TheImplicationof Lifestylethat Influencethe Customer Purchase Decision

Yanto Ramli[1], Mafizatun Nurhayati[2], Aldina Shiratina[3], Robert Edward[4], Setiady[5], AneesJanee Ali[6]

[1,2,3,4,5]UnivesitasMercuBuana, Indonesia[6]Universiti Sains Malaysia

ABSTRACT: Indonesia is one of the world's leading producers of coffee, and the agricultural crop exports of the country. Indonesia's coffee crop planted area were found on the island of Sumatera, Java, Sulawesi, Flores and the Bali islands.Starbucks as one of the coffeehouse company has recently faced challenges from the proliferation of local coffeehouse ventures. However, Starbucks take this situation as the potential for expansion and explore furtherin the coffeehouse business in Indonesia.The collected data is done by using questionnaire, the population is the research is the customer of Starbucks coffee in South Jakarta, Indonesia. This is a quantitative research and the sample determination is using Purposive Sampling and the analysis method is using Partial Least Square (PLS). The results of this research indicate thatboth the variables of price perception and lifestyle have positive and significant effect towards purchase decision, the variable of lifestyle has the most significant influence towards the intervening variable of brand image compare to the variable of price perception. The lifestyle of the current customers have a huge effect on their decision to purchase Starbucks coffee beside the price perception and brand image.

Keywords: Price perception, Lifestyle, Brand image, Purchase decision

I. INTRODUCTION

Indonesia as one of the world's leading producers of coffee, and one of its leading exporters with the estimated production approximately 761.1 thousand metric tons of coffee are growing coffee as one of the leading agricultural crop exports of the country. The majority of Indonesia's coffee crop planted area were found on the island of Sumatera, Java, Sulawesi, Flores and the Bali islands.

Currently, Indonesia has been ranked as the 3rd largest coffee exporting country in the world after Brazil and Vietnam. The commodity of coffee in Indonesia has been one of the commodities that has the opportunity continue to be developed as a mainstay export product. The export opportunity is based on the current information that coffee consumption is increasing almost every year, especially in most of the coffee consuming countries such as Japan, the European Union, and the United States. The data from the International Coffee Organization (ICO) shows that the trend of increasing world coffee consumption has occurred since 2010 with an average increase of 2.5%/year. In 2020, it has been estimated that the world's coffee demand will reach 10.3 million tons (ICO, 2019).
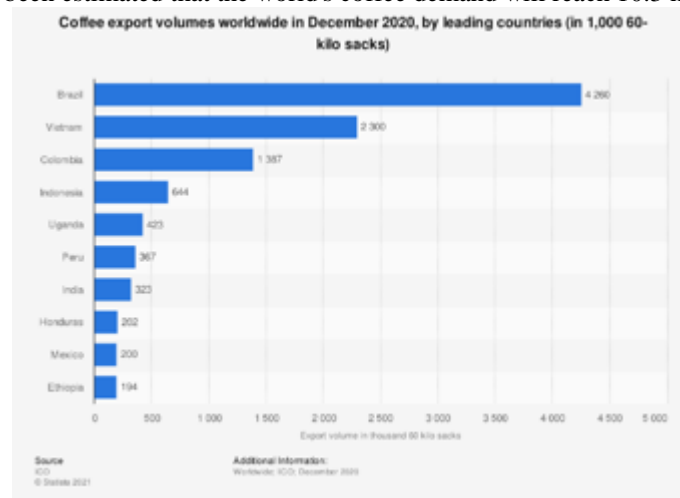

