

Determining Factors of Consumer Preference to Coffee Shop in Mataram

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ABSTRACT

This study aims to describe the characteristics of coffee shop consumers in Mataram City and analyze the attributes that determine purchasing decisions. Using an exploratory descriptive method with a survey of 100 coffee shop visitors. Data were analyzed using conjoint analysis. The results show that consumer characteristics tend to seek information before visiting, are sometimes interested in new shops, like loyalty/discount programs, visit frequency several times a month, and choose coffee shops based on recommendations from friends/family. The highest combination of attribute preferences are, varied menu quality, complete facilities (wifi/toilet), hygienic-comfortable service, and price < Rp50,000 per menu. The priority order of purchasing attributes is, price, service, quality, and facilities.

INTRODUCTION

Indonesia is one of the world's coffee producers. Cindy (2023) mentions that Indonesia dominates the modern coffee market in Southeast Asia in 2023, with the market size estimated at US\$947. The calculation is based on the annual turnover of the modern coffee market in Indonesia. This value is equivalent to 27.7% of the total value of the modern coffee market in Southeast Asia, which reached US\$3.4 billion in 2023.

According to Cindy (2023), the size of Indonesia's modern coffee market in the region is largely driven by the expansion of local coffee chains. Some of the large local modern coffee companies in Indonesia include J.CO, Janji Jiwa, Kopi Kenangan, and Lain Hati (Annur, 2023). Snapcart (2023) reported that in 2023 Indonesians are coffee drinkers and most of them drink coffee every day. Indonesians often spend their money on coffee in the price range of Rp 6,000 to Rp 20,000, and most buy small sachets of coffee at warung, minimarkets or supermarkets. The majority of people (around 63%) choose to go to coffee shops to get their favourite coffee both during weekdays and weekends. This wave emerged due to the expansive development of new coffee places or coffee shops that opened hundreds of branches with the concept of coffee to go shops at affordable prices (Toffin, 2020).

According to Wiktionary (2010), the definition of a coffee shop can be defined as a small cafe or small restaurant that usually sells coffee and sometimes non-alcoholic drinks, simple meals or snacks, with facilities that support the place.

People have different tastes. Of the many types of coffee in 2023, Snapcart (2023) reported that most Indonesians (40%) usually consume "3in1" coffee or ready-to-eat white coffee in bottles/cans/boxes on a daily basis. Furthermore, it was also reported that women drink more ready-to-eat coffee in various flavours such as mochacino, vanilla latte, etc., while black ground coffee (brewed with sugar) is most commonly drunk by men. In addition, the study also found that among the many modern types of coffee, cappuccino is still the favourite coffee of almost all women and men in Indonesia. Accessing one's favourite coffee drink is easy, through ready-to-drink coffee sold in minimarkets & supermarkets, take away coffee from convenient stores, buying saset coffee at stalls or visiting well-known coffee shop outlets. This area is still the largest when compared to those who choose to make coffee at home with a coffee machine or coffee appliance using coffee beans as the main ingredient (Otten, 2023).

Coffee is the flagship commodity of West Nusa Tenggara (Nusa Tenggara Barat, NTB). Coffee is not only utilised in the form of beans but also in ground coffee. One of the factors causing an increase in coffee consumption in NTB is the number of modern coffee shops, both franchises from outside the region and local coffee shops, so that people can more easily access and get coffee drinks in the vicinity. The proliferation of cafés selling drinks and packaged coffee can increase the consumption of drinks made from national coffee beans. In addition to increasing the selling value, the emergence of these shops will also encourage the growth of the creative economy from coffee commodities, both for the domestic and export markets (Dinas Industri NTB, 2023).

Mataram City is one of the cities that has the most coffee shops in NTB. Imam, et al. (2023) reported that the number of coffee shops in Mataram City is currently approximately 50 coffee shops. According to NTB Satu (2022), visitors come to coffee shops for reasons of taste, trends, and the atmosphere of the coffee shop.

The culture of drinking coffee has now become a new trend among the public. Because of this, the demand has increased, resulting in the emergence of various brands, cafes, and coffee shops in many big cities in Indonesia. Different market shares are also one of the reasons many brands emerge, even though the goods offered are the same, namely coffee. Most Indonesians really like and consume coffee, because of the taste, affordable coffee prices, practicality in serving and diverse coffee flavours, resulting in an increase in Indonesia's domestic coffee consumption (Kurniawan et al., 2017). The effects of coffee on the human body have also been the subject of extensive research. Coffee contains caffeine, which is a natural stimulant that can increase alertness, improve focus, and reduce fatigue. However, excessive caffeine consumption can also lead to side effects such as restlessness, sleep disturbances, and increased heart rate (Davids et al., 2018).

According to Kotler and Keller (2022), marketing is the process of developing integrated communications aimed at providing information about goods or services to satisfy human needs and desires. Based on the definition above, marketing is the systematic arrangement of integrated communications through individuals and groups by sharing information about the products or services they produce.

