

CONSUMER CHARACTERISTICS AND FACTORS THAT INFLUENCE CONSUMER DECISIONS AT *KOPIXEL* IN JEMBER REGENCY

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Abstract

This study is motivated by the rise of coffee shops as part of a growing coffee consumption Lifestyle trend. In Jember Regency, Kopixel stands out as the most favored coffee shop among consumers. The objectives of this research are to identify: (1) the characteristics of Kopixel consumers and (2) the factors influencing their purchasing decisions. The study uses a descriptive-analytic method, with data collected through interviews and documentation. Analysis techniques include descriptive statistics and multiple linear regression. The results show that Kopixel consumers are 51.04% female and 48.96% male, with the majority aged 20-24 (63.54%) and earning over IDR 4,000,000 (21.88%). Most drink coffee 2-3 times a week (44.79%) but rarely visit Kopixel (33.33%). Arabica is preferred (67%), with Kopixel late as the favorite variant (24.21%). The main reason for visiting is socializing with friends (37.50%), with typical spending of IDR 25,000-40,000 (32.29%). Six factors influence purchase decisions: Product, Place, Promotion, People, Process, and Physical Evidence. The results highlight the importance of product innovation, service quality, and atmosphere in shaping consumer behavior and sustaining competitiveness in the dynamic coffee shop industry.

Keywords: Coffee, Coffee Shop, Purchase Decision, Preferences, Lifestyle

1. Introduction

Indonesian coffee is in the rising star quadrant position so that it can be said that Indonesian coffee has high competitiveness and growth in international market competition (Amelia et al., 2025). Data from the Central Statistics Agency 2023 shows that Indonesia's coffee exports have fluctuated in the last 10 years with an export volume of 379 thousand tons in 2021, increased in 2024 by 437 tons, and decreased in 2023 by 279 thousand tons. Coffee is one of the Plantation commodities with a high level of domestic consumption and has the potential to always increase. (Revindo et al., 2024) states that in 2024 domestic coffee consumption has reached 368 thousand tons and is predicted to increase considering that coffee has become a popular processed beverage product.

Based on (Badan Pusat Statistika 2024, 2024), coffee production in Indonesia is supported by smallholder plantations, which amounted to 99.56% as of 2023. Jember Regency is one of the areas that contributes to coffee production with the latest data having an increase in production from 11,766 tons in 2022 to 12,361 tons in 2023

(Maulidina et al., 2024). The high potential of coffee production is an advantage and opportunity for Jember Regency to develop the economy from this commodity.

The large potential of coffee production in Jember Regency can have an impact on economic improvement for parties who play a role in the coffee supply chain by improving quality, promotion and diversification to maintain the balance of the coffee market. To support this, strengthening the added value of coffee products is needed by increasing product innovation such as innovative flavored coffee processing, ready-to-eat coffee, processed quality coffee beans, and other innovations (Andri, 2025). Processing coffee into products with added value either in the form of raw products or processed products is a business idea that is currently running rampantly. Efforts to develop this innovation have been realized by local entrepreneurs who have begun to flourish to open promising business opportunities today with a broad target market. The ability to process coffee products in Jember Regency is shown by the increasing growth of coffee shops that increasingly prioritize various types of processed coffee products. The growth of coffee shops is one of the business potentials in Jember Regency along with the increasing public interest in coffee and also the changing lifestyle in socializing. Coffee Shop is an innovative business opportunity that optimizes local potential so that it can help local farmers' income, provide employment from the provision of raw materials, processing, to marketing, and help improve coffee quality standards based on market demand (Fazilah et al., 2022).