Figure 1. The Biggest Coffee Producer

Beside as the biggest coffee producer country in the world, Indonesia is also one of the biggest coffee consumers in the world. These high consumption of coffee has almost quadrupled since 1990, reaching the equivalent of 4.8 million 60-kilogram bags of coffee in 2018/2019. This growing demand is fuelled by a younger generation switching over from tea to coffee, and a newfound appreciation of coffee-producers.
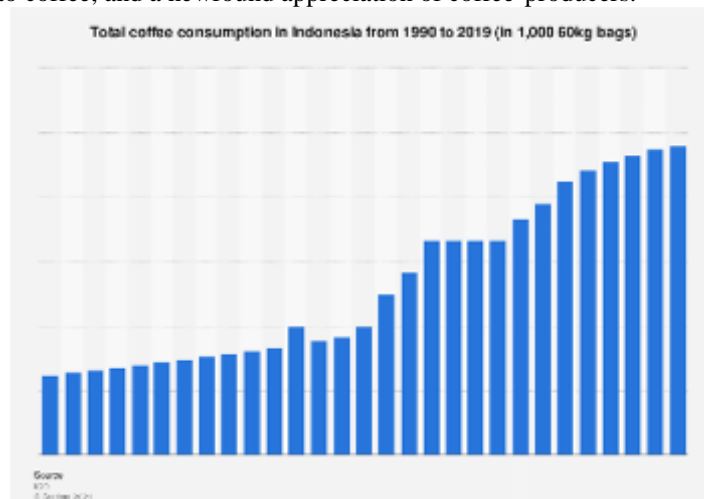

Figure 2. The Local Coffee Consumption

The domestic consumption patterns has started to affect the coffee export, the estimated domestic demand have outstrip its coffee exports. The increase in domestic consumption can be attributed to cafe culture taking root, especially among the younger urban dwellers. With the increased affluence and exposure to international consumption trends, younger Indonesians have embraced the fourth wave of coffee culture. With a Muslim-majority population, coffee shops became the go-to hangout spot rather than to bars.

The coffeehouse business in Indonesia began to flourish since the arrival of thecoffeehousefrom Seattle, America, Starbucks. Starbucks coffeehouseis one of the modern coffeehousethat are often found today. Starbucks coffeehousehas a good business growth, proven of its development in the coffee and pastries and also selling souvenir such as mugs and tumblers. Starbucks coffeehousefocuses on determining the place to be used as a place to sell. They have to make sure to have a place that is strategically positioned, easy to see, and has the best access from the area they are renting. Starbucks coffeehouseIndonesia was founded in 2002.

Starbucks CoffeehouseIndonesia revealed that the big ambitions of the company is to strengthen the fangs of domination. Starbucks Indonesia is targeting in the next five years is to double up the number of stores to 880 outlets. The target has been carefully calculated and in order to achieve this target, Starbucks Indonesia is targeting to open 60 new outlets. "We (Starbucks Indonesia) have the ambition to open 60 new stores. During the past two months, we have inaugurated approximately 10 new stores. In 5 years' time, we are optimistic that we can double up the current number of 440 stores,"

Starbucks coffeehousebusiness has recently faced challenges from the proliferation of local coffee business ventures. However, this condition did not worry them. In fact, they see the existence of the local coffee franchise business as an illustration; the potential for expansion of the coffee market in Indonesia has not been fully explored. Although they admits that Starbucks does not have a specific strategy in maintaining Starbucks position, Starbucks has the ultimate weapon that all coffee franchise businesses do not have. This powerful weapon is in the form of a brand. "Indonesians like brands. Yes, the (Starbucks) brand is a selling point, that's why people are willing to pay an extra to get their favourite coffee.

Research Gap

According to several discussions in previous research,Zannella et al (2015) explained that Coffee is a beverage that can have different caffeine concentrations, depending on the methodology of beverage preparation and type of coffee.Susanty and Kenny (2015) stated that both of the coffeeshop brand show that the consumer satisfaction has a positive and significant impact on the Brand Loyalty.Wierzejska (2016) expressed that coffee contains polyphenols which act as antioxidants, and these compounds are probably responsible for the suggested beneficial effect of coffee on health. Azzuhri and Tanjung (2017) in their research explained that the results indicate that the interior design has a significant influence on customer retention, perceived customer satisfaction, has significant direct effect on customer retention and perceived customer satisfaction.Raharjo et al (2020) stated that based on Export Product Dynamics (EPD), it is known that there are three countries, including Indonesia, which has

lost opportunities to be able to trade with other countries, especially the coffee products. Rose and Nofiyanti (2020) explained in their study that the influence of a superior brand image has influenced on the consumer buying interest in the coffee drink. Leewellyn and Palupi (2020) stated that the village community still need more improvement in knowledges and skills about rural destinations, and also the local government is still not realized yet for Sukadana Village potential resources to be a rural destination for the coffee tourism.Pangaribuan et al (2020) expressed that atmosphere and Price Perception had positive effects on customer satisfaction, while the variety of menu was not significant to the satisfaction, the fact that the satisfied customers would likely have the intention to revisit the coffee shop and spread the word-of-mouth.