According to Study Smarter (2022) Consumer preferences are the judgements and evaluations that consumers make of the products and services available to them, based on factors such as quality, price, convenience, and personal taste. They shape what is demanded, and by extension, what suppliers produce and offer in the market. Think of consumer preferences as the driving force behind supply and demand - and by extension, the economy. This study aimed to describe the characteristics of coffee shop consumers in Mataram City and analyze the determining attributes most considered by consumers in making purchasing decisions at coffee shops. The results of this are expected to provide insights on making the business improved.

According to Rochaeni (2013), consumer preferences are defined as a consumer evaluation decision that considers two or more objects because it will always involve comparisons between objects.

According to Mardiana (2022), a purchasing decision means a person's attitude to buy or use a product, either goods or services, which they believe will satisfy them and their willingness to deal with the consequences that may arise.

LITERATURE REVIEW

Indonesia is one of the largest coffee producers in the world and dominates the modern coffee market in Southeast Asia. Cindy (2023) reported that Indonesia's modern coffee market size reached approximately US\$947 million in 2023, representing 27.7% of the total Southeast Asian modern coffee

market valued at US\$3.4 billion. This dominance is largely driven by the rapid expansion of local coffee chains such as J.CO, Janji Jiwa, Kopi Kenangan, and Lain Hati (Annur, 2023). Furthermore, the majority of Indonesians are daily coffee drinkers (Snapcart, 2023), commonly spending between IDR 6,000 and IDR 20,000 on coffee, purchasing various forms from instant sachets at small shops to ready-to-drink coffee at minimarkets (Snapcart, 2023).

Coffee has become a vital part of Indonesian culture, with diverse preferences in coffee types. Snapcart (2023) found that 40% of Indonesians consume "3-in-1" instant coffee or ready-to-drink white coffee in bottles, cans, or cartons daily. Women tend to prefer ready-to-drink coffees with various flavors such as mochaccino and vanilla latte, whereas men more commonly consume black ground coffee brewed with sugar. Cappuccino remains a favorite among both men and women in modern coffee consumption. Access to favorite coffee drinks is widespread through ready-to-drink products sold in minimarkets and supermarkets, take-away coffee from convenience stores, sachets sold at stalls, or branded coffee shop outlets (Otten, 2023).

Regionally, coffee is a flagship commodity of West Nusa Tenggara (NTB). The growth in coffee consumption in NTB is supported by the increasing number of modern coffee shops, including both franchises from outside the region and local coffee shops, making coffee more accessible to the public. The proliferation of cafés selling drinks and packaged coffee boosts the consumption of locally produced coffee beans. This also stimulates the creative economy based on coffee commodities for both domestic and export markets (NTB Industry Office, 2023).

Mataram City is among the cities in NTB with the highest number of coffee shops, approximately 50 at present (Imam et al., 2023). According to NTB Satu (2022), visitors frequent coffee shops due to taste preferences, trends, and atmosphere. The coffee drinking culture has become a new trend among the public, resulting in rising demand and the emergence of various brands, cafes, and coffee shops across major Indonesian cities. Different market shares motivate the appearance of many brands despite the product essentially being coffee. Indonesians favor coffee for its taste, affordable prices, ease of serving, and variety of flavors, thereby driving up domestic coffee consumption (Kurniawan & Ridlo, 2017). The effects of coffee on the human body have been extensively researched; caffeine, a natural stimulant in coffee, can increase alertness, improve focus, and reduce fatigue, although excessive intake may cause side effects such as restlessness, sleep disturbances, and increased heart rate (Davids et al., 2018).

From a marketing standpoint, Kotler and Keller (2022) define marketing as the process of developing integrated communications aimed at satisfying human needs and desires through goods or services. Consumer preferences are judgments and evaluations of available products and services, based on quality, price, convenience, and taste, shaping market demand and supply (Study Smarter, 2022). Purchasing decisions represent a person's attitude to buy or use a product or service they believe will satisfy them and their willingness to handle the consequences (Rochaeni, 2013; Mardiana, 2022).

This study employs an exploratory descriptive research method intended to systematically describe phenomena and identify attributes influencing consumer purchase decisions in coffee shops in Mataram City. The research area is purposively selected based on highly visited coffee shops. A sample of 100 coffee shop visitors was determined using the Slovin formula with a 10% margin of error and selected through accidental sampling. Data were analyzed descriptively and with conjoint analysis via SPSS (Arikunto, 2002; Kumparan, 2023; Santoso, 2017).

