

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFE CONSUMERS

Najla Debi Habsari¹, Iwan Hermawan²

AFFILIATIONS

¹ Department of Business Administration, Semarang State Polytechnic, Indonesia

² Department of Business Administration, Semarang State Polytechnic, Indonesia

*Corresponding Author E-mail: hermawaniwan@yahoo.com

Abstract: This study analyzes the effect of Customer Value, User Preference, and Perceived Product Quality on Purchase Decision of processed coffee products. This research uses quantitative methods with primary data obtained through distributing questionnaires to coffee consumers in the Central Java region. The data were analyzed using descriptive and statistical analysis, including validity, reliability, and multiple regression tests. The results showed that Customer Value, User Preference, and Perceived Product Quality have a significant and positive influence on the Purchase Decision of processed coffee products. This study recommends coffee companies to pay attention to these factors in their marketing and product development strategies to increase customer satisfaction and sales.

Keywords: Customer Value, User Preference, Perceived Product Quality, Purchase Decision

INTRODUCTION

Introduction

Research related to Customer Value and User Preference has been widely conducted in various sectors, such as fast consumption products, technology, and health services, and is now also being applied to beverage-based products, especially processed coffee (Fernandez et al., 2024; Laos-Espinoza et al., 2024; Perrea et al., 2023; Rahn & Yeretziyan, 2019). Over time, processed coffee research has evolved from the study of basic product attributes to a more in-depth approach, emphasizing consumer experience and product quality (Calderón-Fajardo et al., 2024). The quality of the product will drive the purchase decision of a product (Qiu et al., 2024). High quality and superior processed coffee products will attract more attention from consumers. Consumers who are satisfied with the value provided will be more likely to make repeat purchases (Qiu et al., 2024). This repurchase indicates the value perceived by the customer. Customers who feel the benefits of the product tend to form strong preferences (Reina-Usuga et al., 2024). The strength of user preference for a product indicates that good quality will encourage loyalty, then it becomes an important asset for coffee business owners (Fernandez et al., 2024).

Consistent coffee purchases will encourage sustainable consumer engagement, which will support Indonesia's coffee industry to grow. The development of the Indonesian coffee industry is not only known for its quality, but also for its unique coffee types that do not exist in other countries (Lestari, 2023). As with coffee in other regions, around 85.15% of coffee is produced by the island of Java from the total national coffee production (Febrianti et al., 2024). National coffee production in Indonesia in 2023 reached 9.7 million bags (Kompas, 2024). In addition, domestic coffee consumption also increased by 4.79 million bags in 2023/2024, driven by economic recovery and lifestyle trends that increasingly integrate coffee into daily life (Good Stats, 2024).

In daily life, people now not only consume instant coffee that is practical, but now prefer the experience of enjoying coffee, which makes it an important factor in purchasing decisions (Laos-Espinoza et al., 2024). The prioritized coffee purchase is no longer just about

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFEE CONSUMERS

Najla Debi Habsari, Iwan Hermawan

convenience, but the quality of the taste is more authentic. The authentic taste and variety of coffee flavors today make people interested in trying other types of coffee, such as specialty coffee that offers a different experience (Rahn & Yeretizian, 2019). Unlike the consumption of instant coffee, consumers are now starting to choose coffee that has a strong character in taste and presents its own experience when enjoying it. Experience in enjoying coffee is now a priority for coffee lovers, coffee with high quality is increasingly becoming the main focus in the industry (Fernandez et al., 2024). The instant coffee industry is struggling to compete with consumers' desire to prioritize the coffee process (Giovanni & Nadapdap, 2021). More complex and in-depth coffee processes offer a unique experience that regular instant coffee cannot provide. Drinking coffee has changed from a routine to an experience that consumers value more because it involves quality, taste and authenticity of the process (Lestari, 2023).

Based on the above background, this study has several research questions, namely: (1) Does customer value have a significant effect on purchasing decisions for processed coffee products? (2) Does user preference influence purchasing decisions for processed coffee products? and (3) Is perceived product quality an important factor in making purchasing decisions for processed coffee products? Thus, the purpose of this study is to analyze in depth the effect of Customer Value, User Preference, and Perceived Product Quality on Purchase Decision on Processed Coffee Products.

LITERATURE REVIEW

Consumer purchasing behavior is shaped by customer values, user preferences, and perceived product quality. These factors reflect how benefits are evaluated, preferences are aligned, and product quality is assessed prior to purchase. The following section explores the relationship of these factors to purchase decisions through relevant theories and studies.