Based on the results of studies from several previous researchesconcerning coffee and figure out that these researchers have not explicitly expressed how coffee continue to survive and even are still been able to compete in the market. The research gap in this study is to conduct an empirical study of what actually make Starbucks coffeehouseretain in the coffeehousebeverage and is able to compete in the market with their segmented customer base.

II. LITERATURE REVIEW

2.1. Price Perception

Putro and Nurmahdi (2020) explained that price perception is how price information could be understood entirely by consumers and gives the meaning to them. Prices perceptions is a psychological factor in various aspects which have an important influence against consumer reactions to prices. Price perception is how consumers see prices as high, low and fair prices. According to Kotler and Keller (2016:189) that price perception is how a person perception of a price. In marketing, perception are more important than reality because they affect consumers' actual behavior. Price perception is the process by which we select, organize, and intrepret information inputs to create a meaningful picture of the price.

2.2. Lifestyle

According to Oebit&Astini (2018) that lifestyle describes the entire pattern of a person acting and interacting in the society. Lifestyle is a popular concept for understanding the consumer behaviour, because studying lifestyle is more general and more comprehensive rather than the measurement of the customer value.Kotler &Keller (2016:400) asserted that lifestyle is a person's pattern of living in the world as expressed in activities, interests, and opinions. Marketers search for relationships between their products and lifestyle groups. Lifestyles are shaped partly by whether consumers are money constrained or time constraint.

2.3. Brand Image

Djumarno (2017) that Brand Image is a series of descriptions of associations and consumer beliefs on a particular brand. Brand Image of a good product will encourage potential buyers of the product compared to other brands with the same product.According to Kotler & Armstrong (2018:250) that brand image is a name, term, sign, symbol, or design or a combination of these that identifies the maker or seller of a product or service. Consumers view a brand image as an important part of a product, and branding can add value to a consumer's purchase.

2.4. Purchase Decision

According to Permana et al (2018) explained that purchase decision is the consumer decision making in an integrated process which is used to combine the knowledge and experience of the customer to evaluate two or more alternatives and to choose between one of the alternatives provided by the market.According to Kotler & Armstrong (2016:183) that after seeing the influence that can affect purchasers, marketers must look at how consumers make purchase decisions. The purchaser's decision process consists of five stages: introduction of needs, information seeking, alternative evaluation, purchase decisions, and post-purchase behavior. Marketers need to focus on the entire purchase decision process rather than just focusing on the purchase decision.

2.6. Research Hypothesis and Framework

1. The affectof Price perception towards Brand imagethatinfluencethecustomerpurchasedecision.

Putro and Nurmahdi (2020) explained that price perception is how price information could be understood entirely by consumers and gives the meaning to them. Prices perceptions is a psychological factor in various aspects which have an important influence against consumer reactions to prices. Djumarno (2017) that Brand Image is a series of descriptions of associations and consumer beliefs on a particular brand. Brand Image of a good product will encourage potential buyers of the product compared to other brands with the same product. Based on these argument, it can be concluded that price perception might have positive influence on the brand image. Thus, the hypothesis that are formulated in this research is as follow:

H_1: The effect of price perception towards brand image that influence the customer purchase decision.

2.   The affectof Lifestyle towards Brand imagethatinfluencethecustomerpurchasedecision.

According to Oebit&Astini (2018) that lifestyle describes the entire pattern of a person acting and interacting in the society. Lifestyle is a popular concept for understanding the consumer behaviour, because studying lifestyle is more general and more comprehensive rather than the measurement of the customer value.Djumarno (2017) that Brand Image is a series of descriptions of associations and consumer beliefs on a particular brand. Brand Image of a good product will encourage potential buyers of the product compared to other brands with the same product. Based on these argument, it can be concluded that promotion might have positive influence on the brand image. Thus, the hypothesis that are formulated in this research is as follow:

H_2: The effect of lifestyle towards brand image that influence the customer purchase decision.