According to Suryani & Kristiyani, (2021), the rapid development of coffee shops is supported by the practical value provided, especially in terms of purchasing, easy to reach, and convenience. In addition, many coffee shops have innovated by providing facilities such as wi-fi, air conditioning, charging spots, and nowadays coffee shops are starting to flourish that provide book facilities to read, working spaces, and introvert rooms. In practice, the existence of coffee shops in Jember Regency is not only triggered by the high potential of coffee production, but also supported by the existing and growing market demand. The increasing trend of coffee consumption and changes in people's behavior are the most important factors in this condition. The increase in coffee consumption in coffee shops, which is not only crowded among young people but has spread to all generations and genders, is driven by the leisure economy trend (Chofiyana et al., 2024). Leisure economy is characterized by a shift in consumption patterns from consumption patterns to meet basic needs, shifting to fulfill leisure or entertainment needs so that it has an impact on the culture of coffee consumption as a lifestyle (Nestiti et al., 2022).

This lifestyle shift in consuming coffee is a factor that encourages local entrepreneurs in Jember Regency to develop a coffee shop business as a result of a combination of reading business opportunities, community interest, and optimizing regional potential. One of the local coffee shops that has high ratings from its customers is Kopixel. It was established in 2019 which at that time was the initial era of the entry of

several coffee brands entering Jember Regency and the emergence of local regional coffee brands. By reading market conditions and business opportunities, kopixel was established as a simple coffee shop that only provides take away services. After approximately 6 years of establishment, Kopixel has transformed into a coffee shop with various advantages provided such as a strategic location with a wider place and supported by contemporary interior design. Kopixel also provides a large selection of drinks and food menus, ranging from coffee based, non-coffee based, snacks to heavy meals, as well as selling ground coffee with self-managed brands and quality. The concept of marketing through social media that is always maintained, as well as a universal target market without any age or professional restrictions makes Kopixel easier to recognize and attract customers. Not only does it provide the experience of drinking coffee in a cafe to hang out, but kopixel is also designed to be used as a work from café location, or to meet with business partners. By providing quality both in terms of products and services that are always well maintained, Kopixel has become a coffee shop that received the highest rating on Google Ratings in 2022, which is 4.8 with 307 reviews, as well as a coffee shop with the most Instagram social media followers, which is 6,081 followers.

As a universal coffee shop, Kopixel certainly makes consumers with various characters. According to (Faris, 2018), consumer characteristics are one of the factors that influence purchasing decisions such as age, educational background, work, income, and gender. The formation of consumer characteristics can be caused by the influence of various factors grouped into demographics, geography, and psychiography. Understanding what, who, and why consumers make purchasing decisions needs to be done by learning that there are various differences and similarities in the characteristics inherent in consumers Damianti et al., 2017. To know and understand consumer characteristics precisely is not an easy matter. However, this is important for a business owner to understand to identify the market so that he can determine the strategies that can be used to market his products (Farahdiba, 2020).

The number of kopixel competitors makes consumers have many choices in terms of taste, price, type, and coffee shop atmosphere to provide their purchasing decisions. Therefore, apart from understanding consumer characteristics, marketing strategy is also the most important component in a business to be able to compete with other competitors. Marketing strategies through marketing mix can be applied to meet consumer needs by always observing changes in the environment and being able to adapt to changes that occur. Marketing mix is a very important marketing strategy because it includes product advantages and target consumers so that it will be able to compete in the business market world (Siregar et al., 2017). In this case, the marketing mix includes 7p, namely product, price, place, promotion, people, process, and physical evidence (Hendrayani et al., 2020).

Seeing the importance of understanding consumer purchasing decisions and the factors that can influence them, there have been several studies conducted to examine similar problems. (Rasmikayati et al., 2020) and Rohmah and Subari (2021) show that

consumer attitudes and behavior will be reflected in their characteristics with several groupings of characteristics including age, gender, occupation, income, and education. Shofiana et al., (2019), Watae et al., (2017), and Sudarsono & Rum (2021) show other factors that can influence consumer purchasing decisions such as service quality, product quality (taste, appearance, and portion), product price, place atmosphere, promotion, to consumer purchasing experience and visitor motives or goals. Based on the research background that has been described, the focus and objectives of this study are to look at the characteristics of consumers in Kopixel and how the marketing mix that has been carried out can influence consumer purchasing decisions at Kopixel.

