosfir Restoran Terhadap Keputusan Pembelian Konsumen Starbucks Coffee. *Jurnal Ilmu Manajemen*, *1*, 414–427.

Fardani, A. N. (2013). Analisis Pengaruh Kualitas Pelayanan, Harga, Dan Promosi Terhadap Kepuasan Pelanggan Dyriana Bakery & Café Pandanaran Semarang. *Skripsi*, 1–75.

Firmansyah, T. A. (2020). *Analisis Kepuasan Konsumen terhadap Kedai Kopi di Kota Malang*.

Fitriani, R. F. L. (2020). *Gelombang Kopi Generasi Milenial di Kota Bandung*. Bandung.

Indrasari, S. D., Wibowo, P., & Purwani, E. (2010). Evaluasi Mutu Fisik, Mutu Giling, dan Kandungan Antosianin Kultivar Beras Merah. *Jurnal Penelitian Pertanian Tanaman Pangan*, *29*(1).

International Coffee Organization. (2019). *Total production by all exporting countries*. Retrieved from http://www.ico.org/prices/po-production.pdf

Jeffrey, A., Staeheli, L. A., Buire, C., & Čelebičić, V. (2018). Drinking coffee, rehearsing civility, making subjects. *Political Geography*, *67*, 125–134. https://doi.org/10.1016/j.polgeo.2017.09.013

Kabalmay, Y. A. D. (2017). *Gaya Hidup Remaja Perkotaan*.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Edition Limited*.

Kurniawan, A., & Ridlo, M. R. (2010). Perilaku Konsumtif Remaja Penikmat Warung Kopi. *Jurnal Sosiologi DILEMA*, *32*(1), 9–21. Retrieved from http://arxiv.org/abs/1011.1669%0Ahttp://dx.doi.org/10.1088/1751-8113/44/8/085201%0Ahttps://jurnal.uns.ac.id/dilema, Jurnal

Licsandru, T. C., & Cui, C. C. (2019). Ethnic marketing to the global millennial consumers: Challenges and opportunities. *Journal of Business Research*, *103*, 261–274. https://doi.org/10.1016/j.jbusres.2019.01.052

Montaño Moreno, J. J., Palmer Pol, A., Sesé Abad, A., & Cajal Blasco, B. (2013). Using the R-MAPE index as a resistant measure of forecast accuracy. *Psicothema*. https://doi.org/10.7334/psicothema2013.23

Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen* (2nd ed.). Bandung: Erlangga.

Ng, E. S. W., & Johnson, J. M. G. (2015). Millennials: Who are they, how are they different, and why should we care? In *The Multi-generational and Aging*

Workforce: Challenges and Opportunities. https://doi.org/10.4337/9781783476589.00014

Pramatatya, V., Najib, M., & Nurrochmat, D. R. (2004). Pengaruh Atmosfer Kedai Kopi Terhadap Emosi Dan Keputusan Pembelian Ulang. *Jurnal Manajemen Dan Agribisnis*, *12*(2). https://doi.org/10.17358/jma.12.2.126

Sánchez-Bravo, P., Chambers V, E., Noguera-Artiaga, L., Sendra, E., Chambers IV, E., & Carbonell-Barrachina, Á. A. (2021). Consumer understanding of sustainability concept in agricultural products. *Food Quality and Preference*, *89*(November 2020). https://doi.org/10.1016/j.foodqual.2020.104136

Setiadi, N. J. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana.

Solikatun, S., Kartono, D. T., & Demartoto, A. (2018). Perilaku Konsumsi Kopi Sebagai Budaya Masyarakat Konsumsi (Studi Fenomenologi Pada Peminum Kopi Di Kedai Kopi Kota Semarang). *Jurnal Analisa Sosiologi*, *4*(1).

Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, *20*(March), 679–686. https://doi.org/10.1016/s2212-5671(15)00123-9

Vanharanta, H., Kantola, J., & Seikola, S. (2015). Customers' Conscious Experience in a Coffee Shop. *Procedia Manufacturing*, *3*. https://doi.org/10.1016/j.promfg.2015.07.283