

ATTITUDE OF CONSUMER CONFIDENCE IN MULTIATTRIBUTES COFFEE PEOPLE EAST JAVA

Sudiyarto, Gyska Indah Harya

Agribusiness Departement, Faculty of Agriculture, UPN "Veteran" East Java, INDONESIA.

¹sentotsudiyarto@yahoo.com, ²gyskaharya.agribis@upnjatim.ac.id

ABSTRACT

The purpose of this research is to know the attributes of coffee products and instant coffee is most considered in the consumption of coffee and consumer attitudes of respondents who deliberately selected the consumers who drink coffee enthusiasts. This research uses the analysis of consumer behaviour with multiattribute analysis of Fishbein methods The conclusion of the results of this research is the consumer characteristic of dominant coffee with age ranging from 18-25 years with the last education of high school. Consumers prefer ground coffee by reason of good taste, ground coffee prices are cheaper than instant coffee. Consumer behaviour prefers powdered coffee with the advantages of good taste and delicious aroma. .

Keywords: Agroindustries, Coffee, Consumer Behaviour, Factors

INTRODUCTION

The agricultural sector is divided into several sub sectors, one of which is subsector plantation. The Agricultural Ministry's of Republic Indonesia of strategic plan in terms of increased production not only focuses on seven major food sources which are a source of food self-sufficiency (rice, corn, soy, shallot, sugar, beef/buffalo, and chili) but also includes four commodities derived from plantation commodities based on criteria of high economic value owners, one of which is coffee. This step is planned as a form of sustainable agriculture implementation and to advance the competitiveness of Indonesian agricultural commodities in international market both in terms of comparative and competitive competitiveness.

Coffee is one of the plantation commodities that contributes large foreign exchange for Indonesia. The economic value of coffee commodities is expected to reach Rp. 17 trillion. Together with oil palm, rubber, and cocoa, coffee is one of Indonesia's export commodities. Coffee cultivated in Indonesia type robusta and Arabica with the majority commodity is robusta. Area for robusta coffee cultivation in Indonesia reached 912,135 ha and for the arabica coffee cultivation reaches 321,158 ha (Pusdatin, 2016). The majority coffee is processed into a drink. Now drinking coffee has become a lifestyle (Barbosa et al., 2015). Coffee is not only utilized to get the effect of caffeine but also a mandatory dish especially in large cities in a formal, semi-formal, or non-formal event (Jeon et al., 2019). The coffee available in the market has two types that are coffee tubruk (traditional) and instant coffee. Each coffee has its own customers. But with the advancement of technology, innovation, and increasing creativity, it is not impossible if consumers will consume a different coffee than the usual coffee they consume. However, there will be also consumers who consume the same type of coffee from time to time (Kingsley, Brien and Bailey, 2018). The tendency for an increase in coffee consumption must be balanced with an increase in coffee production and productivity in Indonesia because coffee in Indonesia is not only a domestic consumption commodity but also an export commodity (Loo et al., 2013). Indonesia is well-known as the fourth world ranking coffee exporter in the world with a productivity level of 722 kg / ha /

year (Pusdatin, 2016) with production in 2016 reaching 667,655 tons (Pusdatin, 2016). This figure has increased compared to productivity and production in the previous year (Barbosa et al., 2015). In Indonesia, there are six provinces which are coffee production centers with the majority of types of business are community plantations, namely South Sumatra, Lampung, North Sumatra, Bengkulu, Aceh, and East Java with the types of coffee cultivated, namely robusta only, arabica only, and both types of coffee .

In East Java Province, coffee business consists of community plantations, state plantations and private plantations. The total area of coffee plantations in East Java reached 105,314 ha in 2016 with a tendency to increase production land by 1.5 percent per year. The percentage of coffee exploitation in community plantations reached 59.8 percent, in state plantations reached 20.7 percent, and in private plantations it reached 19.5 percent. The average coffee productivity in East Java ranges from 720 - 750 kg / ha.year (Pusdatin, 2016) with fluctuating trends. The fluctuating conditions were caused by climate anomalies, which caused delays in the flowering of coffee plants which resulted in decreased production. East Java is a Robusta coffee production center in addition to having Arabica coffee production which is included in the type of specialty coffee. The potential possessed by East Java Province as a coffee production center is not only beneficial for Indonesia at a macro level but also for the East Java economy locally and regionally because coffee cultivation has a multiplier effect.

