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Factors Affecting Purchase Intention on Roasted Coffee Beans (Study Case: Caracal Coffee Roasters)

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Abstract: This research investigates the effect of product attributes, brand awareness, advertising, sales promotion, and Word of mouth on coffee products' purchase intention. In this case, the coffee products used are Caracal coffee roasters. This research conducted preliminary interviews and a questionnaire for gathering the data. Then, the data is analyzed using narrative analysis for the data from the interview and SEM (structural equation modeling) for the data from the questionnaire. Based on the results of the interviews, most of the respondents agree that Price, Origin, Post-harvest process, and Tasting notes are the essential attributes of coffee beans for consumers. Based on the SEM analysis, all five variables, except advertising, significantly influence the Caracal coffee roaster products. Future studies should pursue more variables, especially digital marketing factors and influencers done massively in this era.

Keywords: Product Attributes; Purchase Intention; Coffee Products; PLS-SEM Analysis; Coffee Roasters

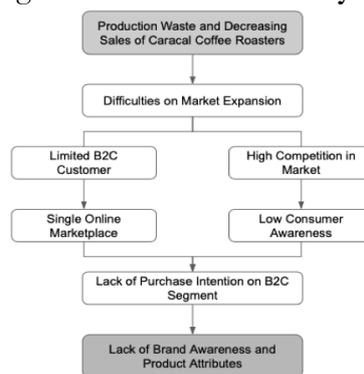
Introduction

Coffee is becoming one of the most wanted commodities globally. Coffee is a beverage that has been known since the 17th century. Initially consumed by the aristocracy, coffee had developed since the early 20th century into one of the most popular beverages in the world (Yeretizian, 2017), and based on the International Coffee Organization (2023), World coffee exports amounted to 10.88 million bags per year in December 2022, compared with 11.89 million bags per year in December 2021. People use coffee daily to increase their wakefulness and work productivity (Dam *et al.*, 2020). According to World Coffee Research (2022), Indonesia is one of the most diverse coffee origins in the world, producing both Arabica and Robusta coffee and being fifth-ranked on global export ranking countries worldwide. These data show that Indonesia has a big role in the coffee industry in the world.

In recent years, coffee consumption has become a part of culture through cafes and “work from home” habits (Wolff, 2022). Indonesia was the fifth-ranked country in coffee consumption ranking worldwide. The Indonesian people consume around five million 60 kilograms of bags annually. Based on data from (Wolff, 2023), the sales volume of ready-to-drink (RTD) coffee in Indonesia is increasing by 3.2% from the previous year. In 2022, RTD coffee sales volume was 225 million liters. In comparison, the volume of RTD coffee in 2021 is only around 218 million liters. This data is in line with the research of Toffin (2020); their result shows that in 2020, there were 2,950 coffee shops in Indonesia. This data increased almost threefold from 2016, when only 1,000 coffee shops—based on Kumparan.com (2019), the founder of 5758 Coffee Lab, Andi K. Yuwono, said that in 2019, there were approximately 600 coffee shops in Bandung City, West Java, Indonesia. These data lead to the conclusion that the number of coffee consumers in Indonesia is enormous. Several steps pass by the coffee, from the seeds into a coffee drink. Those steps are Growing, Picking, Processing, Milling, Roasting, Packaging, Shipping, Grinding, Brewing, and finally, the coffee drink is ready (World Economic Forum, 2022). This whole process runs through several actors in the coffee supply chain, like farmers, processors, collectors, exporters, roasteries, and coffee shops. Coffee shops would buy roasted coffee beans from the coffee roastery to make coffee drink products.

