

Influence of Customer Value, Customer Preferences, and Perceived Product Quality on Repurchase Decision for Kopi Tembalang Signature Coffee Products

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ABSTRACT

Coffee is one of the most popular beverages among Indonesians and has become part of their daily lifestyle. The growth of the modern coffee industry has accelerated, marked by the proliferation of coffee shops in various regions. One such coffee shop is Kopi Tembalang, which has a flagship product called Signature coffee. However, sales of Signature coffee have declined throughout 2024. This condition indicates the possibility of problems with factors that affect customer loyalty, particularly those related to repeat purchase decisions. The purpose of this study is to examine how customer value, customer preferences, and perceptions of product quality affect decisions to repurchase Signature coffee products from Kopi Tembalang. Eighty respondents were given a questionnaire as part of the quantitative research methodology. To ascertain the impact of independent variables on repurchase decisions, the data was subjected to multiple linear regression analysis using SPSS software. The findings indicate that repurchase decisions (Y) are not significantly impacted by customer value (X1). On the other hand, it has been demonstrated that repurchase decisions (Y) are positively and significantly impacted by customer preferences (X2) and perceptions of product quality (X3). This demonstrates that consumer preferences and opinions of high-quality products have a greater impact on repurchases than do opinions of customer value.

Keywords: *Customer Value, Customer Preferences, Product Quality Perception, Repurchase Decision, Coffee.*

Pengaruh Nilai Pelanggan, Preferensi Pelanggan, dan Persepsi Kualitas Produk terhadap Keputusan Pembelian Ulang Produk Kopi Khas Kopi Tembalang

Abstrak

Kopi merupakan salah satu minuman yang paling populer di kalangan masyarakat Indonesia dan telah menjadi bagian dari gaya hidup sehari-hari. Pertumbuhan industri kopi modern berkembang pesat, yang ditandai dengan menjamurnya kedai kopi di berbagai daerah. Salah satu kedai kopi tersebut adalah Kopi Tembalang yang memiliki produk unggulan bernama kopi Signature. Namun, penjualan kopi Signature mengalami penurunan sepanjang tahun 2024. Kondisi ini mengindikasikan adanya permasalahan pada faktor-faktor yang memengaruhi loyalitas pelanggan, khususnya yang berkaitan dengan keputusan pembelian ulang. Penelitian ini bertujuan untuk menguji bagaimana nilai pelanggan, preferensi pelanggan, dan persepsi kualitas produk memengaruhi keputusan pembelian ulang produk kopi Signature di Kopi Tembalang. Sebanyak delapan puluh responden diberikan kuesioner sebagai bagian dari metodologi penelitian kuantitatif. Untuk mengetahui pengaruh variabel independen terhadap keputusan pembelian ulang, data dianalisis menggunakan analisis regresi linear berganda dengan perangkat lunak SPSS. Temuan menunjukkan bahwa keputusan pembelian ulang (Y) tidak dipengaruhi secara signifikan oleh nilai pelanggan (X1). Di sisi lain, terbukti bahwa keputusan pembelian ulang (Y) dipengaruhi secara

positif dan signifikan oleh preferensi pelanggan (X2) dan persepsi kualitas produk (X3). Hal ini menunjukkan bahwa preferensi konsumen dan persepsi terhadap kualitas produk memiliki dampak yang lebih besar terhadap pembelian ulang dibandingkan dengan nilai pelanggan.

Kata Kunci: Nilai Pelanggan, Preferensi Pelanggan, Persepsi Kualitas Produk, Keputusan Pembelian Ulang, Kopi.

INTRODUCTION

Research related to Customer Value and User Preference has been conducted in various sectors, such as fast-moving consumer goods, technology, and healthcare services, and is now also being applied to beverage-based products, particularly processed coffee (Fernandez et al., 2024; Laos-Espinoza et al., 2024; Perrea et al., 2023; Rahn & Yeretzian, 2019). (Fernandez et al., 2024; Laos-Espinoza et al., 2024; Perrea et al., 2023; Rahn & Yeretzian, 2019). Over time, coffee research has evolved from studies on basic product attributes to a more in-depth approach that emphasizes consumer experience and product quality (Calderón-Fajardo et al., 2024). Product quality drives purchasing decisions (Qiu et al., 2024). High-quality, superior coffee products will attract more consumer attention. Consumers who are satisfied with the value provided are more likely to make repeat purchases (Qiu et al., 2024). Qiu et al., 2024). These repeat purchases indicate that customers perceive value. Customers who feel the benefits of a product tend to form strong preferences (Reina-Usuga et al., 2024). Reina-Usuga et al., 2024). Strong user preferences for a product indicate that good quality will encourage loyalty, which then becomes an important asset for coffee business owners (Fernandez et al., 2024).