3.   The affectof Price perception towardsPurchasedecisionthatinfluencethecustomerpurchasedecision.

Putro and Nurmahdi (2020) explained that price perception is how price information could be understood entirely by consumers and gives the meaning to them. Prices perceptions is a psychological factor in various aspects which have an important influence against consumer reactions to prices. According to Permana et al (2018) explained that purchase decision is the consumer decision making in an integrated process which is used to combine the knowledge and experience of the customer to evaluate two or more alternatives and to choose between one of the alternatives provided by the market. Based on these argument, it can be concluded that price perception might have positive influence on the purchase decision. Thus, the hypothesis that are formulated in this research is as follow:

H_3: The effect of price perception towards purchase decision that influence the customer purchase decision.

4.   The affectof Lifestyle towardsPurchasedecisionthatinfluencethecustomerpurchasedecision.

According to Oebit&Astini (2018) that lifestyle describes the entire pattern of a person acting and interacting in the society. Lifestyle is a popular concept for understanding the consumer behaviour, because studying lifestyle is more general and more comprehensive rather than the measurement of the customer value.According to Permana et al (2018) explained that purchase decision is the consumer decision making in an integrated process which is used to combine the knowledge and experience of the customer to evaluate two or more alternatives and to choose between one of the alternatives provided by the market. Based on these argument, it can be concluded that promotion might have positive influence on the purchase decision. Thus, the hypothesis that are formulated in this research is as follow:

H_4: The effect of lifestyle towards purchase decision that influence the customer purchase decision.

5.   The affectof Brand imagetowardsPurchasedecisionthatinfluencethecustomerpurchasedecision.

Djumarno (2017) that Brand Image is a series of descriptions of associations and consumer beliefs on a particular brand. Brand Image of a good product will encourage potential buyers of the product compared to other brands with the same product.According to Permana et al (2018) explained that purchase decision is the consumer decision making in an integrated process which is used to combine the knowledge and experience of the customer to evaluate two or more alternatives and to choose between one of the alternatives provided by the market. Based on these argument, it can be concluded that brand image might have positive influence on the purchase decision. Thus, the hypothesis that are formulated in this research is as follow:

H_5: The effect of brand image towards purchase decision that influence the customer purchase decision.
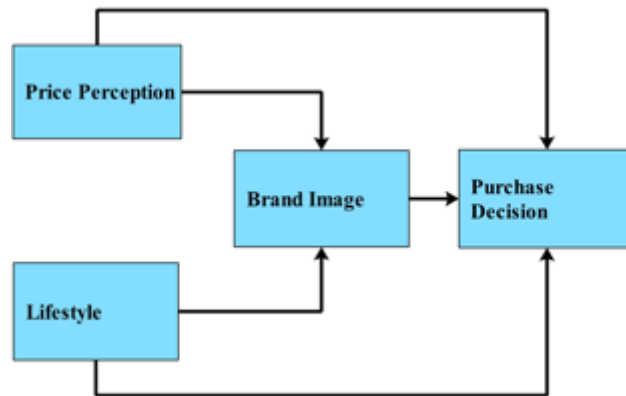

Figure 3. Research Framework

III.   METHODOLOGY

This research is using marketing strategy approach which includes the operationalization variables, methods of collecting data and information, defining population, calculating sample size and sampling techniques as

well as the design of the analysis that is carried out in testing the research hypothesis, by conducting a study of how Starbucks coffee are able to continue compete in the coffee shop market with their strategy competitive advantage. This research is conducted in Jakarta from November 2018 until March 2019.

The design of this researchis using the causality analysis method. Causality analysis is to determine the effect of one or more independent variables against the dependent variable through intervening variables.This research is also using the descriptive and verification method. The purpose of this causal research is to determine how Starbucks coffee are able to continue compete in the coffee shop market.

The population that are used in this study are the customers who have visited the one of the Starbucks coffee stores in the West of Jakarta. This research is based on proposive sampling, in which the researcher assigned the sampling by determining specific characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems.The sample used in this study is non-random sampling with the consideration that the data obtained can be more representative with the number of samples to be used on 183 respondents in the Jakarta and the determination of respondents in this study is divided into categories: Gender, Age, Occupation and Monthly Income.