Caracal Coffee Roasters is a coffee roastery company in Bandung, West Java, Indonesia. Caracal coffee roasters focus on processing green coffee beans into roasted coffee beans ready to brew into coffee drinks. They run the business by selling through business-to-business (B2B) and Business-to-customer (B2C). Those roasted coffee beans are supplied to coffee shops as B2B customers for being a material for the coffee drinks and bought to be brewed at home by homebrewers as B2C customers. Caracal coffee roasters sell their products through B2B and B2C ways (Rizky, 2023). According to data given by Mr. Rizky (2023), the sales of the B2B segment are already quite good. Eleven coffee shops already use coffee beans from Caracal coffee roasters for their product, even though the sales performance tends to fluctuate. Meanwhile, the sales of the B2C segment still need help, especially the sales through the online marketplace. Several factors affect the fluctuation of sales from the company’s perspective. In terms of price, the price of Caracal coffee roasters is relatively higher than the other coffee roastery, especially in Bandung. In terms of location, the workshop of Caracal coffee roastery is quite far from the center of Bandung City, so the shipping of the beans would take another price from the consumer. Moreover, the workshop for Caracal coffee roasters is also too small, so the customer must make an appointment first for the workshop.

Figure 1. Root Cause Analysis

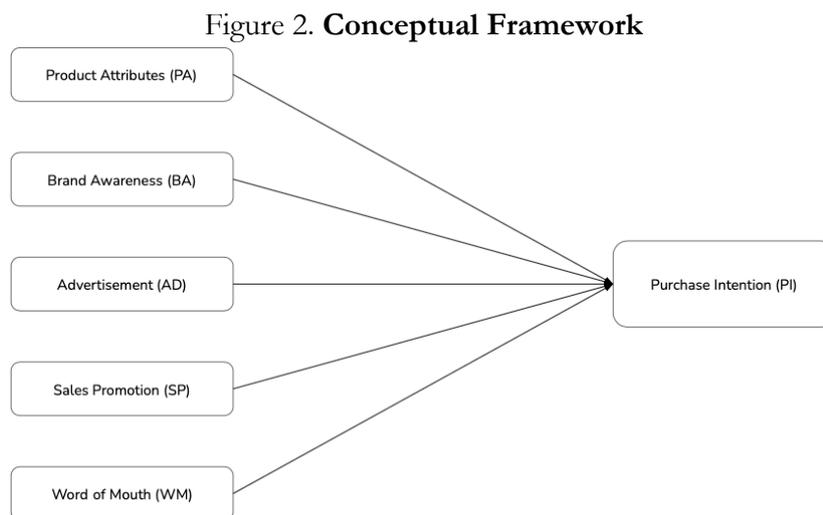


For the exploration of the problem, the author uses root cause analysis. As the problem is production waste and decreasing sales, the author found several root causes of the problem. Those are lack of brand awareness and product attributes that the customer considers. By increasing brand awareness and knowing the significant product attributes, sales would increase, and there would be no more waste production.

These researches are concerned with factors that influence the purchase intention. Maria *et al.* (2020) discussed brand awareness and advertising as the influencing factors of purchase intention. Meanwhile, Antunez *et al.* (2022) took the monetary saving perception and Word of mouth as the consideration for purchase intention. Conversely, Wathanakun (2017) focused on considering product attributes influencing coffee bean purchase intention. Accordingly, this research investigates the effect of product attributes, brand awareness, advertising, sales promotion, and Word of mouth on coffee products' purchase intention of Homebrewers or Coffee customers who buy a coffee for their daily consumption. In this case, the coffee products that used are caracal coffee roasters.

Literature Review

A conceptual framework is essential for assisting the researcher in making sense of the results from their evaluated sources, elucidating the connections between these findings, and explaining how these discoveries fit in with the study's overarching goal (Shikalepo, 2020). This research aims to see the effect of product attributes, brand awareness, advertising, sales promotion, and Word of mouth on the coffee product purchase intention. Based on that, the five research hypotheses would be formulated as Figure 1. indicates:



Brand Awareness

A brand's name or a structure built on thorough research are the minimum requirements for brand awareness, which is the most basic degree of brand understanding. Brand awareness, or the capacity of a customer to identify and recall a brand in various circumstances, is the fundamental and most important constraint in any brand-related

search. Brand awareness influences a consumer's choice of a product. A customer thinks about a brand before purchasing (Shahid *et al.*, 2017). Shahid *et al.* (2017) also concluded that consumers would prefer to buy a product from a brand that they know well. Maria *et al.* (2020) also concluded that brand awareness significantly increased purchase intention.