2. Method

The object of research was conducted purposively or intentionally at Kopixel Coffee Shop in Jember Regency. Kopixel was chosen because it is a coffee shop that is able to compete with high customer ratings. The research population is all Kopixel visitors. The research sample was taken by convenience sampling method, which is based on the ease and willingness to be sampled based on conditions in the field by selecting consumers who are willing to fill out a questionnaire in accordance with the guidelines that have been given. The sample selection is limited to consumers aged 17 years and over because they are considered more likely to be able to consider their choices. The number of samples required based on the number of variables studied in this study is 96 respondents.

The research methods used are descriptive methods and analytical methods. This research focuses on primary data which is data obtained by researchers directly from the source obtained by observation interviews, documentation studies, and questionnaires (Sudarsono, 2016). Interviews were conducted to find out the factors that influence consumer buying decisions at the Coffee Shop. Observation is carried out to collect data by direct observation including observing the atmosphere of the coffee shop. The use of documentation studies in this study was obtained from various sources such as literature, books, menu books at research locations, as well as other documentation in the form of images that can be supporting evidence in the course of this research. And questionnaires as a tool to get the necessary data.

Descriptive analysis in this study is used for qualitative data obtained through filling out questionnaires by respondents and identifying the characteristics of consumers presented. Meanwhile, the 7p factors that influence consumer decisions will be grouped and calculated using a Likert scale. The Likert scale calculation tool is used in this study to measure the value of each indicator set on each research variable. The measurement criteria used for each variable are as follows.

No.	Scale	Score
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Not Quite Agree (KS)	3

4.	Disagree (TS)	2
5.	Strongly Disagree (STS)	1

Source: Anshori and Iswati (2017)

Table 1. LIKERT SCALE MEASUREMENT CRITERIA

Some indicators of each element of the marketing mix are as follows.

Product	
No.	Indicator
1.	Diversity of variations in types of coffee products
2.	The taste of each type of coffee is delicious to enjoy and according to consumer desires
3.	The appearance of each type of coffee is attractive
4.	Coffee products have unique and attractive packaging
5.	Diversity of other menu variations has a taste that is not less delicious 5.
Price	
No.	Indicator
1.	The price of each coffee product is in accordance with the quality provided
2.	The price of each coffee product is in accordance with the quantity provided
3.	The price is in accordance with the consumer's buying ability
4.	Competitive prices when compared to other similar coffee shops
5.	Prices on other menu variations (other than coffee) are in accordance with the quality provided 5.
6.	Prices on other menu variations (other than coffee) are in accordance with the quantity provided 6.
Location (Place)	
No.	Indicator
1.	The existence of a strategic Kopixel location
2.	Access to the Kopixel location is easy to reach
3.	Kopixel's location is close to the center of students, college students, and workers.
Promotion	
No.	Indicator
1.	Various types of purchase promos are given on certain anniversaries to attract consumers to choose Kopixel.
2.	The availability of online promotional media attracts consumers to choose kopixel
3.	The availability of offline promotional media attracts consumers' attention to choose kopixel
Employee	
No.	Indicator
1.	Baristas and waiters are friendly and polite in serving consumers
2.	Baristas have a good understanding of the product so that they can help consumers in determining the menu ordered.
3.	The appearance of baristas and waiters is neat and clean
Process	
No.	Indicator
1.	Practical ordering methods make consumers comfortable making purchases
2.	Payment methods can be cash or debit making it easier for consumers
3.	Service in serving orders is fast and precise
4.	The preparation process of each product affects the quality of the resulting taste 4.
Physical Display	

No.	Indicator
1.	The choice of indoor and outdoor places provides comfort for consumers
2.	Selection and arrangement of attractive interior and exterior
3.	Cleanliness and tidiness of the place provide comfort for consumers
4.	The place is spacious enough to fit many people
5.	There are supporting facilities intended for consumers
Purchase Decision	
No.	Indicator
1.	I chose kopixel because I was interested in the variety of products offered at affordable prices.
2.	I chose kopixel because it is a coffee shop that many people like
3.	I chose kopixel because the place is suitable for just gathering or for work from café so that it can adjust the needs of consumers
4.	I chose kopixel because many people recommended it