Indonesian people in general and East Java in particular have a habit of drinking coffee every day. Various social status groups love coffee drinks with different consumption goals, both for consumption of drinks in general and for consumption related to health, among others, to prevent nerve disease, reduce the risk of breast cancer, prevent diabetes, and efficacious revitalize new skin cells and maintain humidity (Anonymous, 2011). Based on the type, processed coffee on the market can be divided into two types, namely brewed coffee and instant coffee. Tubruk coffee is a coffee drink that is made by boiling coffee beans along with sugar, when brewed the coffee drink also turns pulp. While instant coffee is a mixture of coffee, sugar and milk, which through the granulation process is first then packed with aluminum foil, jars, and bottles. In its presentation instant coffee does not leave pulp (Dini, 2010). Coffee that is widely consumed by households is instant coffee because in terms of price, instant coffee is cheaper when compared to brewed coffee. The community chooses instant coffee because it is also easier to brew, it is enough to give its own distinctive flavor, and how to obtain it is also easier.

Various kinds of coffee products sold in the market cause competition among coffee producers so that coffee marketers need to understand consumer behavior and then develop a marketing strategy to fight over consumers, which means marketers must know what consumers need and examine the reasons why consumers choose and buy products the.

Coffee marketing is growing rapidly both in traditional markets and minimarkets. The traditional market is one place where coffee products can be sold so it is important for coffee producers to understand the behavior of coffee consumers who buy at traditional markets. Until now there are still many coffee consumers who buy coffee in traditional markets, because some consumers consider that selling coffee in traditional markets is more affordable than in minimarkets. From this many new producers grow coffee serving their businesses, ranging from coffee processing producers to food producers who serve coffee as their main commodity (Wijiastuti, 2011). Based on data from the Ministry of Industry, the number of coffee processing companies outside the SMEs in the 2007-2010 period grew from 77 to 81. Every year the processed coffee industry continues to grow following market demand (Winda, 2011).

The study to be carried out in relation to coffee commodity has the theme of how people's coffee commodities as regional superior products can compete with other coffee products that have undergone a further mechanization process (industrial output / instant coffee) based on an analysis of added value owned by people's coffee and perspectives. Next, an analysis of demand for community coffee will be conducted by looking at trends in people's coffee consumption in the future so that strategies for developing community coffee businesses can be formulated that can later be implemented in the people's coffee business so that people's coffee can compete not only in terms of comparative competitiveness but also competitive competitiveness with other coffee products (Hu, Dewancker and Zhang, 2016) (Roghianian, Rasli and Gheysari, 2012).

The study will focus on the people's coffee entrepreneurs as regional superior products in the area of East Java Province. The focus of the research area is Surabaya City which is the Capital City of East Java Province and the second most populous city after Jakarta in terms of economic and industrial activities with the object of research centered on traditional coffee shops and modern coffee shops that represent forms of traditional markets and modern markets that present a variety of coffee especially people's coffee (tubruk coffee) (Ouyang, Zhang and Ou, 2018).

The study raised the theme of how people's coffee commodities as regional superior products can compete with other coffee products that have undergone a further mechanization process (results of industry / instant coffee) based on an analysis of the added value held by people's coffee and a perspective of consumer behavior that includes attitudes, beliefs, and consumer satisfaction with people's coffee products. Next, an analysis of people's coffee demand will be conducted by looking at trends in people's coffee consumption in the future so that strategies for developing people's coffee business can be formulated that can later be implemented in the people's coffee business so that people's coffee can compete not only in terms of comparative competitiveness but also competitive competitiveness with other coffee products (Hu, Dewancker and Zhang, 2016). The study will focus on the people's coffee entrepreneurs as regional superior products in the area of East Java Province. The focus of the research area is the City of Surabaya.

LITERATURE REVIEW

Consumer Attitude

Consumer decision processes in environmental influences are influenced by social culture, social class, personal influence, family and situation. Individual differences are internal factors that drive and influence behavior. The behavior is influenced by consumer resources, motivation and involvement, knowledge, attitudes, personality, lifestyle and demographics. According to Kotler (2000) purchases made are influenced by four main psychological factors namely, motivation, perception, knowledge and beliefs, and establishment (Takahashi, Todo and Funaki, 2018).

According to Setiadi (2010) attitude is also referred to as the most special and indispensable concept in contemporary social psychology. Attitude is one of the most important concepts used in marketing to understand consumers and important factors that will influence consumer decisions. The concept of attitude is closely related to the concepts of belief (belief) and behavior (behavior). Attitude is an expression of consumers' feelings about an object whether liked or not and attitude can also illustrate consumer confidence in various attributes and benefits of the object (Sumarwan 2004). Based on the above definition,

consumer attitudes that will be seen in this study are consumers' feelings towards people's coffee (tubruk) and instant coffee so that they can describe consumers' trust in various coffee attributes.