H1: Brand Awareness has a positive effect on purchase intention.

Advertising

Kotler & Keller (2016:582) defines advertising as any compensated nonpersonal communication and promotion of concepts, products, or services by a known sponsor through print, broadcast, network, electronic, and display media. The effectiveness of advertising is increasing brand awareness, and brand awareness has a positive and significant impact on the purchase intention of consumers (Shahid *et al.*, 2017; Maria *et al.*, 2020; Pranata & Pramudana, 2018).

H2: Advertising has a positive effect on purchase intention.

Sales Promotion

According to Kotler & Keller (2016:582), sales promotion is a variety of short-term incentives to encourage the trial or purchase of a product, including consumer promotions, trade promotions, and business and sales force promotions. Weng and Run (2013) stated that sales promotion technique preferences would impact consumers' behavioral intention and purchase satisfaction. Bhatti (2018) concluded that sales promotion positively and significantly affects consumer purchase intention. Antunez *et al.* (2022) stated that the perception of monetary savings from the sales promotion would positively influence the purchase intention of millennials.

H3: Sales Promotion has a positive effect on purchase intention.

Word of Mouth

Word-of-mouth can be defined as a form of communication among consumers based on their personal experiences and impressions of a product or service (Gildin, 2002). According to Kundu and Rajan (2016), Word of mouth strongly impacts consumer behavioral attitudes. The WOM impact can be moderated by tie strength, stickiness, loyalty, and financial influence. Antunez *et al.* (2022) found that Word of mouth (WOM) is a key driver of buying intention behavior. According to Ismagilova *et al.* (2019), e-WOM factors such as argument quality, valence, e-WOM usefulness, and trust in the message are the best predictors of purchase intention in e-WOM research. Qadri and Yasri (2019) also stated that Word of mouth significantly and positively influences the purchase intention to shop for gifts.

H4: Word of Mouth has a positive effect on purchase intention.

Product Attributes

Product attributes could vary. The product attributes of coffee beans could be identified from the quality of the coffee beans, such as aroma, taste, origin, and roasting profile. Besides, the price of the coffee is included in the value attributes of the product (Wathanakun, 2017). She defines Arabica beans with their more robust aroma, great taste, and medium to dark profile roasting as the product attributes that the customer considers when purchasing. On the other hand, Kobayashi and Bennasi (2015) stated that instant

coffee products' price and packaging attributes are the most critical factors. Refill packs with additional information and the photo of coffee cups with foam and coffee beans increase purchase intention.

H5: Product Attributes have a positive effect on purchase intention.

Methods

This research conducted preliminary interviews and a questionnaire for gathering the data. Then, the data is analyzed using narrative analysis for the data from the interview and SEM (structural equation modeling) for the data from the questionnaire.

Preliminary Interview

A preliminary interview is essential in this research for a thorough understanding that would underlie the future questionnaire. Before developing a survey, personally interview potential respondents to collect information. The assessment also examines how the opinion of people with different positions in the coffee industry could differ regarding preference for product attributes.

Interviews were conducted with five coffee lovers and five people working in the coffee industry, namely 5 Homebrewers (coffee enthusiasts who brew their coffee at home), two coffee shop owners, two Baristas, and one roaster or coffee roaster. All respondents live in Bandung. Because the current target consumers of Caracal Coffee Roastery are homebrewers or people who brew coffee at home, participants were selected purposely based on their work background in the coffee industry. The interview results will be explained using narrative analysis through 5 elements related to this research topic. The interview results aimed to answer the first and second research questions and construct the question on the survey.