Theory of Consumer Behavior

The Engel, Blackwell, and Miniard Consumer Behavior Model (EBM) is a framework that explains the stages that consumers go through when making purchase decisions. The model highlights how internal factors, such as motivation, beliefs, and attitudes, interact with external influences, such as marketing strategies and social factors (Engel et al., 1995). The process begins with problem recognition, which is when consumers realize a need or problem that must be addressed, which then encourages them to search for information from various sources such as personal experience, advertisements, or friends' recommendations. After that, consumers enter the alternative evaluation stage, where they compare different products or brands based on criteria such as price, features, and quality. The results of this evaluation will determine the purchase decision, which is when consumers choose a particular product or service. After the purchase, consumers will conduct a post-purchase evaluation, where they evaluate their satisfaction or dissatisfaction, which can later influence their future decisions.

This model, also known as the consumer decision model, extends to the divestment stage, which is when the consumer finally releases or discards the product after its use is complete. According to Darley et al. (2010), this process consists of seven stages: need recognition, information search (both internal and external), alternative evaluation, purchase, post-purchase evaluation, and divestment. This model not only describes how consumers make decisions, but also how environmental, social, and psychological factors play a role in the process. The divestment stage, although often considered the final stage, is important for understanding how products are recycled, resold, or discarded, thus closing the cycle of the consumer journey.

Purchase Decision

The purchase decision is the final stage of the consumer decision-making process. At this stage, consumers choose a product or service that they think will meet their needs (Fattah AL-AZZAM & Al-mizeed, 2021). Many factors influence this decision, such as consumers' perceived value, personal preferences and perceptions of product quality. According to research, consumers are more likely to buy if they feel the product has high value and quality (Komalasari et al., 2021). After buying, consumers will usually evaluate their experience using the product. This evaluation is important because it can influence their decision to repurchase in the future.

Customer Value

Customer value can be defined as the benefits felt by consumers from a product or service compared to the costs incurred to get it (Zeithaml et al., 2020). The cost here includes all the effort customers make to obtain the product or service, which is compared to the benefits they feel when or after using it. This customer value consists of two main dimensions: functional and emotional. Functional value focuses on the practical benefits provided by the product, while emotional value has more to do with the feelings and experiences consumers have when using it. Recent research shows that higher customer value can influence consumer behavior, especially in increasing their level of satisfaction and loyalty (Kwon et al., 2020; Zeithaml et al., 2020).

User Preference

Consumer preferences are the tendency of individuals to choose certain products or brands based on their tastes, experiences, and perceptions. These preferences are influenced by various factors, including personal experience, social influence, and marketing communications (Hou et al., 2020). Research shows that consumer preferences have a significant impact on purchasing decisions, as consumers tend to choose products that match their preferences. Understanding consumer preferences is essential for marketers to customize their offerings and increase customer engagement.

Perceived Product Quality

Perceived product quality refers to consumer assessments of the overall superiority or advantages of a product (Hanifati, 2021). This assessment is influenced by various aspects, such as brand reputation, product features, and consumer experience in using the product. When consumers' perceived quality is high, this tends to increase their satisfaction and loyalty, as consumers are more likely to make repeat purchases of products that are perceived as quality (Aaker, 2021). Recent research also confirms that perceived product quality is a key factor that determines customer value and has a significant influence on purchasing decisions (Hanifati, 2021).

Hypothesis Development

Effect of Customer Value on Purchase Decision

Customer value plays an important role in shaping purchase decisions, because it reflects the benefits that consumers feel compared to the costs they incur (Zeithaml, 1988). This value includes aspects such as functional value, emotional value, and social value, which together influence consumer preferences and decision making (Sheth et al., 1991). When consumers feel that a product or service provides high value, they are more likely to make positive purchasing decisions. Research conducted by (Nasution et al., 2023) provides strong evidence supporting this relationship, showing that customer value has a significant influence on consumer purchasing decisions. Their findings confirm the importance of customer value as

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFEE CONSUMERS

Najla Debi Habsari, Iwan Hermawan

a key factor in determining how individuals evaluate products or services and ultimately decide to buy. This reinforces the view that businesses that focus on improving customer value can effectively increase the likelihood that consumers will make favorable purchasing decisions.