Brand trust is a cognitive component of attitude, brand evaluation is an affective component or feeling, and the intention to buy is a conative or action component. The relationship between the three components illustrates the hierarchy of high involvement, that is, brand trust influences the intention to buy. According to Simamora (2002) that in attitude there are three components namely: 1) Cognitive component: consumer confidence and knowledge about objects. What is meant by the object is a product attribute, the more positive the belief in a brand of a product, the overall cognitive component will support the overall attitude. 2) Affective component: emotional that reflects a person's feelings towards an object, whether the object is desired or liked. 3) Behavioral component: reflects the tendency and actual behavior of an object, which component shows the tendency to take an action. The cognitive component is the trust of the brand, the affective component is the evaluation of the brand and the cognitive component concerns the intention or intention to buy.

Consumer Preferences

The factor that is part of consumer behavior is consumer preference. According to Kotler (2005) preferences are preferences, choices or something that consumers prefer. Preferences can be formed through the mindset of consumers based on several reasons, including:

a) Previous experience gained

Consumers feel the satisfaction in buying a particular product and feel the suitability in consuming the product it buys. Then the consumer will continue to use or use the brand of the product, so consumers make the decision to buy.

b) Trust Down-Downhill

Family habits Use the product, the consumer is satisfied to repeat buying the product. According to Kotler (2005) There are several factors that affect the consumer preference of attributes, interests, trust and satisfaction.

According to Kotler (2000), Consumer preference shows consumers' liking from a wide selection of existing products. Preference theory is used to analyse the level of consumer satisfaction, for example if a consumer wants to consume a product with limited resources then he must choose an alternative so that the value or utility obtained reaches optimal.

Assael (1996) defines preference is a preferred, choice or something that consumers prefer and consumer preference is formed from the perception of a product. The perception that constitutes preference is limited in attention to the impression that leads to understanding and memory, and the perception that already settles in the mind will be a preference (Kendall et al., 2019). There are three main factors affecting food consumption in conjunction with preferences, namely individual characteristics (age, gender, ethnicity, income), dietary characteristics (taste, color, price) and environmental characteristics (seasons, and social level within the Community) (Barbosa et al., 2015).

A product is essentially a collection of attributes. Product attributes can be a separate assessment for consumers of a product. Consumer preferences can be known by measuring the usability level and the relative value of each attribute contained in a product. The physical attributes displayed on a product can lead to the first attraction that can affect the consumer.

The factors that affect preference in detail are according to Simamora (2005) Consumers are assumed to look at the product as a set of attributes, because each consumer has a different

perception of attributes that are relevant to their respective interests. The level of attribute importance differs according to each individual's needs and desires, as consumers have a distinct emphasis on assessing attributes that have the highest level of importance. An assessment of the product reflects the consumer's attitude toward the product, and can also reflect the behavior in spending and consuming a product.

Consumers will develop a number of beliefs about the product layout of each attribute, commonly called brand image. Consumer preferences can be known by measuring the usability level and the relative value of each attribute contained in a product.

The level of consumer satisfaction will vary according to the different attributes that a product provides. Consumer satisfaction depends on the approximate performance of the product in providing value relative to consumer expectations.

RESEARCH METHODS

The research location was chosen intentionally (purposive sampling), namely in the city of Surabaya, the province of East Java and is with the economic activities and the second most populous industry in Indonesia. The research object focuses on consumer coffee either coffee tubruk (traditional) as well as instant coffee and coffee business actors, both the coffee folk and instant coffee, in the form of a coffee shop (coffeehouse) traditional and modern. The following are the methods of analysis used in this study are :

Multiattribute analysis of Fishbein Model attitude are according to Engel J. F; Blackwell R. D. and P.W. Miniard, 1995, Fishbein model described that the consumer attitude towards a product or brand of a product is determined by two things, namely: 1). Trust in the attributes owned by the product or the brand (component bi) and 2). Evaluate the importance of the product attributes (EI components). This Model uses the following formula:

$$A_o = \sum_{i=1}^n b_i e_i$$

A_o = attitude Towards an object

BI = The power of belief that the object has an I attribute

EI = Evaluation of the I attribute

N = number of attributes the object belongs to

RESULTS AND DISCUSSION

Consumer confidence stance on Multiattribute coffee powder Products to table 1 shows the value of importance of coffee attributes. Assessment results of the importance of coffee attribute indicating coffee attribute in the category is very important with the highest score value which is a coffee aroma attribute with a score value of 4.57 which indicates that the coffee aroma is a major consideration in the purchase of coffee By reason of the scent of one of the consumer's appeal to consume coffee (Sánchez et al., 2016). Meanwhile, an attribute that is rated as important with the lowest score is the soluble speed (3.70) which indicates that the soluble speed of coffee can determine the critical point of product quality. The use of water content as a critical quality parameter, will provide critical moisture content as a critical point of product quality.