In this initial qualitative study, the data was gathered utilizing the subsequent procedures:

1. The methodology involves the development of a questionnaire and an interview guide comprising a set of primary inquiries that will be posed throughout the interview phase.
2. Schedule a meeting with all the involved parties, as the previous sessions were conducted individually. Proceed to elucidate the methodology and provide an approximate timeframe for the undertaking.
3. Conduct a semi-structured interview with the chosen participants.
4. The results of the interviews conducted with all participants were analyzed.

Questionnaire

The author uses a questionnaire via Google form that spreads to Homebrewers, and people encouraged in the coffee industry, which are potential consumers. The questionnaire was delivered through online platforms and social media. The sample size used in this research is 204 people; this number was based on a Problem-solving research sample size (Malhotra, 2020). The respondents will be taken from the coffee communities in Bandung as a representative sample of Homebrewers in Bandung City.

The questionnaire consists of 7 main sections: the first section for Demographic data, five sections for the independent variable, and the last section for the dependent variable.

These sections are made based on the variables of this research. The questionnaire results were analyzed based on frequency, means, and standard deviation. Likert Scale was applied in this close-ended questionnaire. The Likert Scale has five categories in each construct in the questionnaire. The scores of the options range from 5 = Strongly Agree to 1 = Strongly Disagree, respectively.

Table 1. **Listed Questionnaire**

Classification of Investigation	Questions
Demographic Data	Name
	Gender
	Age
	Occupation
	Income Per Month
	Expenses Per Month
Brand Awareness	I know the brand and logo of Caracal Coffee Roasters.
	I recognize the Caracal Coffee Roasters brand among other competing roastery brands.
	I could not notice coffee bean products under the Caracal Coffee Roasters brand.
	The brand does not encourage me to buy coffee bean products from Caracal Coffee Roasters.
Advertising	I've seen an advertisement for Caracal Coffee Roasters on social media.
	The advertisement for Caracal Coffee Roasters is very interesting.
	The advertisement for Caracal Coffee Roasters does not impress me.
	The advertisement does not encourage me to buy coffee bean products from Caracal Coffee Roasters.
Sales Promotion	I like the sales promotion offered by Caracal Coffee Roasters.
	I often see sales promotions for Caracal Coffee Roasters on social media.
	I do not want to participate in sales promotion programs for Caracal Coffee Roasters.
	The sales promotion campaign does not encourage

	me to buy coffee bean products from Caracal Coffee Roasters.
	Reviews on social media made me more confident about choosing a coffee bean product brand.
	Information on the internet encouraged me to choose a coffee bean product brand.
Word of Mouth	Recommendations from other people do not increase my effectiveness in choosing coffee bean product brands.
	Good reviews, information, and recommendations do not encourage me to buy products from Caracal Coffee Roasters.
	I will buy this product because of the Origin of the coffee beans.
	I will buy this product because the Price of the coffee beans is affordable for me.
Product Attributes	I will not buy this product because the Tasting notes of the coffee beans interest me.
	The Post-harvest process of the coffee beans does not encourage me to buy the product from Caracal Coffee Roasters.
	I will buy the coffee beans product from Caracal Coffee Roasters because I know the brand.
	I will buy products from Caracal Coffee Roasters because the advertisement interests me.
	I will buy products from Caracal Coffee Roasters because the sales promotion interests me.
Purchase Intention	I will not buy products from Caracal Coffee Roasters because I got a recommendation and good reviews from others.
	I will not buy products from Caracal Coffee Roasters because the price, origin, tasting notes, and the post-harvest process of the coffee beans product interests me.
	I do not intend to buy Caracal Coffee Roasters products on the marketplace soon.

Findings

Preliminary Interview Result

A preliminary interview is essential in this research for a thorough understanding that would underlie the future questionnaire. Before developing a survey, personally interview potential respondents to collect information. The assessment also examines how the opinions of people with different positions in the coffee industry could differ regarding preference for product attributes.