Consistent coffee purchases will encourage continuous consumer engagement, which will support the growth of the Indonesian coffee industry. The growth of the Indonesian coffee industry is not only known for its consistent quality, but also for its unique types of coffee that are not found in other countries (Lestari, 2023). Unlike 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 increased by 4.79 million bags in 2023/2024, driven by economic recovery and lifestyle trends that increasingly integrate coffee into everyday life (Good Stats, 2024).

In everyday life, people now not only consume practical instant coffee, but now prefer the experience of enjoying coffee, which has become an important factor in purchasing decisions (Laos-Espinoza et al., 2024). Coffee purchases are no longer prioritized simply because of convenience, but because of more authentic taste quality. The authentic taste and variety of coffee flavors today have made people interested in trying other types of coffee, such as *signature* coffees that offer a different experience (Rahn & Yeretzian, 2019). Unlike instant coffee consumption, consumers are now starting to choose coffee that has a strong character in taste and offers a unique experience when enjoying it. The experience of enjoying coffee is now a priority for coffee lovers, and high-quality coffee is increasingly becoming the main focus in the industry (Fernandez et al., 2024). Changes in the lifestyle of urban communities have made coffee a part of their daily routine. Its function is no longer limited to keeping sleep at bay, but also as a social medium, a status symbol, and a means of relaxation and productivity (Fernandez et al., 2024). The modern lifestyle that emphasizes experience has made coffee lovers increasingly interested in exploring various flavors and unique coffee presentations. One form of this is *signature* coffee, which offers a different sensation from regular coffee because

it has a distinctive taste, special presentation, and often becomes the identity of a coffee shop (Laos-Espinoza et al., 2024).

Based on the above background, this study has several research questions, namely: (1) Does customer value have a significant effect on the purchase decision of signature coffee products? (2) Do user preferences influence the purchase decision of signature coffee products? and (3) Is perceived product quality an important factor in the purchase decision of signature coffee products? Thus, the purpose of this study is to analyze in depth the influence of Customer Value, User Preference, and Perceived Product Quality on Repurchase Decisions for Signature Coffee Products.

Literature Review

Consumer purchasing behavior is shaped by customer value, user preference, 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 between these factors and purchasing decisions through relevant theories and studies.

Theory Of Consumer Behavior

The Engel, Blackwell, and Miniard (EBM) Consumer Behavior Model is a framework that explains the stages consumers go through when making purchasing decisions. This 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 become aware of a need or problem that must be addressed, prompting them to search for information from various sources such as personal experience, advertisements, or recommendations from friends. After that, consumers enter the alternative evaluation stage, where they compare various 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 may influence their future decisions.

This model, also known as the consumer decision model, covers up to the divestiture stage, which is when consumers ultimately discard or dispose of 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 divestiture. 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 consumer journey cycle.

Repurchase Decision

A repurchase decision is the process whereby consumers choose to buy the same product or service again after a previous purchase. This decision generally arises from satisfaction, trust, and confidence in the benefits of the product. In the process, consumers continue to consider various aspects such as the location of purchase, brand, price, size, time, cost, and payment methods that they are familiar with and trust (Fattah AL-AZZAM & Al-mizeed, 2021). According to research, consumers are more likely to buy if they feel that the product has high value and quality (Komalasari et al., 2021). After purchasing, consumers will usually evaluate their experience using the product. This evaluation is important because it can influence their decision to buy again in the future.

Customer Value

Customer value can be defined as the benefits consumers perceive from a product or service compared to the costs incurred to obtain it (Zeithaml et al., 2020). Costs here include all the efforts made by customers to obtain the product or service, which are compared to the benefits they perceive during 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 is more related to the feelings and experiences of consumers when using it. Recent studies show that higher customer value can influence consumer behavior, especially in increasing their satisfaction and loyalty (Kwon et al., 2020; Zeithaml et al., 2020).

User Preference

Consumer preferences are individual tendencies to choose certain products or brands based on their tastes, experiences, and perceptions. These preferences are influenced by various factors, including personal experiences, social influences, 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 crucial for marketers to tailor their offerings and increase customer engagement.

Perceived Product Quality

Perceived product quality refers to consumers' assessment of the overall excellence or superiority 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 perceive high quality, this tends to increase their satisfaction and loyalty, as consumers are more

likely to repurchase products that are considered high quality (Aaker, 2021). Recent research also confirms that perceived product quality is a key factor in determining customer value and has a significant influence on repurchasing decisions (Hanifati, 2021).