Table 2. INDICATORS OF DIVERSITY OF MARKETING MIX ELEMENTS

The variables that influence Kopixel consumer purchasing decisions in Jember City used in this study are the 7p marketing mix consisting of product, price, place, promotion, service, process, and physical appearance. These variables are analyzed using multiple linear regression analysis with the following equation

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \varepsilon \dots\dots\dots (1)$$

3. Results and Discussion

Kopixel Coffee Shop Consumer Characteristics

Consumers at "Kopixel" who were used as respondents in this study were consumers who were visiting "Kopixel" during operating hours and were randomly selected, as well as consumers who had visited "Kopixel" on other days. Consumer respondents have different characteristics. Based on the data that has been collected, data on the characteristics of Kopixel consumers are obtained with the following categorization.

Category	Number (Person)	Percentage (%)
Gender		
Male	47	48,96
Female	49	51,04
Age (Years)		
15-19	6	6,25
20-24	61	63,54
25-29	19	19,79
30-34	5	5,21
35-39	4	4,17
40-44	1	1,04
Income (Rp)		
<500.000	10	10,42
500.000 - 1.000.000	16	16,67

Category	Number (Person)	Percentage (%)
1.000.000 - 2.000.000	16	16,67
2.000.000 - 3.000.000	15	15,63
3.000.000 - 4.000.000	18	18,75
>4.000.000	21	21,88
Coffee Drinking Intensity		
Every Day	25	26,04
5 to 6 times per week	7	7,29
3 to 4 times per week	21	21,88
2 to 3 times per week	43	44,79
Visiting Intensity		
Rarely	32	33,33
1-2 times per month	19	19,79
1-2 times per week	12	12,50
2-3 times per week	10	10,42
3-5 times per week	10	10,42
>5 times per week	13	13,54
Type of Coffee		
Robusta	67	69,79
Arabica	29	30,21

Source: Primary data processed

Table 3. CHARACTERISTICS OF KOPIXEL COFFEE SHOP CONSUMERS

Based on Table 3. It was found that the characteristics of Kopixel coffee shop consumers are divided into several categories, namely gender, age, income, coffee drinking intensity, visiting intensity, and the type of coffee chosen or often consumed. It was found that the number of consumers in kopixel did not differ much when viewed from gender, namely 48.967% for men and 51.04% for women. This shows that coffee is not only enjoyed by men, but also enjoyed by women so that there is no difference in coffee consumption from both (Hanafi et al., 2018). In terms of age, it is found that the most consumers are in the age range of 20-24 years 63.54%, then the age range 25-29 19.79% and the lowest in the age range 40-44 years only 1.04%. In addition, when accumulated, respondents aged <30 years are 86 more than consumers aged >30 years as many as 10 people. Teenagers with an age range of 18-24 years are indeed in a position that is in love with coffee shops that are starting to emerge with a comfortable atmosphere Kurniawan & Rosyid Ridlo (2017).

Based on the income level, it is found that most consumers have an income of > IDR 4,000,000 as much as 21.88% and an income of IDR 3,000,000 - IDR 4,000,000 as much as 18.75%. Meanwhile, the least is income <Rp 500,000 as much as 10.42%. The greater the income owned, the more the intensity of consumers in choosing a coffee shop will also increase, both just to enjoy the existing menu and just to hang out which has become the lifestyle of most people today (Muhamad and Cahyono (2019). The intensity of drinking coffee is one of the categories of determining consumer characteristics to see these coffee drinking habits. The highest results obtained show that 44.79% of consumers

drink coffee 2-3 times per week as the least frequent coffee drinking intensity in this category. For the intensity of drinking coffee 3-4 times per week as much as 21.88%, then 7.29% of respondents have a coffee intensity of 5-6 times. The high intensity of drinking coffee in most of these respondents can show that the lifestyle of consuming coffee is currently starting to develop and penetrate the community (As'ad & Aji, 2020).