Product attributes:

Respondents were asked to determine the three most considered attributes when buying coffee beans. Based on the results of the interviews, most of the respondents agree that **Price, Origin, Post-harvest process, and Tasting notes** are the most essential attributes of coffee beans for consumers. There are 6 out of 10 people say that the coffee beans' Price and Origin are the attributes that are most considered when buying a coffee bean. They were then followed by the attributes of the post-harvest process and tasting notes, with 5 out of 10 people who agreed that these attributes were considered. Meanwhile, some attributes are also mentioned by only below five people, like Quality, Packaging, Aroma, and Roasting Profile. Based on this result, the product attributes used in the questionnaire are Price, Origin, Post-harvest Process, and Tasting Notes.

Brand awareness

Based on the results of the interviews that were conducted, 7 out of 10 people had heard of the Caracal Coffee Roasters brand, but only 5 of them had seen the Caracal Coffee Roasters logo. Only 3 out of 10 people have yet to try coffee drinks produced by coffee beans from Caracal Coffee Roasters. Furthermore, only 1 of the three people bought the coffee beans directly. 2 of them tried the coffee at a coffee shop that used coffee beans from Caracal Coffee Roasters.

Advertisements

Based on the results of interviews conducted, 8 out of 10 people, when asked about marketing ideas that Caracal Coffee Roasters can run to increase purchase intention, suggest creating exciting content and then advertising it on social media. "The content created can be in the form of education about methods, tools, and alternative ways to process coffee beans into a coffee drink," a sentence said by one respondent. In addition, collaborating and creating content on social media will create awareness among the public, especially coffee lovers, to know about Caracal Coffee Roasters.

Sales promotions

Based on the interview results, 5 out of 10 people stated that a discount or postage promo was a good thing to implement to increase consumer purchase intentions. For them, the price of products from Caracal Coffee Roasters is still relatively high compared to coffee beans from other roasteries. This is what bases them on suggesting discounts and other promos as marketing ideas to increase purchase intentions from consumers.

Word of mouth

Based on interview results, 7 out of 10 people stated that they got information about coffee beans from recommendations for choosing a product to buy based on recommendations

from their connections. This indicates that word of mouth increases a consumer's purchase intention.

Questionnaire Result

The analysis result will be used to test the hypothesis in this research. The analysis will cover the demographic of the participants, the evaluation of the outer model, and the evaluation of the inner model. The SEM-PLS analysis was tested with SmartPLS 4 software. The latent variables for SEM were *Brand Awareness (X1)*, *Advertising (X2)*, *Sales Promotion (X3)*, *Word of Mouth (X4)*, *Product Attributes (X5)*, and *Purchase Intention (Y)*.

Demographic of The Respondents

The demographic data has been collected from respondents. The data consists of gender, age, occupation, monthly income, and monthly expenses. The questionnaire was distributed to 203 respondents. The domicile of all respondents is in Bandung City, West Java, Indonesia.

The majority of respondents were male, with a percentage of 75.9% (154 people), and female respondents were 24.1% (49 people). From the data in Figure IV.2, we can see the majority of respondents were in the range of 21-25 years old, with a percentage of 49.3% (100 people). The rest of the respondent was in the range of 21-25 with 36.9% (75 people) and 31-35 years old with 8.9% (18 people).

Most of the respondents are Homebrewers, with 69% (140 people), followed by Baristas at 19.7% (40 people). This result was obtained because the questionnaire was distributed to the coffee-lover community and people who engaged in the coffee industry in Bandung City.

The results show that most respondents have more income and expenses than Rp. 3,000,001, with over 75.9% (154 people) who have an income of more than Rp. 3,000,0001 for a month. Whereas, there are 48.3% (98 people) of respondents who have expenses more than Rp. 3,000,001 in a month.