The data collection procedure was carried out by distributing questionnaires with the 5-point Likert scale. This study will implement a self-administered questionnaire to ensure the privacy of the respondents is maintained properly and to reduce respondents' hesitation when answering questions. In addition, the questionnaire is also supposed to be a reliable tool in collecting data in this study and to evaluate the psychological responses of the respondents.

The collected data is analysed by using Smart PLS version 3.2.7. It is a structural equation modelling (SEM) software which is intended to analyse the significance of each of the relationships between the research variables. Due to the variance based on its statistical algorithm, the fit indices is not necessary to be conducted (Hair et al., 2011). The data analysis will be conducted based on two steps: (1) outer model, which include the testing of composite reliability (CR), discriminant and convergent validity, outer loading, and collinearity assessment; (2) inner model, which includes the evaluation of t-value for hypotheses testing, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2).

IV.   RESULT AND DISCUSSION

4.1. Result

The results of descriptive analysis conducted on this research is find out and understand the influence of the customer that decide to purchase Starbucks coffee, is it because of the price, product, lifestyle or the brand image?Based on the results from the data processing in table 6.1 above, it shows that of the from the 183 respondents there are 85 respondents or 46% of the total respondents are male. And the rest of the 98 respondents or 54% of the total respondents are female. So, the majority of respondents in this study were female.

Testing theGoodnessof Fit structural model ontheinner model usesthepredictiverelevance (Q2) value. Q-Squarevaluegreaterthan 0 (zero) indicatesthatthe model has a predictiverelevancevalue. PredictiveRelevance (Q2) forthe structural model measureshowwelltheobservedvalueis generated bythe model andalsoits parameter estimatesinclude 0.02 (small); 0.15 (moderate); and 0.35 (large).

Table1. **Goodness of FitModel (GoF)**

Variable	AVE	Composite Reliability	Cronbach's Alpha	R Square	Q Square
Price Perception	0,687	0,918	0,821	-	0,328
Lifestyle	0,701	0,887	0,913	-	0,374
Brand Image	0,642	0,927	0,926	0,563	0,421
Purchase Decision	0,763	0,916	0,896	0,539	0,404

Source: From Data Processing (2019)

The value of R^2 shows that the criterion is strong, with large Q value, this figure conclude that the propose model are supported by the empirical research classified as *fit*. Similarly, the value of AVE is >0.5, which indicate that all variables in the model are estimated to meet the cirteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are >0.70, which means that all the researched variables are classified as reliable and the outer model of this research is also classified as *fit*.

The result of measurement based on the data processing of model analysis on the dimensions indicates that the overall indicators which were processed above are classified as valid, as most of the value from the loading factors are greater than 0.70.

The measurement model of latent variables against the dimensions explain the validity of the dimensions in order to measure the research variables. The following table shown below present the results of the measurement model analysis of each latent variable against the dimensions.

Table2. Loading Factor Between Latent Variables and Dimensions

Latent Variables-Dimensions	*Loading factor* (λ)	*Standard Error* (SE)	T *Statistics* (|λ /SE|)
Price Perception → Differentiation	0.868	0.041	8.396
Price Perception → Quality	0.833	0,037	10.317
Price Perception → Productivity	0.763	0,043	12.049
Lifestyle→Activities	0.877	0.031	14.484
Lifestyle→Interest	0.876	0.026	12.078
Lifestyle→Opinion	0.744	0.028	15.048
Brand Image → Name	0.887	0.052	14.685
Brand Image → Term	0.839	0.043	18.948
Brand Image → Design	0.772	0.040	20.353
Purchase Decision → Need Recognition	0.847	0.043	17.002
Purchase Decision → Information Search	0.839	0.058	11.757
Purchase Decision → Evaluation of Alternatives	0.758	0.068	9.815
Purchase Decision → Decision to Vote	0.836	0.034	9.722
Purchase Decision →PostusabilityBehavior	0.831	0.042	6.831

Source: From Data Processing (2019)

The results of the measurement model analysis of the research variables against the dimensions shows that almost all of the dimensions are valid with the value of t count >t table (2.01).