Tabel 1. Level of Importance Analysis (EI) Ground Coffee Products

No	Atributes	Score (ei)	Level of Importance
1	Price coffee powder: cheap	3,83	Important
2	Flavors of ground coffee: tasty	4,46	very Important
3	Size/portion of Ground coffee Packaging: ideal	3,99	Important
4	Display Ground coffee: interesting	3,83	Important
5	Conditions of ground coffee: warm/fresh	4,33	very Important
6	Aroma of powdered coffee generally: savory	4,57	very Important
7	Ground coffee textures	4,13	Important
8	Powdered Coffee: Contains ingredients that nourish/refresh the body	4,07	Important
9	Colours of coffee	3,84	Important
10	Viscosity	3,99	Important
11	soluble speeds	3,70	Important
12	the ease of obtaining	4,24	very Important
13	Clarity expired (expired)	4,55	very Important

Source: Data Analysis (2019).

The determination of critical water content is done at the time of sightings of coffee products are not attractive, namely in the presence of clots on the coffee powder so that consumers are not liked and generally difficult to dissolve in water. Based on this, it is known that the critical water content of ground coffee from the best treatment of 19.22% (Irma Nopitasari, 2010).

The result presented from table 2 shows the trust level value of the powdered coffee attribute. The result of the highest value of confidence, which is a taste (4.45) indicates that the attribute of powdered coffee flavor has a taste that is well loved by the wider community or the taste that is produced already in accordance with the tastes of our society. This is in accordance with the research results of Nurul Qomariyah, Imam Santoso and Mas'ud Effendi in his research the sense of the attributes of the taste that the flavor (4.47) was judged very well. According to the research of Syarif Imam Hidayat, 2008 argued that The Taste attribute (1.49) is very good.

Table 2. Level of Trust Analysis (BI) coffee powder products

No	Attribute	Score (BI)	Level of Trust
1	Price coffee powder: cheap	3,90	good
2	Flavors of ground coffee: tasty	4,45	very good
3	Size/portion of Ground coffee Packaging: ideal	4,10	good
4	Display Ground coffee: interesting	3,86	good
5	Conditions of ground coffee: warm/fresh	4,19	good
6	Aroma of powdered coffee generally: savory	4,40	very good
7	Ground coffee textures	3,95	good
8	Powdered Coffee: Contains ingredients that nourish/refresh the body	3,83	good
9	Colours of coffee	3,88	good

10	Viscosity	3,83	good
11	soluble speeds	3,64	good
12	the ease of obtaining	4,14	good
13	Clarity expired (expired)	4,31	very good

Source: Data Analysis (2019).

The result of table 3 indicates that the value of AO coffee powder has a value of 216.91 higher than the value of AO instant coffee 204.79. This has a reason where consumers prefer the attribute of ground coffee so ground coffee is closer to the expectation of the respondent to the coffee attribute compared to instant coffee. Where the ground coffee is superior in flavor and aroma which is the main essence in coffee. While the coffee excels in the clarity of expired and ease of obtaining.

Table 3. Analysis of Multiattribute of Ground Coffee Products Compared to Instant Coffee

No	Attribute	Ground Coffee			Instant Coffee		
		Score (ei)	Score (bi)	Attitude Ao (ei x bi)	Score (ei)	Score (bi)	Score Ao (ei x bi)
1	Coffee Price	3,90	3,83	14,95	4,02	3,83	14,95
2	Flavors of coffee	4,45	4,46	19,86	3,74	4,46	19,86
3	Size/Portion Packaging	4,10	3,99	16,33	3,90	3,99	16,33
4	Display Coffee	3,86	3,83	14,77	3,95	3,83	14,77
5	Coffee conditions	4,19	4,33	18,14	3,69	4,33	18,14
6	Aroma Coffee	4,40	4,57	20,11	3,69	4,57	20,11
7	Coffee Textures	3,95	4,13	16,33	3,76	4,13	16,33
8	ingredients of coffee	3,83	4,07	15,59	3,10	4,07	15,59
9	Colors of coffee	3,88	3,84	14,91	3,21	3,84	14,91
10	viscosity	3,83	3,99	15,28	3,43	3,99	15,28
11	dissolved speeds	3,64	3,70	13,47	3,95	3,70	13,47
12	facilities gained	4,14	4,24	17,55	4,48	4,24	17,55
13	Clarity expired (expired)	4,31	4,55	19,62	4,71	4,55	19,62
	AO			216,91			204,79

Source: Data Analysis (2019).