Hypothesis Development

Effect of Customer Value on Repurchase Decision

Customer Value plays an important role in shaping Purchase Decisions, as it reflects the benefits perceived by consumers compared to the costs they incur (Zeithaml, 1988). This value encompasses elements like social, emotional, and functional value, all of which work together to shape consumer preferences and choices (Sheth et al., 1991). When consumers feel that a product or service provides high value, they are more likely to make positive repeat purchase decisions. Customers are more likely to make wise selections about recurring purchases when they believe a product or service offers great value. The study carried out 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 emphasize the importance of customer value as a key factor in determining how individuals evaluate products or services and ultimately decide to repurchase. This reinforces the view that businesses that focus on effectively increasing customer value can increase the likelihood of consumers making profitable repurchase decisions.

H1: Customer Value positively and significantly influences the Repurchase Decision.

Effect of User Preference to Repurchase Decision

User preferences reflect the extent to which consumers prioritize certain features, attributes, or brands based on their needs, desires, and experiences. These preferences play an important role in influencing

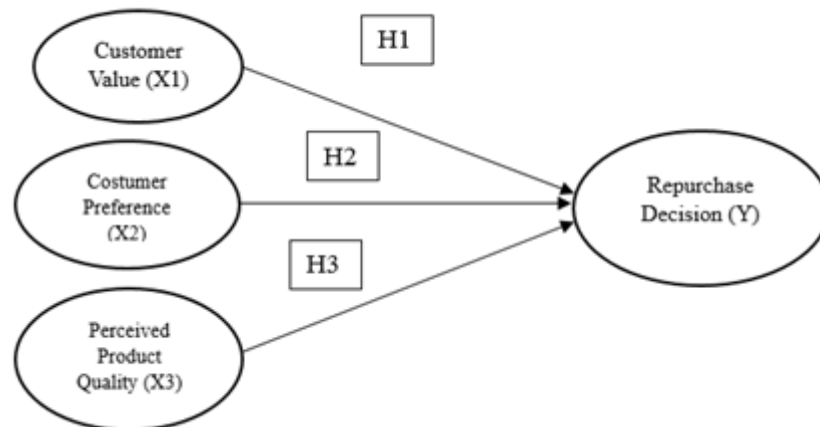
purchasing decisions, as consumers tend to choose products or services that match their preferences (Schiffman & Kanuk, 2010). User preferences significantly influence purchasing decisions by aligning product recommendations with individual needs and priorities, as shown by research (Bang et al., 2020). By combining user-selected criteria, such as purchase priorities and product review sentiment analysis, personalized recommendations help consumers make efficient and accurate decisions while increasing satisfaction.

H2: User Preference positively and significantly influences Repurchase Decision

Effect of Product Quality to Repurchase Decision

Product quality is a major factor influencing consumers' repurchase decisions, as it reflects a product's ability to meet or even exceed customer expectations (Arif & Khairi Siregar, 2021). High-quality products tend to provide greater satisfaction to customers through consistent performance, long durability, and superior features.

H3: Product Quality has a significant positive effect on Repurchase Decision



Source: Interpretation of Thoughts

Figure 1. Theoretical Framework

RESEARCH METHOD

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

Google Forms and direct distribution of questionnaires to coffee drinkers in the Central Java region were used to collect primary data for this study. Both descriptive

and statistical analysis were part of the data processing process. The overall features of the respondents were described using descriptive analysis, and the research questions were addressed using statistical analysis. This involved using SPSS 25.0 software to analyze and test empirical models using multiple regression.

The product moment, which is evident from the Pearson correlation, was used to compute the validity test. The item number is invalid if the calculated r is greater than the table r . On the other hand, the item is legitimate if the calculated r is less than the table r . The Statistical Package for the Social

Sciences (SPSS) was used to perform the validity test. Once the calculated r was determined, it was compared to the table r at a

95% confidence level, or = 0.05. Table 1 displays the test results.