PLS-SEM Results

The SEM-PLS analysis was tested with SmartPLS 4 software. The latent variables for SEM were *Brand Awareness (X1)*, *Advertising (X2)*, *Sales Promotion (X3)*, *Word of Mouth (X4)*, *Product Attributes (X5)*, and *Purchase Intention (Y)*. The purpose of the overall measurement model that the outer and inner models construct is to simultaneously analyze the validity and fit models of the five latent variables.

Outer Model

In this research, we use a reflective measurement model in which each indicator is considered to be caused by the latent constructs. In other words, changes in the latent construct result in changes in the indicators. To testing the validity of the latent constructs, the researcher is using convergent validity, discriminant validity, and average variance

extracted (AVE). While the reliability testing could be done using Cronbach's alpha and composite reliability.

Convergent validity

Convergent validity is an assessment of the extent to which different indicators of the same latent construct are correlated. It measures the degree to which indicators converge or agree in their measurement of the construct. High convergent validity indicates that the indicators consistently measure the same underlying construct. To measure the convergent validity, we can use Average Variance Extracted (AVE). AVE values above 0.5 are generally considered satisfactory for demonstrating convergent validity (Cheung *et al.*, 2023).

Table 2. AVE Result

Variable	Average Variance Extracted (AVE)
AD	0,594
BA	0,728
PA	0,569
PI	0,552
SP	0,617
WM	0,639

The calculated AVE of all variables ranging from 0.552 to 0.728 means all variables have met the requirement and supporting the convergent validity of the measurement model.

Discriminant validity

Discriminant validity assesses the distinctiveness of different latent constructs in the measurement model. It examines whether indicators of one construct are more strongly related to their own construct than other constructs in the model. High discriminant validity indicates that the constructs are empirically distinguishable from each other. The Fornell-Larcker criterion suggests that the square root of the AVE of a construct should be higher than the correlations between that construct and other constructs in the model. This criterion provides evidence of discriminant validity.

Table 3. Discriminant Validity Result

	AD	BA	PA	PI	SP	WM
AD	0,771					
BA	0,462	0,854				
PA	0,267	0,195	0,754			
PI	0,296	0,272	0,632	0,743		
SP	0,271	0,140	0,394	0,461	0,786	
WM	0,513	0,247	0,501	0,519	0,363	0,799

Reliability test

Reliability test is measured using Composite Reliability (CR). Composite reliability (CR) is another measure of internal consistency reliability. It evaluates the reliability of a construct by examining the correlations among the indicators. CR is calculated as the square root of the squared indicator loadings divided by the sum of the squared indicator loadings plus

the measurement error variance. Like Cronbach's alpha, a value of 0.7 or higher is generally considered acceptable.

Table 4. Reliability Test

Variable	Composite Reliability
AD	0,853
BA	0,915
PA	0,840
PI	0,881
SP	0,865
WM	0,875

Based on the Cronbach Alpha and Composite reliability result in Table 3. above, the author can conclude that all variables are reliable.

Inner Model

The inner model focuses on the structural relationships between the latent constructs in SEM-PLS. It examines the causal relationships or associations between the constructs and helps answer research questions or test hypotheses. The inner model represents the theoretical framework or conceptual model being investigated.

R-Square

The analysis of R square (R^2) is to determine the influence of the latent variable on the Purchase Intention variable. The value of R square can be shown in the following figure:

Table 5. R Square

	R Square	R Square Adjusted
PI	0.502	0.489

As shown in Table 4. above, the R-squared value of 0.502 indicates moderate explanatory power. It suggests that all variables collectively explain only 50.2 % of the variability in the Purchase Intention variable. However, it also implies that other factors or variables not included in the model account for the remaining 49.8 % of the variance in the PI variable.