CONCLUSIONS AND IMPLICATIONS

Based on this research there are several conclusions that are characteristics of consumers of dominant coffee of men with age range from 18-25 years with high school education. Consumers prefer ground coffee by reason of good taste, ground coffee prices are cheaper than instant coffee. Consumer behaviour prefers powdered coffee with the advantages of good taste and delicious aroma.

Based on the study result, it can be conclude that personality, psychology, and marketing mix factors give a real positive influence on consumer attitudes. It can contribute a significant theory in terms of consumer behavior. Furthermore, this study can provide practical implications such as coffee is one of the interesting commodities to grow. This is in line with the increasing number of coffee lovers, especially coffee in East Java, and it has become a society habit and has become a trend and lifestyle today. Robusta coffee processed products need to be introduced to consumers to better understand so that the consumer can expand

knowledge on ways and how to influence the behavior in consuming these coffee drinks. It can motivate business actors to be able to design and implement the right strategy in order to always be able to increase sales volume and market share.

ACKNOWLEDGEMENTS

The authors are gratefully thanking the University of Pembangunan Nasional "Veteran" East Java to support the research work.

REFERENCES

- [1] Barbosa, N. (2015). *A discriminant function for validation of the cluster analysis and behavioral prediction of the coffee market*. *FRIN*. Elsevier Ltd, 77, pp. 400–407. doi: 10.1016/j.foodres.2015.10.013.
- [2] Hu, Q., Dewancker, B. and Zhang, T. (2016). *Consumer attitudes towards timber frame houses in China*, 216(October 2015), pp. 841–849. doi: 10.1016/j.sbspro.2015.12.081.
- [3] Eggen, P. & Kauchak, D. (2001). *Educational Psychology: Windows on Classrooms*. New Jersey: Merrill.
- [4] Jeon, J. (2019). Contents of chlorogenic acids and caffeine in various coffee-related products. *Journal of Advanced Research*. 17, pp. 85–94. Cairo University. doi: 10.1016/j.jare.2019.01.002.
- [5] Kendall, H. (2019). Chinese consumer attitudes, perceptions and behavioural responses towards food fraud. *Food Control*. 95(August 2018), pp. 339–351. Elsevier. doi: 10.1016/j.foodcont.2018.08.006..
- [6] Kingsley, J., Brien, J. O. and Bailey, A. (2018). *Comment Coffee consumers in university settings and planetary health*, *The Lancet Planetary Health*. The authors 2(11), pp. e463–e464. Elsevier Ltd. doi: 10.1016/S2542-5196(18)30220-1.
- [7] Loo, E. J. Van (2013). Consumer attitudes, knowledge, and consumption of organic yogurt. *Journal of Dairy Science*. 96(4), pp. 2118–2129. American Dairy Science Association,. doi: 10.3168/jds.2012-6262.
- [8] Ouyang, D., Zhang, Q. and Ou, X. (2018). ScienceDirect ScienceDirect Review of Market Surveys on Consumer Behavior Purchasing on District Review of Market Surveys on Consumer Behavior of Purchasing and Using Electric Vehicle in China Using Electric Vehicle in China Assessing and the feasibility of using the heat Danhua for, Xumin heat temperature function a long-term district. *Energy Procedia*. 152, pp. 612–617. doi: 10.1016/j.egypro.2018.09.219.
- [9] Roghanian, P., Rasli, A. and Gheysari, H. (2012). Productivity Through Effectiveness and Efficiency in the Banking Industry. *Procedia - Social and Behavioral Sciences*, 40, pp. 550–556. doi: 10.1016/j.sbspro.2012.03.229.
- [10] Sánchez, J. A. (2016). Extraction kinetics of coffee aroma compounds using a semi-automatic machine: On-line analysis by PTR-ToF-MS', *International Journal of Mass Spectrometry*. Elsevier B.V., 401, pp. 22–30. doi: 10.1016/j.ijms.2016.02.015.