

## DO THE PRICE AND TASTE MATTER TO COFFEE DRINKERS?

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### ABSTRACT

This article explores several characteristics, such as price and taste, to influence the behavior of coffee drinkers in Banda Aceh City, Indonesia. Using standard multiple regression analysis, it turns out that coffee taste affects coffee drinkers' behavior. On the other hand, the price of coffee drinks does not affect the behavior of coffee drinkers. This study shows that the taste of coffee is more important for coffee customers to decide to drink coffee. Further research is suggested by increasing the number of samples and expanding the study area. An in-depth discussion is highly recommended for debate and practical and theoretical consequences for further study.

**Keywords:** Coffee Drinkers, Coffee taste, Coffee prices, Consumer behavior

### ABSTRAK

*Artikel ini mengupas beberapa karakteristik, seperti harga dan rasa, untuk mempengaruhi perilaku peminum kopi di Kota Banda Aceh, Indonesia. Dengan menggunakan analisis regresi berganda standar, ternyata rasa kopi mempengaruhi perilaku peminum kopi. Di sisi lain, harga minuman kopi tidak mempengaruhi perilaku peminum kopi. Studi ini menunjukkan bahwa rasa kopi lebih penting bagi pelanggan kopi untuk memutuskan minum kopi. Disarankan untuk penelitian selanjutnya dengan memperbanyak jumlah sampel dan memperluas wilayah penelitian. Diskusi mendalam sangat dianjurkan untuk perdebatan dan konsekuensi praktis dan teoritis untuk studi lebih lanjut.*

**Kata Kunci:** Peminum Kopi, Cita rasa kopi, Harga kopi, Perilaku konsumen

### INTRODUCTION

Coffee is a drink that has a distinctive aroma and taste. The coffee craze has existed since ancient times and remains a culture. Everyone has known and tasted coffee from various circles, young and old, around the world. Today, coffee has become one of the most popular drinks in the urban lifestyle. People generally consume coffee in the morning at breakfast and before starting activities to give the body a fresh feeling. The fresh taste of the caffeine in coffee can make individuals awake from lethargy and positively impact those who consume it (Pelau & Radulescu, 2021).

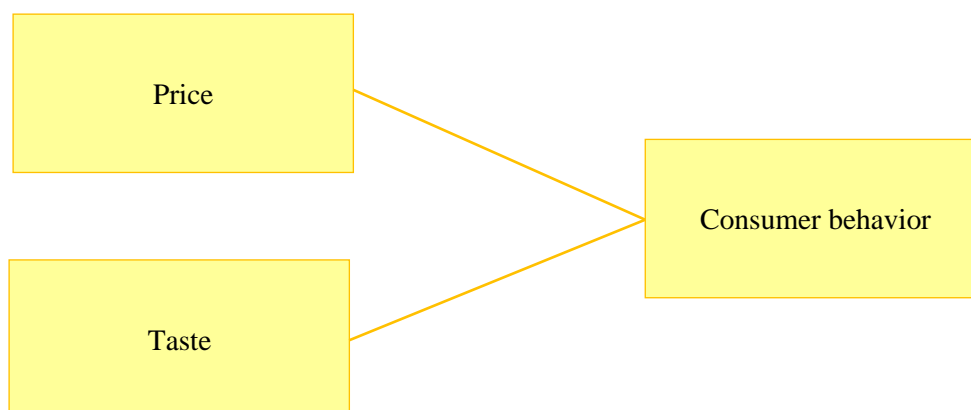
Currently, various processed coffees come from innovative industry products (Aswadi *et al.*, 2018; Aswadi *et al.*, 2019; Mutia *et al.*, 2020) and are sold in coffee shops or through e-commerce channels (Hasan *et al.*, 2021). Various variants of processed coffee sold in coffee shops, supermarkets, and e-commerce can be souvenir products for tourists and encourage the growth of the tourism sector (Mardhani *et al.*, 2021).

Therefore, the current study has two objectives: to investigate the effect of coffee price and taste on coffee drinker behavior. This paper is divided into five parts. A literature review follows the introduction in section two. Section three contains research methods. Section four is dedicated to the results and discussion. Section five contains conclusions that contain recommendations and directions for future research.

## LITERATURE REVIEW

The study of consumer behavior towards coffee drinks is still interesting to discuss, even though there have been many previous studies. Several studies show different consumer preferences to decide to taste coffee drinks. In Indonesia, coffee quality influences coffee drinkers' preferences (Sunarharum *et al.*, 2021). Everyone's preference for tasting or buying coffee drinks is also influenced by personal, social, psychological, and cultural factors (Mubarokah & Winarno, 2021). In addition, sensory appeal, lifestyle, and health motives also affect coffee consumption attitudes, where lifestyle has the most significant role in determining everyone to taste of coffee (Utama *et al.*, 2021).