Hypothesis Testing

The hypothesis testing uses P-values from the SmartPLS process result as indicators; the P-value score can be seen in the following table:

Table 6. P Values

Path	P Values
AD -> PI	0.356
BA -> PI	0.012
PA -> PI	0.000
SP -> PI	0.013
WM -> PI	0.024

From Table 5. above, we can make several interpretations about the relationship of all variables based on the p-value can be concluded that:

The first hypothesis test results are **accepted** with a p-value of 0.012, indicating that the relationship is statistically significant. The significance suggests that the relationship between BA and PI is unlikely to have occurred by chance.

The second hypothesis test results are **rejected** with a p-value of 0.356, indicating that the relationship is not statistically significant at a conventional significance level (typically $p < 0.05$). Therefore, no strong evidence supports a significant relationship between AD and PI in the model.

The third hypothesis test results are **accepted** with a p-value of 0.013, indicating that the relationship is statistically significant. The significance indicates that the relationship between SP and PI is unlikely to have occurred by chance.

The fourth hypothesis test results are **accepted** with a p-value of 0.024, which is below the significance level of 0.05. Therefore, substantial evidence supports a significant relationship between WM and PI in the model.

The fifth hypothesis test results are **accepted** with a p-value of 0.000, suggesting the relationship is highly statistically significant. The significance implies that the relationship between PA and PI is unlikely to have arisen by chance.

Theoretical Significance

First, the hypothesis test shows that advertising is not significantly influencing the purchase intention of Caracal coffee roasters products. That indicates that the company's advertising does not influence customers' purchase intentions, especially homebrewers. They did not consider coffee advertising an influencing factor in their purchase intention. Based on the previous research, The effectiveness of advertising is increasing brand awareness, and brand awareness would have a positive and significant impact on consumers' purchase intention. Therefore, the advertising of the Caracal coffee roasters has yet to be effective.

Second, the hypothesis test on brand awareness shows that brand awareness significantly influences the purchase intention of Caracal coffee roasters products. This finding aligns with the previous research, which said that customers would prefer to buy a product from a well-known brand and significantly increase their purchase intention.

Third, the hypothesis test on product attributes shows that product attributes significantly influence the purchase intention of Caracal coffee roasters products. The specific product attributes observed are origin, price, post-harvest process, and the tasting notes of the roasted coffee beans. Based on the previous research conducted in Thailand, the product attributes that are most considered by customers in Indonesia, especially Bandung City, are different from the customers in Thailand.

Fourth, the hypothesis test on product attributes shows that sales promotion significantly influences the purchase intention of Caracal coffee roasters products. This finding aligns with the previous research, which stated that sales promotion techniques influence

customers' purchase intention. Moreover, the perception of monetary savings also influences customers' purchase behavior, which supports the profitable sales promotion that would increase the customer's purchase intention.

Fifth, the hypothesis test on Word of mouth shows that Word of mouth significantly influences the purchase intention of Caracal coffee roasters products. These findings also align with the previous research, which stated that Word of mouth or the other customer's recommendation is one of the critical factors influencing customers' purchase intention.

Conclusion

This research investigated the effect of product attributes, brand awareness, advertising, sales promotion, and Word of mouth on coffee products' purchase intention. In this research, the coffee products used are Caracal coffee roasters. Customers participating in this study are Homebrewers in Bandung area as B2C customers.

The model of *Brand Awareness* (X1), *Advertising* (X2), *Sales Promotion* (X3), *Word of Mouth* (X4), *Product Attributes* (X5), and *Purchase Intention* (Y) is **only able to explain as much as 50.2%** which represents the phenomenon. The remaining 49.8% cannot be represented (outside variables affect the Purchase Intention of Roasted Coffee Beans).

Based on the P-value score, it was found that **Advertising has no significant influence on Purchase Intention**. Therefore, Caracal Coffee Roasters should be more concerned with product attributes (Origin, price, tasting notes, and post-harvest process) so that they can generate more purchase intention from customers.

In the future, researchers can utilize more respondents to get more diverse responses to identify the variables in the research. The research variables described can be more diversified, allowing the research model to explain occurrences to a greater extent.

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