H1: Customer Value influences Purchase Decision positively and significantly

Effect of User Preference to Purchase Decision

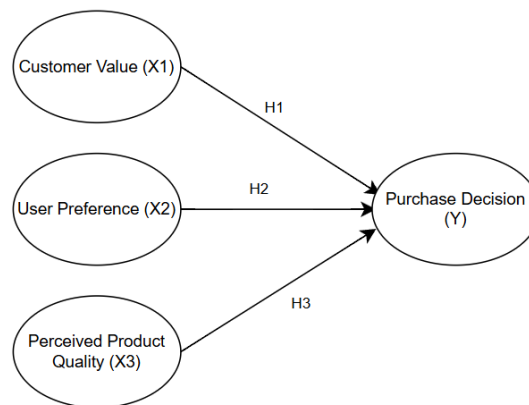
User preferences reflect the extent to which consumers give priority to certain features, attributes or brands based on their needs, wants and experiences. These preferences play an important role in influencing purchase decisions, as consumers tend to choose products or services that match their preferences (Schiffman & Kanuk, 2010). User preferences significantly influence purchase decisions by aligning product recommendations with individual needs and priorities, such as shown by research (Bang et al., 2020). By incorporating user-selected criteria, such as purchase priorities and sentiment analysis of product reviews, personalized recommendations help consumers make efficient and informed decisions while increasing satisfaction.

H2: User Preference positively and significantly influences Purchase Decision

Effect of Product Quality to Purchase Decision

Product quality is a major factor influencing consumer purchasing decisions, because it reflects the ability of a product to meet or even exceed customer expectations (Arif & Khairi Siregar, 2021). Products with high quality tend to provide more satisfaction to customers through consistent performance, long durability, and superior features.

H3: Product Quality positively and significantly influences Purchase Decision



Picture 1 Empirical Model

RESEARCH METHODOLOGY

This study uses primary data collected directly by researchers through distributing questionnaires (Saunders et al., 1970). Respondents were selected using a non-probability sampling method, meaning that the selection was not randomized. In particular, purposive sampling technique was used, which is the determination of research samples based on certain criteria to ensure that the data truly represents the population (Ferdinand, 2014).

In this study, primary data was obtained by a combination of distributing questionnaires directly to coffee consumers in the Central Java region and through google form. Data

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFE CONSUMERS

Najla Debi Habsari, Iwan Hermawan

processing involved descriptive and statistical analysis. Descriptive analysis was used to outline the general characteristics of the respondents, while statistical analysis is conducted to answer the research questions. This included analyzing and testing the empirical model through multiple regression, using SPSS 25.0 software.

The validity test is calculated using product moment which can be seen from the Pearson correlation, if $r_{count} > r_{table}$ then the item number is invalid. Conversely, if $r_{count} < r_{table}$ then the item is valid. The validity test was carried out using the Statistical Package for the Social Science (SPSS). After obtaining r_{count} , it is compared with r_{table} with a confidence level of 95% or $= 0.05$. The results of the variable validity test are below:

Table 1 Validity Test

No	Items		r Obtained	r Table	Conclusion
1	Quick access	X1.1	0,388	0,1161	Valid
2	Good quality	X1.2	0,491	0,1161	Valid
3	Used by many people	X1.3	0,500	0,1161	Valid
4	Price.	X1.4	0,483	0,1161	Valid
5	Good for everyone	X2.1	0,474	0,1161	Valid
6	Satisfied with the product	X2.2	0,569	0,1161	Valid
7	Will recommend	X2.3	0,511	0,1161	Valid
8	Taste	X3.1	0,565	0,1161	Valid
9	Aroma	X3.2	0,478	0,1161	Valid
10	Packaging quality	X3.3	0,523	0,1161	Valid
11	Clarification of needs	Y1.1	0,593	0,1161	Valid
12	Information search	Y1.2	0,540	0,1161	Valid
13	Alternative search	Y1.3	0,491	0,1161	Valid
14	Desire to buy	Y1.4	0,517	0,1161	Valid

Source: Primary Data

The reliability test is needed to measure the consistency of the questionnaire measurement results on repeated use. The method used in this research is Cronbach's Alpha. Cronbach's alpha is a measure of reliability that has a value between zero (0) and one. If the Alpha Cronbach result is greater than the 60% significance level or 0.6, the variable is reliable. However, if the Alpha Cronbach result is smaller than the 60% significance level or 0.6, the variable is said to be unreliable.

Table 1 Reliability Test

No	Variable	Cronbach's Alpha	Standard	Conclusion
1	Customer Value	0,778	0,6	Reliable
2	User Preference	0,790	0,6	Reliable
3	Perceived Product Quality	0,813	0,6	Reliable
4	Purchase Decision	0,860	0,6	Reliable

Source: Primary Data

RESULTS AND ANALYSIS

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFE CONSUMERS

Najla Debi Habsari, Iwan Hermawan

This study uses multiple linear regression to find out the effect of the three independent variables (X1, X2, and X3) on the dependent variable (Y). The results of multiple linear regression analysis of the variables Customer Value (X1), User Preference (X2) and Perceived Product Quality (X3) on Purchase Decision (Y).