According to Himawan & Rahadi (2020), price and taste are among several vital variables coffee drinkers consider when deciding to buy or consume coffee. In this paper, according to the research objectives, we focus on investigating the impact of coffee taste and price factors on changes in coffee-tasting behavior. The research framework was adopted in this study based on a survey of the literature presented in Figure 1.



**Figure 1.** Conceptual framework of the research

In line with the research objectives and literature review, the following are the main concerns and hypotheses of this study:

- H1: Price has a negative and significant effect on the behavior of coffee drinkers; and  
 H2: Taste has a positive and significant effect on the behavior of coffee drinkers

## METHOD

The survey was conducted using a questionnaire to collect data on consumption behavior among coffee drinkers. Data collection using questionnaires was conducted in five sub-districts within the city of Banda Aceh, which include Syiah Kuala, Ulee Kareng, Kuta Alam, Baiturrahman, and Lueng Bata. The questionnaire was distributed randomly to 60 coffee shop visitors. All variables in this study were measured using a five-level interval scale to state

the respondents' answers: strongly disagree, disagree, quite agree, agree, and strongly agree. Furthermore, we apply multiple linear regression for processing the survey data.

## RESULTS AND DISCUSSION

Before showing the results of research and data analysis, this section first shows the demographic characteristics of the respondents (Table 1). In total, there are 60 respondents in this study. The most significant proportion of respondents was male, with 37 (62%) male and 23 (38%) female. In the age category, 26 (43%) were respondents aged 18-28 years, 19 (32%) were respondents aged 29-39 years, and 15 (25%) respondents were respondents aged 40-50 years. In addition, it is also essential to convey the composition of the work of the respondents, consisting of 24 (40%) students, 20 (33%) government staff, and 16 (27%) entrepreneurs. In general, the respondents in this study were represented by the male category, the age category 18-28 years, and the occupation category as a student.

**Table 1.** Demographic characteristics of the respondents

Characteristic	Group	Frequency	Percentage
Gender	Male	37	62
	Female	23	38
Age	18-28	26	43
	29-39	19	32
	40-50	15	25
Occupation	Student	24	40
	Government staff	20	33
	Entrepreneur	16	27

Table 2 shows the results of multiple regression analysis applied to analyze the data. Price and taste are independent variables, while the behavior of coffee drinkers is the dependent variable. As shown in the table, only the taste of coffee can predict the behavior of coffee drinkers (*adj. R*<sup>2</sup> = 0.68, *F-stat* = 64.76, *p* < 0.01). The taste coefficient was 0.90 (90%), which was significant at 1%. This indicates a significant influence between taste and coffee consumption behavior in that a 1% increase in coffee taste causes coffee consumption to increase by 90%. On the other hand, the coffee drink price coefficient does not indicate a change in the coffee drinkers' behavior in coffee consumption. Therefore, coffee taste was the only variable identified as a good predictor of coffee drinker behavior.

**Table 2.** Regression Test Results for Estimating the Behavior of Coffee Drinkers in Coffee Consumption (*N* = 60)

Variable	Coefficient	Std. Error	<i>t</i> -Statistic	<i>p</i> -Value
Price	-0.03	0.07	-0.39	0.70
Taste	0.90	0.08	11.37	0.00
Constant	7.15	1.51	4.73	0.00
<i>R</i> <sup>2</sup>	0.69	F-statistic		(64.76) 0.00
Adjusted <i>R</i> <sup>2</sup>	0.68	Observations		60

Note: Dependent variable is Consumer behavior

The findings above show that the higher the tendency to taste coffee, the higher the ranking changes in coffee drinkers' behavior in consuming coffee. This study's findings align with previous studies (e.g., Fadhil *et al.*, 2021; Lee *et al.*, 2018). On the other hand, in terms of affordability, this study proves that price does not affect everyone to consume coffee. This finding is in line with the study conducted by Cruz-Flores *et al.* (2020) in Mexico and Urwin *et al.* (2019) for Gauteng in South Africa, where everyone does not care about the price to get a quality coffee drink. However, the results of other studies state that price is also a determining factor for everyone in consuming coffee (Rasmikayati *et al.*, 2021).

## CONCLUSION

Data analysis concluded that the price factor did not positively and significantly affect consumer behavior toward tasting coffee. This study also concludes that taste positively affects consumer behavior to taste coffee, whereas coffee drink customers prefer the taste. This research provides practical implications for coffee producers or shops to provide quality coffee variants with a unique taste. When talking about the taste of coffee, consumers have ignored the price level offered by producers or coffee shops. This research is also helpful for further researchers to include price and taste variables as determinants for consumers to taste coffee. Future research should use a large sample and an expanded study area.

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