The characteristics of respondents based on visiting intensity are used to determine how often they visit kopixel. The visiting intensity of respondents in this study was seen for a range of time from every week to month. The least number of respondents visited 10.42% for 2-3 times per week and 3-5 times per week. The highest number of respondents 33.3% of consumers have very rare intensity. Consumers with an intensity of visiting 1-2 times per month 19.79% and this intensity is still classified as a rare level for visiting consumers. The large number of consumers with a visiting intensity that is classified as rare can be due to consumers having other activities besides coffee and a limited budget so they cannot visit too often (Rasmikayati et al., 2020). Apart from visiting intensity, the type of coffee preferred is also important to know to see consumer preferences in choosing the type of coffee beans. It is known that 69.79% of consumers prefer Robusta coffee and 30.21% of consumers prefer Arabica coffee. Most consumers choose Arabica as coffee beans with lower caffeine levels. Therefore, coffee variants at Kopixel are made with a mixture of robusta and arabica beans, so that the taste obtained can be more balanced with the aroma produced is more increased and can be enjoyed by all consumers.

In addition to looking at consumer characteristics from several categories, this study also looks at consumer interest in choosing a menu at Kopixel and the reasons for visiting. Of the 15 coffee menus, the most preferred variant is kopixel latte as the signature menu, followed by americano, premium latte, and hazelnut latte. This shows that Kopixel has succeeded in showing its identity by introducing a signature menu so that most consumers are interested in it. Most consumers visit kopixel with the aim of gathering with friends. This reason is a form of socialization to cure boredom or refreshing or also to meet with relationships (Suryani and Kristiyani 2021). However, as a coffee shop that is flexible not only for hanging out, Kopixel has consumers with a variety of visiting purposes. In addition, there are some consumers who have other goals such as work from cafe, doing assignments, and business matters. In addition, the purchasing power of consumers also varies, and in this study obtained the purchasing power of consumer respondents in kopixel based on the total money usually spent when visiting kopixel. The most respondent consumers have a purchasing power of Rp 25,000 - Rp 40,000 as much as 32.29%. While the least is in the range of purchasing power > Rp 55,000, as many as 18.75%. As many as 27.08% of consumers stated that one-time expenditures were IDR 15,000 - IDR 25,000, and for expenditures of IDR 40,000 - IDR 55,000 were stated by 21.88% of consumer respondents.

Factors Affecting Consumers Choosing "Kopixel"

Consumer decisions in choosing to visit a coffee shop and consume the products in it are influenced by various factors. Factors that can influence consumers in determining their choice to choose "Kopixel" as a coffee shop visited in the study were analyzed using multiple linear regression analysis methods. The variables used as factor analysis in the study are Product (X1), Price (X2), Place (X3), Promotion (X4), Service (X5), Process (X6), and Physical Appearance (X7), with Decision Making as (Y). The data that has been obtained and processed based on the categories on the Likert scale calculation tool is then analyzed by testing the validity and reliability of the data followed by a classical assumption test.

The validity test is a test used to determine the validity of measuring instruments or indicators on each valid variable in the questionnaire. The statement is said to be valid if the value of $r_{count} > r_{table}$ with a positive value at the 0.05 significance level.