Table 1. Results of the Validity Test of Customer Value Variables

| Statement Item | Indicator | Calculated r | Table r | Sig. | Description |
|------------------------------------|-----------|--------------|---------|-------|-------------|
| Improving focus | X1.1 | 0.371 | 0.361 | 0.001 | Valid |
| Suitable for work/activities | X1.2 | 0.497 | 0.361 | 0.000 | Valid |
| Comparable to the results obtained | X1.3 | 0.551 | 0.361 | 0.000 | Valid |
| No objection to paying | X1.4 | 0.508 | 0.361 | 0.000 | Valid |
| Worth buying regularly | X1.5 | 0.619 | 0.361 | 0.000 | Valid |
| Satisfactory drinking experience | X1.6 | 0.448 | 0.361 | 0.000 | Valid |
| Will continue to buy | X1.7 | 0.602 | 0.361 | 0.000 | Valid |
| Will recommend | X1.8 | 0.539 | 0.361 | 0.000 | Valid |

Source: Processed Data

With a significance threshold of $0.00000 < 0.05$, the test results in Table 1 demonstrate that every item has a computed r value higher than the table r (0.361). This indicates that every item is legitimate and suitable for use as a gauge for the study's consumer value variable.

Customer Preference Variable Validity Test (X2)

To ascertain whether the statement items were appropriate for assessing the Customer Preference variable, the researcher performed a validity test. Table 2 displays the test results.

Table 2. Results of the Customer Preference Variable Validity Test

| Statement Item | Indicator | Calculated r | Table r | Sig. | Description |
|-------------------------------------|-----------|--------------|---------|-------|-------------|
| Want to buy again | X2.1 | 0.652 | 0.361 | 0.000 | Valid |
| Choosing this over others | X2.2 | 0.680 | 0.361 | 0.000 | Valid |
| Confident it will meet expectations | X2.3 | 0.681 | 0.361 | 0.000 | Valid |
| Coffee is reliable | X2.4 | 0.685 | 0.361 | 0.000 | Valid |
| Never disappointed | X2.5 | 0.662 | 0.361 | 0.000 | Valid |
| Practical presentation process | X2.6 | 0.567 | 0.361 | 0.000 | Valid |

Source: Processed data

According to the test results in Table 2, every item in the consumer preference variable has a significance value below 0.05 and a computed r value higher than the table r (0.361). The researcher draws the conclusion that every item in the Customer Preference variable is legitimate and suitable for use in additional study based on these findings.

Validity Test of the Product Quality Perception Variable (X3)

The researchers conducted validity tests to determine the suitability of the statement items in measuring the Perceived Product Quality variable. The test results are presented in Table 3.

Table 3. Validity Test Results for the Perceived Product Quality Variable

| Statement Item | Indicator | Calculated r | Table r | Sig. | Description |
|---------------------------------------|-----------|--------------|---------|-------|-------------|
| Tasty and to taste | X3.1 | 0.668 | 0.361 | 0.000 | Valid |
| Distinctive flavor | X3.2 | 0.619 | 0.361 | 0.000 | Valid |
| Appetizing aroma | X3.3 | 0.693 | 0.361 | 0.000 | Valid |
| Aroma as a benchmark | X3.4 | 0.630 | 0.361 | 0.000 | Valid |
| Attractive and high-quality packaging | X3.5 | 0.733 | 0.361 | 0.000 | Valid |
| Facilitates storage | X3.6 | 0.529 | 0.361 | 0.000 | Valid |

Source: Processed data

With a significance value of $0.0000 < 0.05$, the test results in Table 3 demonstrate that every item has a computed r value higher than the table r (0.361). This demonstrates the validity of each statement and its suitability as a gauge for the study's variable on the perception of product quality.

Validity Test of the Repurchase Decision Variable (Y)

To ascertain if the statement items were appropriate for assessing the Repurchase Decision variable, the researcher performed a validity test. Table 4 displays the test results.

Table 4. T Validity Test for the Repeat Purchase Decision Variable

| Statement Item | Indicator | Calculated r | Table r | Sig | Description |
|--|-----------|--------------|---------|-------|-------------|
| Awareness of need before purchase | Y.1 | 0.734 | 0.361 | 0.000 | Valid |
| Products for daily needs | Y.2 | 0.688 | 0.361 | 0.000 | Valid |
| No difficulty finding information | Y.3 | 0.606 | 0.361 | 0.000 | Valid |
| Research before buying | Y.4 | 0.592 | 0.361 | 0.000 | Valid |
| Consider quality and price | Y.5 | 0.538 | 0.361 | 0.000 | Valid |
| Comparing brands before purchasing | Y.6 | 0.575 | 0.361 | 0.000 | Valid |
| Confident in purchase decision | Y.7 | 0.632 | 0.361 | 0.000 | Valid |
| Purchasing according to what is sought | Y.8 | 0.685 | 0.361 | 0.000 | Valid |
| Willing to repurchase | Y.9 | 0.623 | 0.361 | 0.000 | Valid |
| No regrets about purchase | Y.10 | 0.662 | 0.361 | 0.000 | Valid |

Source: Processed data

Table 4 presents the results of testing the Repurchase Decision variable. The estimated r value for each item is greater than the table r (0.361), with a significance value

of $0.0000 < 0.05$. This attests to the validity of each statement and its suitability as a gauge for the study's purchase decision variable.