Table 2 Partial Significance Test (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,699	0,206		3,399	0,001
	Customer Value	0,227	0,053	0,221	4,250	0,000
	User Preference	0,363	0,053	0,376	6,824	0,000
	Perceived Product Quality	0,291	0,053	0,300	5,494	0,000

a. Dependent Variable: Purchase Decision

Source: Primary Data

The results of the t count for the Customer Value (X1) variable on Purchase Decision (Y) calculated significance of 0.000, where according to Sugiyono (2021) the t significance test with the following results <0.05 means that the independent variable has a partially significant effect. With this result, it is stated that Customer Value has a significant positive effect on Purchase Decision. This is the same as other variables that show significance below 0.05. Then it is stated that User preference has a significant positive effect on Purchase Decision, and Perceived Product Quality has a significant positive effect on Purchase Decision.

Table 3 Simultaneous Significance Test (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,876	3	52,292	148,059	.000 ^b
	Residual	94,653	268	0,353		
	Total	251,529	271			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perceived Product Quality, Customer Value, User Preference

Source: Primary Data

Based on the data in table 4, it can be concluded that the F test is worth 148.059 with a significance of 0.000 or <0.05 , so that Customer Value (X1), User Preference (X2), and Perceived Product Quality (X3) have a simultaneous positive influence on the Purchase Decision (Y) variable.

Table 4 Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	0,624	0,619	0,594

a. Predictors: (Constant), Perceived Product Quality, Customer Value, User Preference

Source: Primary Data

Based on the data calculations in table 5, it can be seen that the R value is 0.790 or 79%, where this coefficient shows the relationship between Customer Value, User Preference, and Perceived Product Quality to Purchase Decision. If the calculated R result is close to 1, then the relationship is better. The coefficient test results above show that Customer Value, User Preference, and Perceived Product Quality can explain the Purchase Decision variable by 79%, while the other 21% is influenced by other variables not in this study.

CONCLUSION

This study shows that consumer behavior in buying coffee is influenced by several factors, such as product quality, price, recommendations from others, value perceived by consumers, service quality, and consumer experience. Therefore, coffee companies should pay attention to these factors in their marketing and product development strategies to improve consumer satisfaction and increase sales.

In addition, this study also shows that consumers have different preferences in choosing coffee, so coffee companies should pay attention to consumers' needs and preferences in their product development and marketing strategies. By doing so, coffee companies can improve consumer satisfaction and increase their sales.

BIBLIOGRAPHY

- Arif, M., & Khairi Siregar, I. (2021). Purchase Decision Affects, Price, Product Quality and Word Of Mouth. *International Journal of Economic*, 2.
- Bang, J., Hwang, D., & Jung, H. (2020). Product recommendation system based on user purchase priority. *Journal of Information and Communication Convergence Engineering*, 18(1), 55–60. <https://doi.org/10.6109/jicce.2020.18.1.55>
- Calderón-Fajardo, V., Anaya-Sánchez, R., & Molinillo, S. (2024). Understanding destination brand experience through data mining and machine learning. *Journal of Destination Marketing and Management*, 31. <https://doi.org/10.1016/j.jdmm.2024.100862>
- Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology and Marketing*, 27(2), 94–116. <https://doi.org/10.1002/mar.20322>
- Engel, J. F., Blackwell, R. D., & Miniard. (1995). *Consumer Behavior*.

FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE COFFE CONSUMERS

Najla Debi Habsari, Iwan Hermawan

- Fattah AL-AZZAM, A., & Al-mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. *Journal of Asian Finance*, 8(5), 455–0463. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>
- Febrianti, K. C., Hamdani, D., Rahmani, J. N., Ummah, R. S., Ramanda, N., Fadly Wahid, M., & Ramadhan, R. (2024). Perbandingan Ekpor Kopi Indonesia pada Tahun 2021 dan 2022. In *Jurnal Ekonomi dan Kewirausahaan West Science* (Vol. 2, Issue 03).
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen*. Badan Penerbit Universitas Diponegoro.
- Fernandez, F. X. E., Septiadi, D., Fernandez, F. X. E., & Septiadi, D. (2024). *DAYA TARIK KOPI ARABIKA DARI PERSPEKTIF PERILAKU KONSUMEN THE ATTRACTIVENESS OF ARABIC COFFEE FROM A CONSUMER BEHAVIOR PERSPECTIVE*. 34(1).
- Giovanni, A., & Nadapdap, H. J. (2021). *Mixed Strategy Dalam Persaingan Bisnis Industri Pengolahan Kopi Bubuk Di Kota Salatiga (Studi Kasus di Kopi Babah Kacamata Salatiga)*. 13(1). <http://dx.doi.org/1>
- Good Stats. (2024). *Survei GoodStats: Kopi Jadi Bagian dari Kehidupan Masyarakat Indonesia*. <https://goodstats.id/article/survei-goodstats-kopi-jadi-bagian-dari-kehidupan-masyarakat-indonesia-D5iBT>
- Hanifati, L. N. (2021). *The Effect of Perceived Product Quality, Brand Personality, and Loyalty on Brand Switching Intention of Technological Products*. <https://ssrn.com/abstract=4001110>
- Hou, C., Jo, M. S., & Sarigöllü, E. (2020). Feelings of satiation as a mediator between a product's perceived value and replacement intentions. *Journal of Cleaner Production*, 258. <https://doi.org/10.1016/j.jclepro.2020.120637>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi*, 28(1). <https://doi.org/10.20476/jbb.v28i1.1290>
- Kompas. (2024). Apa yang Membuat Kopi Sumatera Istimewa? *Kompas*. <https://www.kompas.com/food/read/2024/04/25/123645375/apa-yang-membuat-kopi-sumateaimstimewa#:~:text=Sebagai%20salah%20satu%20produsen%20kopi,yang%20membuat%20kopi%20Sumatera%20istimewa?>
- Kwon, W., Lee, M., & Back, K. J. (2020). Exploring the underlying factors of customer value in restaurants: A machine learning approach. *International Journal of Hospitality Management*, 91. <https://doi.org/10.1016/j.ijhm.2020.102643>
- Laos-Espinoza, J., Juaneda-Ayensa, E., García-Milon, A., & Olarte-Pascual, C. (2024). Why do you want an organic coffee? Self-care vs. world-care: A new SOR model approach to explain organic product purchase intentions of Spanish consumers. *Food Quality and Preference*, 118. <https://doi.org/10.1016/j.foodqual.2024.105203>

**FROM PREFERENCE TO PURCHASE: HOW VALUE AND PRODUCT QUALITY INFLUENCE
COFFE CONSUMERS**

Najla Debi Habsari, Iwan Hermawan

- Lestari, N. S. (2023). *GAYA HIDUP MINUM KOPI DALAM PENGAMBILAN KEPUTUSAN PEMBELIAN KOPI (STUDI KASUS PADA KOPI KENANGAN GANDARIA CITY-JAKARTA)*.
- Nasution, M., Siregar, O., & Ardian, M. (2023). *The Influence of Customer Value and E-service Quality on the Purchase Decision of Service Products Through PLN Mobile in Medan Baru Customer Service Unit*. 463–470. <https://doi.org/10.5220/0011928200003460>
- Perrea, T., Chrysochou, P., & Krystallis, A. (2023). Customer value toward innovative food products: Empirical evidence from two international markets. *Innovative Food Science and Emerging Technologies*, 84. <https://doi.org/10.1016/j.ifset.2023.103293>
- Qiu, N., Li, H., Pan, C., Wu, J., & Guo, J. (2024). The study on the relationship between perceived value, satisfaction, and tourist loyalty at industrial heritage sites. *Heliyon*, 10(17). <https://doi.org/10.1016/j.heliyon.2024.e37184>
- Rahn, A., & Yeretizian, C. (2019). Impact of consumer behavior on furan and furan-derivative exposure during coffee consumption. A comparison between brewing methods and drinking preferences. *Food Chemistry*, 272, 514–522. <https://doi.org/10.1016/j.foodchem.2018.08.078>
- Reina-Usuga, L., Camino, F., Gomez-Casero, G., & Jara Alba, C. A. (2024). Rural tourism initiatives and their relationship to collaborative governance and perceived value: A review of recent research and trends. In *Journal of Destination Marketing and Management* (Vol. 34). Elsevier Ltd. <https://doi.org/10.1016/j.jdmm.2024.100926>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values* (Vol. 22).
- Zeithaml, V. A. (1988). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*.
- Zeithaml, V. A., Verleye, K., Hatak, I., Koller, M., & Zauner, A. (2020). Three Decades of Customer Value Research: Paradigmatic Roots and Future Research Avenues. *Journal of Service Research*, 23(4), 409–432. <https://doi.org/10.1177/1094670520948134>