No.	Variable	Statement	r count	r table	Description
1.	Product (X1)	Product1	0,824	0,1689	Valid
		Product2	0,886	0,1689	Valid
		Product3	0,815	0,1689	Valid
		Product4	0,845	0,1689	Valid
2.	Price (X2)	Product5	0,793	0,1689	Valid
		Price1	0,824	0,1689	Valid
		Price2	0,876	0,1689	Valid
		Price3	0,865	0,1689	Valid
		Price4	0,866	0,1689	Valid
		Price5	0,813	0,1689	Valid
		Price6	0,823	0,1689	Valid
3.	Place (X3)	Place1	0,929	0,1689	Valid
		Place2	0,931	0,1689	Valid
		Place3	0,915	0,1689	Valid
4.	Promotion (X4)	Promotion1	0,901	0,1689	Valid
		Promotion2	0,879	0,1689	Valid
		Promotion3	0,868	0,1689	Valid
5.	People (X5)	Person1	0,909	0,1689	Valid
		Person2	0,915	0,1689	Valid
		Person3	0,925	0,1689	Valid
6.	Process (X6)	Process1	0,839	0,1689	Valid
		Process2	0,864	0,1689	Valid
		Process3	0,807	0,1689	Valid
7.	Physical Display (X7)	Process4	0,839	0,1689	Valid
		Physical Display 1	0,879	0,1689	Valid
		Physical Display 2	0,852	0,1689	Valid
		Physical Display 3	0,904	0,1689	Valid
		Physical Display 4	0,857	0,1689	Valid
		Physical Display 5	0,863	0,1689	Valid
8.	Purchase Decision (Y)	Decision1	0,829	0,1689	Valid
		Decision2	0,815	0,1689	Valid
		Decision3	0,742	0,1689	Valid
		Decision4	0,877	0,1689	Valid

Source: Primary data processed

Table 4. VALIDITY TEST RESULTS

Based on Table 4.18, the value of all statements has a value of $r_{count} > 0.1689$ (r_{count}). So it can be concluded that all questionnaire statement items can be said to be valid for use as a research instrument or statement submitted to respondents to find out the results of consumer decision making in choosing coffee products at *Kopixel*.

Reliability test is an index that shows the extent to which a measurement tool can be trusted or relied upon, so that it can be used to determine the consistency of statements or indicators even if repeated.

Variable	Cronbach's Alpha	N of Items	R table	Description
Product (X1)	0,888	5	0,1689	Reliable
Price (X2)	0,920	6	0,1689	Reliable
Place (X3)	0,915	3	0,1689	Reliable
Promotion (X4)	0,857	3	0,1689	Reliable
People (X5)	0,905	3	0,1689	Reliable
Process (X6)	0,857	4	0,1689	Reliable
Physical Display (X7)	0,920	5	0,1689	Reliable
Purchase Decision (Y)	0,932	4	0,1689	Reliable

Source: Primary data processed

Table 5. RELIABILITY TEST RESULTS (CRONBACH'S ALPHA)

The results show that all variables have a Cronbach's Alpha value that is large enough and more than the r table value (0.1689). So it can be concluded that all variables are reliable and henceforth all statements on each variable are suitable for use as a measuring tool for research on purchasing decisions for coffee products at "Kopixel".

The classic assumption test consists of normality test, multicollinearity test, and heteroscedasticity test. Normality test is one of the tests that must be carried out in the classical assumption test to ensure that the data to be analyzed is normally distributed. The normality test in this study was further strengthened by conducting the *columnogorv smirnov* test statistical test with the following analysis results.

Model	Significance	Criteria	Conclusion
Unstandardized Residual	0,710	$>0,05$	Normally Distributed Data

Source: Primary data processed

Table 6. KOLMOGOROV SMIRNOV TEST ANALYSIS RESULTS

Based on the results of the analysis, the significance value in the columnogorov smirnov analysis is $0.710 > 0.05$. So that in this test it can be concluded that the data used in this research analysis model is normally distributed and can be continued for analysis.

No	Variable	Tolerance	VIF	Conclusion
1	Product	0,165	6,078	No

2	Price	0,159	6,273	No
3	Place	0,899	1,113	No
4	Promotion	0,205	4,882	No
5	People	0,159	6,284	No
6	Process	0,200	5,011	No
7	Physical Display	0,191	5,229	No

Source: Primary data processed

Table 7. MULTICOLLINEARITY ANALYSIS TEST RESULTS

Multicollinearity test is used to determine whether or not there is a linear relationship between the independent variable and the dependent variable. The results show that all independent variables in the equation model have a *tolerance* value (TOL) > 0.1 and a VIF value < 10. Each equation model can be said to have no multicollinearity if it has a *tolerance* value > 0.1 and a VIF value < 10. So that each variable in this equation model can be said to have no multicollinearity so that it can be continued for the next stage of analysis.