Table3. Resultsof Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price Perception→Brand Image	0,324	0,281	0,159	2,320	0,056
Lifestyle→Brand Image	0,285	0,225	0,147	4,948	0,075
Price Perception→PurchaseDecision	0,319	0,331	0,177	1,967	0,063
Lifestyle→PurchaseDecision	0,195	0,156	0,158	6,679	0,056
Brand Image→PurchaseDecision	0,273	0,226	0,146	6,415	0,052

Source: From Data Processing (2019)

The estimated values for path analysis in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. The significance of the hypothesis is to look at the value of the parameter coefficient and the value of the T-statistic significance in the bootstrap algorithm report. To find out whether it is significant or not, it is seen from the T-table at alpha 0.05 (5%) = 1.96. Then, the T-table should be compared with the T-count (T-statistic) as described below

Based on the verificative analysis, the concerning testing latent variables are shown as follows:
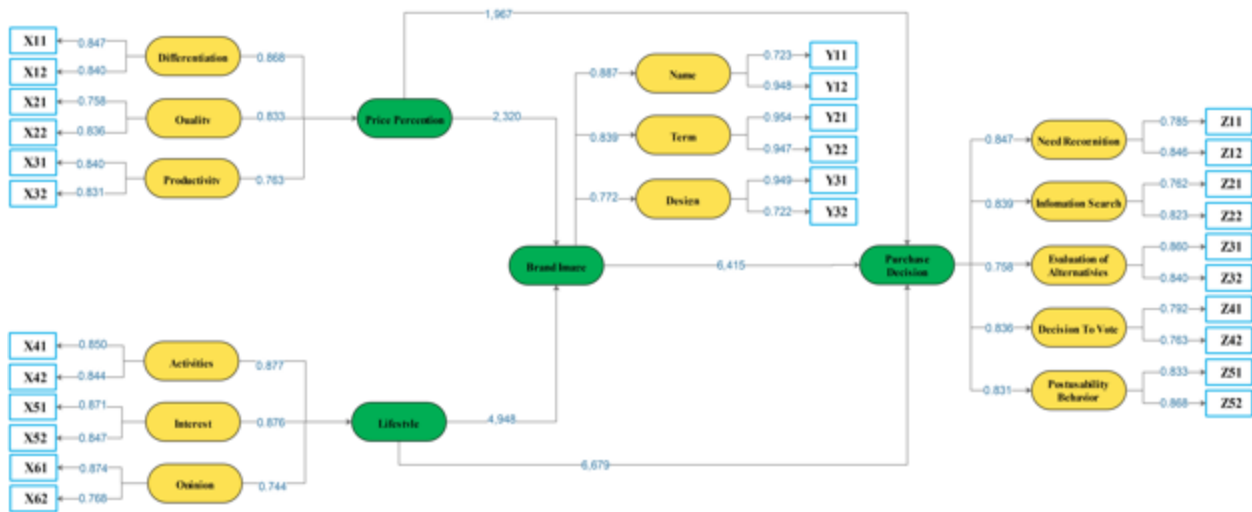
Figure4. Hyphotesis Testing Result

Source: From Data Processing (2019)

From the results of hypothesis testing, it was revealed that the lifestyle has the greatest influence on brand image compared to price perception and product quality. Lifestyle also has the highest direct influence against purchase intention compare to product quality and price perception. Brand image is also an important factor in determining the effect of purchase intention as the intervening variable.
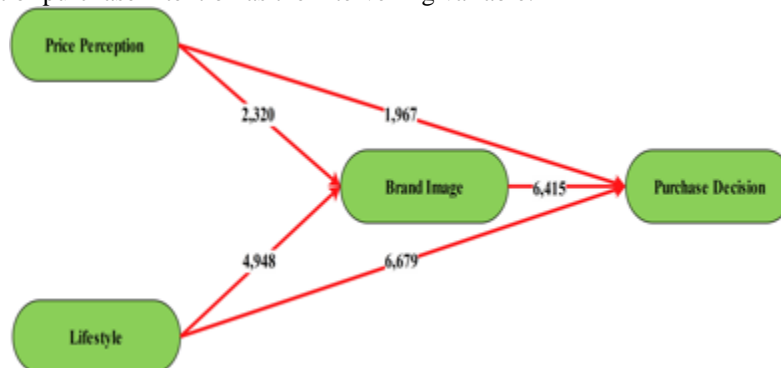