Table 5. Reliability Test Results

| Case Processing Summary | | | |
|---|-----------------------|----|-------|
| | | N | % |
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | 0.0 |
| | Total | 30 | 100.0 |
| a. Deletion is performed based on all variables in the procedure. | | | |

Source: Processed data

Based on the Case Processing Summary Table, the amount of data used in the reliability test was 30 respondents (100%) who were declared valid. There was no data discarded or excluded (0%), so all data could be analyzed further. This shows that the research data was complete and ready to be tested for reliability to ensure the consistency of the research instrument.

FINDINGS

To ascertain how three independent variables (X1, X2, and X3) affect the dependent variable (Y), this study used multiple linear regression. Customer Value

(X1), User Preference (X2), and Perceived Product Quality (X3) variables' multiple linear regression study outcomes on Repurchase Decision (Y).

Each independent variable's partial impact on the dependent variable was ascertained using the t-test. Stated differently, this test looks at whether each independent variable affects the dependent variable significantly on its own. The variable has a significant effect if the Sig. value is less than 0.05, and it is not significant if the Sig. value is greater than 0.05. Table 6 displays the findings of the t-test used in this investigation.

Table 6. T-Test Results

| Variable | t | Sig. | Meaning |
|----------------------------|----------|-------------|----------------------------------|
| Customer Value | 0.572 | 0.569 | Not significantly affected |
| Customer Preference | 3.807 | <0.001 | Significantly positive influence |
| Product Quality Perception | 4.78 | <0.001 | Significantly positive influence |

Source: Processed Data

Table 6 t-test results demonstrate that repurchase decisions are significantly positively impacted by customer preference and perceptions of product quality. This implies that customers are more likely to

make repeat purchases when their preferences are higher and their opinion of the product's quality is better. On the other hand, repurchase decisions were not found to be significantly impacted by customer value.

**Table 7. Results of Simultaneous Test (F-Test)
ANOVA**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|-----------------------|-----------|--------------------|----------|-------------|
| Regression | 8.212 | 3 | 2,737 | 34,288 | 0 |
| Residual | 5,599 | 70 | 0.08 | | |
| Total | 13,811 | 73 | | | |

Source: Processed data

A computed F value of 34.288 with a significance level of $0.000 < 0.05$ was derived from the ANOVA test results in Table 7. Because the variables Consumer Value (X_1), Customer Preference (X_2), and Perceived Product Quality (X_3) all significantly influence Repurchase Decision (Y) at the same time, this suggests that the regression model built is suitable for application. Therefore, the study's simultaneous hypothesis is approved.

Consumer Value, Consumer Trust, and Product Variety simultaneously have a

significant effect on Purchase Decision because purchasing decisions are formed from a combination of consumer perceptions of the benefits obtained, trust in the product and provider, and the availability of product variety that can meet diverse needs and tastes. Perceived value encourages consumers to view purchasing as beneficial, trust fosters a sense of security in choosing, while product variety provides a wider range of choices according to preferences. These three factors complement each other so that together they can strengthen consumers' decisions to buy.

Table 8 R Square Model Summary

| R Square Summary | | | | |
|--|----------|------------------|---------------------------|---------------------------------------|
| Model | R | R-Squared | Adjusted R-Squared | Standard Error of the Estimate |
| 1 | .822a | 0.676 | 0.663 | 3.94567 |
| a. Predictors: (Constant), Product Quality Perception, Customer Value, Customer Preference | | | | |
| b. Dependent Variable: Repurchase Decision | | | | |

Source: Processed Data

A high correlation between the independent variables and the choice to repurchase is indicated by the R value of 0.822 in Table 8. According to the R Square value of 0.676, perceptions of product quality, customer value, and customer choice account for 67.6% of the variation in repurchase

decisions, with other factors accounting for the remaining 32.4%. After controlling for the number of predictor variables, the Adjusted R Square value of 0.663 yields a more precise measurement. The model is appropriate for usage because its prediction error rate is comparatively low, as indicated by its

Standard Error of the Estimate value of 3.94567.

CONCLUSIONS

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

In addition, this study also shows that consumers have different preferences in choosing coffee, so coffee companies must pay attention to consumer needs and preferences in their product development and marketing strategies. Thus, coffee companies can increase customer satisfaction and boost their sales

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