No	Variable	Significance	Criteria	Conclusion
1	Product	0,509	> 0,05	No
2	Price	0,980	> 0,05	No
3	Place	0,446	> 0,05	No
4	Promotion	0,671	> 0,05	No
5	People	0,290	> 0,05	No
6	Process	0,756	> 0,05	No
7	Physical Display	0,075	> 0,05	No

Source: Primary data processed

Table 8. GLEJSER TEST ANALYSIS RESULTS

The heteroscedasticity test is used to determine the presence of errors in the data caused by the inequality of the variance of the residual values between variables. *The glejser* test is used to detect any indication of heteroscedasticity in the regression model. The basis for decision making in the *glejser* test is if the significance value > 0.05 then the data is not indicated heteroscedasticity. The results show that all variables have a significance > 0.05 so that all variables in the model are not indicated by heteroscedasticity and can be continued for the next stage of analysis.

The model accuracy test is carried out by testing the coefficient of determination (R^2), simultaneous significance test (F test), and partial test (T test). The R^2 test is used to determine the level of diversity in the independent variables that explain the dependent variable in the equation model that has been formed.

Table 9. MODEL DETERMINATION COEFFICIENT TEST RESULTS

Model	R	R Square	Adjusted R Square
1	0,935	0,874	0,864

Source: Primary data processed

Based on the results of the analysis, it is known that the value of adjusted R^2 is 0.864 or 86.4%. This value indicates that the independent variables in this study, namely product, price, place, promotion, people, process, and physical appearance, can explain the variation in the dependent variable by 86.4%. while the other 13.6% is explained by independent variables outside the research model.

F-count	Significance	Conclusion
87,490	0,000	Simultaneously influenced

Source: Primary data processed

Table 10. ANALYSIS OF VARIANCE (ANOVA) OUTPUT RESULTS

The F test is used to determine all independent variables together on the dependent variable, namely purchasing decisions. The results in the ANOVA table show that the significance value for the F test is $0.000 < 0.05$, which means that the variables of product, price, place, promotion, people, process, and physical appearance can influence consumer purchasing decisions together.

Partial test or t test is used to determine how far each independent variable used in the analysis model can affect the dependent variable. Decision making in the t test is adjusted to the existing criteria, namely if the significance > 0.05 then the independent variable does not affect the dependent variable and if the significance < 0.05 then the independent variable affects the dependent variable. The following are the results of the partial test.

Independent variable	Regression Coefficient	Std. Error	t count	Significance
(Constant)	1,269	0,376	3,373	0,001
Product	0,171	0,070	2,457	0,016
Price	-0,038	0,054	-,708	0,481
Place	-0,088	0,036	-2,419	0,018
Promotion	0,210	0,090	2,330	0,022
People	0,219	0,098	2,248	0,027
Process	0,259	0,080	3,215	0,002
Physical Display	0,140	0,065	2,141	0,035

Source: Primary data processed

Table 11. PARTIAL SIGNIFICANCE TEST RESULTS (T TEST)

The results or output from the partial significance test, then the regression equation can be arranged as follows:

$$Y=1.269+0.171X_1-0.038X_2-0.088X_3+0.210X_4+0.219X_5+0.259X_6+0.140X_7.....(2)$$

The results of the analysis show that the product variable has a significant effect on consumer purchasing decisions with a significance value of $0.016 < 0.05$ and a regression coefficient of 0.171. This means that every time there is a one-level increase in the diversity of types of coffee products, product quality (taste and appearance), the consumer's decision to buy coffee products at Kopixel will be 0.171 times higher. Based on conditions in the field, most consumers view that product variety is important for choosing a coffee shop. Because the diversity of products makes it easier to choose a menu that is liked and according to their wishes. These results are in line with the results of research (Ramadhanti (2017) which shows that product variables have an effect on consumer purchasing decisions which is indicated by a significance value of $0.000 > 0.05$. The price variable with a significance of $0.481 > 0.05$ means that it cannot have a significant influence on consumer purchasing decisions. This is in line with the research of Rosita et al., (2020) which shows that the price variable does not have a significant positive effect on consumer purchasing decisions. According to consumers, price still influences consumer decisions in determining menu choices at the *coffee shop* visited and is adjusted to their purchasing power. However, as long as the quality of the products provided is good, the place visited is comfortable with good service and facilities, consumers will override the price given.