Figure5. Testing Result

Source: From Data Processing 2019

Based on the testing results above, the research variables indicate that lifestyle has the most significant influence against Brand Image as the intervening variable with the figure of 4,948, compare to Price Perception with the figure of 2,320. The direct effect of Lifestyle contributed higher influence towards Purchase Intention with the figure of 6,679 compare to the direct effect of Price perception with the figure of 1,967.Brand Imageas the intervening variable also generate a positive effect on Purchase Intentionwith the figure of 6,415 which means that the lifestyle of the customer is the most influence on their intention to purchase Starbucks coffeehouse.

4.2. Discussion

1.   The influenceof Price Perception towards Brand Image

Based on thetestingresults, itshowsthatprice perception has a significantand positive influencetowardsbrandimage. The resultsoftheanalysisshowthatthe original valueof 0.324 with a probabilityvalueof 0.001 (<0.05), so itmeansthatprice perception has a significantand positive effect on brandimagewhichmeansthattheprice perception provide influenceagainstbrandimage.

2.   The influenceof Lifestyle towards Brand Image

Based on thetestingresults, itshowsthatlifestylehas a significantand positive influencetowardsbrandimage. The resultsoftheanalysisshowthattheoringalvalueof 0.285 with a probabilityvalueof 0.001 (<0.05), so itmeansthatlifestylehas a significantand positive effect on brandimagewhichmeansthatlifestyle provide influenceagainstbrandimage.

3.   The influenceof Price Perception towardsPurchase Intention

Based on thetestingresults, itshowsthatprice perception has a significantand positive influencetowardspurchaseintention. The resultsoftheanalysisshowthatthe original valueis 0.319 with a probabilityvalueof 0.001 (<0.05), so itmeansthatprice perception has a significantand positive effect on purchaseintentionwhichmeansthatprice perception provide influenceagainstpurchaseintention.

4.   The influenceof Lifestyle towardsPurchase Intention
Based on thetestingresults, itshowsthatlifestylehas a significantand positive influencetowardspurchaseintention. The resultsoftheanalysisshowthatthe original valueof 0.195 with a probabilityvalueof 0.001 (<0.05), so itmeansthatlifestylehas a significantandpositive effect on purchaseintentionwhichmeansthatlifestyle provide influenceagainstpurchaseintention.

5.   The influenceof Brand Image towardsPurchase Intention
Based on thetestingresults, itshowsthatbrandimagehas a lesssignificant but positive influencetowardspurchaseintention. The resultsoftheanalysisshowthatthe original valueof 0.273 with a probabilityvalueof 0.001 (<0.05), so itmeansthatbrandimagehas a significantand positive effect on purchaseintentionwhichmeansthatbrandimagehasinfluenceagainstPurchase Intention.

V.   CONCLUSION AND SUGGESTION

The research hypothesis constructed from this study is based on the four research variables of: price perception and lifestyle as the independent variables, purchase intention as the dependent variable and brand image as the intervening variable. Based on the results of the above framework, it can be concluded that lifestyle is an important factor that has the highest influence on the customer purchase decision to purchase Starbucks coffee.

The objective of this research is to find out and conduct an empirical study of what actually make Starbucks coffee retain in the coffee shop beverage and is able to compete in the market with their segmented customer base. This research has constructed five researched variables in order to find out the main cause of the problem and how to find out the said problems. Based on the hypothesis testing, it can be concluded as follows:

1. The price perception of the customers does not affect much on their intention to purchase Starbucks coffee.
2. Lifestyle has the highest effect on intention to purchase Starbucks coffee, because drinking Starbucks coffee has become the customers' lifestyle.
3. Brand image also affect the customers' intention to purchase Starbucks coffee.
4. Starbucks coffee has established their brand name and provide innovative coffee choices for the customers.

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