The place/location variable has a significant effect on consumer purchasing decisions with a significance value of 0.018 and a regression coefficient of -0.088. This means that every increase in the distance of the location from the crowd center by 1 time will reduce consumer purchasing decisions by 0.088 times in line with the research of Harlim and Siagian (2020). The place / location variable has a significant effect on consumer purchasing decisions due to its strategic location. Kopixel is currently not far from the central crowd of students, students, and workers and is on the edge of the highway making it easily visible to anyone who passes by. So that with these location conditions, Kopixel can increase consumer attractiveness and increase consumer interest in visiting.

Promotion variables have a significant effect on consumer purchasing decisions with a significance value of 0.022 and a regression coefficient of 0.210. This means that every increase in promotional media and promos given to consumers, will increase purchasing decisions by 0.210 times. Caroline *et al.*, (2021) show the same research results, namely the promotion variable has an effect on consumer purchasing decisions with a significance value of 0.043. Promo at *kopixel* is carried out by updating on social media regarding discount promos, or *bundles*. And there are often promos in online order applications on certain days.

Employee variables have a significant effect on consumer purchasing decisions with a significance of 0.027 and a regression coefficient of 0.219, which means that every increase in the quality of baristas and waiters can increase purchasing decisions by 0.189

times. The employee variables referred to here are service, *product knowledge*, and appearance. Where these three components are important things that are considered by consumers so that they make it more comfortable when ordering. Angelina et al., (2022) also stated that the Employee Variable has a significant influence on consumer purchasing decisions.

The process variable has a significant effect on consumer purchasing decisions with a significance of 0.002 and a regression coefficient of 0.259, which means that every time there is an increase in the service process by 1 time, it will increase consumer purchasing decisions by 0.259 times. This process variable is seen from the start of consumers making the ordering process, payment, until drinks and food reach consumers. The process variable is very influential because by showing how the ordering, packaging, payment process is running which can make it easier for consumers to get more value in the eyes of consumers (Rosita *et al.*, 2020).

The physical display variable has a significant effect on consumer purchasing decisions with a significance of 0.035 and a regression coefficient of 0.140, which means that every time there is an increase in the display at "Kopixel" by 1 time, it will be able to increase consumer purchasing decisions by 0.140 times. Physical appearance at this time is how *Kopixel* shows a *coffee shop* with a look or design that is acceptable and suitable for consumers. So far, *Kopixel* has a good physical appearance in terms of interior, space, and supporting facilities. As a *coffee shop* that is friendly to all people, *Kopixel* provides *indoor* and *outdoor* spaces, as well as providing *meeting rooms* for those who need to do business. So that with a better physical appearance, it will make it easier for consumers to decide to visit *Kopixel*.

4. Conclusion and Suggestions

The characteristics of respondent consumers in "Kopixel" are classified into 9 criteria with the results based on gender consisting of 48.96% men and 51.04% women with ages ranging from 18 years to 41 years. Based on the income level, the most is at the level of > IDR 4,000,000 as much as 21.88%. The intensity of drinking coffee is mostly 2-3 times per week, as many as 44.79% of consumers with 33.33% of consumers having a visit intensity rarely. Based on the type of coffee preferred, between two types of coffee, 67% of consumers prefer robusta coffee compared to Arabica. The majority of consumers as much as 24.21% choose to like the kopixel variant and is a superior menu at *Kopixel*. Based on the reason for hanging out with friends, 37.50% or most of the consumers were chosen as the reason for visiting, with the highest level of purchasing power at the level of Rp. 25,000 - Rp. 40,000 in one visit, namely for 32.29% of the respondent consumers. As for the factors that influence consumers on purchasing decisions, 6 variables are obtained, namely product, place, promotion, people or employees, process, and physical appearance of the coffee shop.

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