Literature shows that factors influencing consumers in choosing coffee shops include product quality (coffee flavors and menu variety), facilities (wifi, toilets, prayer rooms, smoking areas), service quality (hygiene comfort, staff friendliness), price, and social recommendations from friends, family, and social media trends (Kurniawan & Ridlo, 2017; Widyawati & Berlianto, 2018; Kotler & Armstrong, 2022). Consumers tend to prefer coffee shops offering varied menus, adequate facilities mainly wifi and toilets, hygiene-focused service, and affordable prices below IDR 50,000 per menu (Aaker & Joachimsthaler, 2023; Widyawati & Berlianto, 2018).

METHODOLOGY

This research uses exploratory descriptive research methods. Descriptive research conducts analysis only to the level of description, namely analysing and presenting data systemically, so that it can be more easily understood and concluded, while exploratory research is a type of research that aims to find something new in the form of a grouping of certain symptoms, facts and diseases. Exploratory descriptive research aims to describe the state of a phenomenon, in this study it is not intended to test certain hypotheses but only describes what a variable, symptom or situation is (Arikunto, 2002).

This research was conducted in Mataram City. Mataram City consists of six districts, including Ampenan, Cakranegara, Mataram, Sandubaya, Selaparang, and Sekarbela. In selecting the research area, researchers used purposive sampling method where there were criteria for the most visited coffee shop. The selected coffee shops are Rota Kopi, Acibara, Natura and Nyaman coffee. The selection of the coffee shop location is in accordance with the criteria set by the researcher such as, the selected coffee shop is the most visited coffee shop by consumers of various ages, a safe and spacious parking area and has an aesthetic building.

In determining the number of samples, the Slovin method was used with an error rate of 10 per cent, so that the total population of Mataram City as of 2023 was 441,147 people, so a sample of 100 people was obtained, based on the following formula (Widyanto, 2010). Furthermore, the selection of coffee shop consumers as respondents was carried out by accidental sampling method (Kumparan, 2023). Analysis of consumer purchasing behaviour in a descriptive way (Sugiyono, 2010), Data analysis using spss software with conjoint analysis (Santoso, 2017).

$$n = \frac{N}{1+N.e^2} = \frac{441.147}{1+441.147((0,1)^2)} = 100 \text{ samples}$$

Note:

n = Sample size

N = population

e = error tolerance

RESEARCH RESULTS AND DISCUSSION

Consumer Behaviour in Determining the Choice of Coffee Shop

Consumer behaviour is an important study in understanding how individuals make decisions regarding the purchase of products or the use of services. In the context of choosing a coffee shop, consumers do not only consider the taste of coffee, but also various other factors that are interrelated and influence the final decision. Factors that influence consumer behaviour in choosing a coffee shop include product quality, ambience and comfort of the place, the price offered, service quality, and the brand image built by the coffee shop. In addition, recommendations from friends, social media trends, and previous personal experiences also play a role in shaping consumer preferences. Consumer behaviour in this study is described in the following sections.

Searching for Information about Coffee Shops Before Visiting

Most consumers search for information before visiting a coffee shop to find out what is offered in a coffee shop. There are also those who sometimes and do not seek information about coffee shops (Figure 1). Most consumers search for information about coffee shops before visiting.

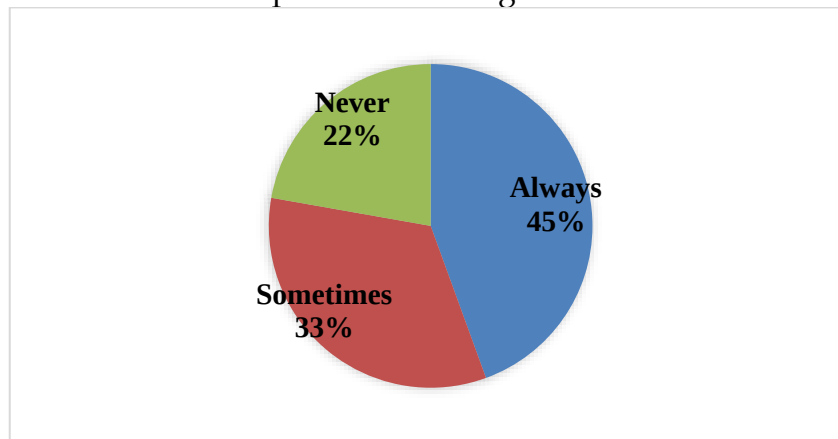


Figure 1. Coffee Shop Information Search Before Visitation

Purchase of Products at Various New Coffee Shops

Consumers have different tastes with a high level of curiosity about new things. In line with this curiosity, consumers tend to visit a coffee shop because of their curiosity. Figure 2 shows the distribution of respondents in their behaviour in purchasing coffee shop products. In purchasing coffee shop coffee shop products, 56% of consumers prefer coffee shops that they have long subscribed to rather than choosing new coffee shops, and as many as 37% of consumers prefer to try various new coffee shops (which have never been visited) because they have high curiosity. There are few consumers who do not care about new or old coffee shops, the important thing is that the desired product can be obtained.

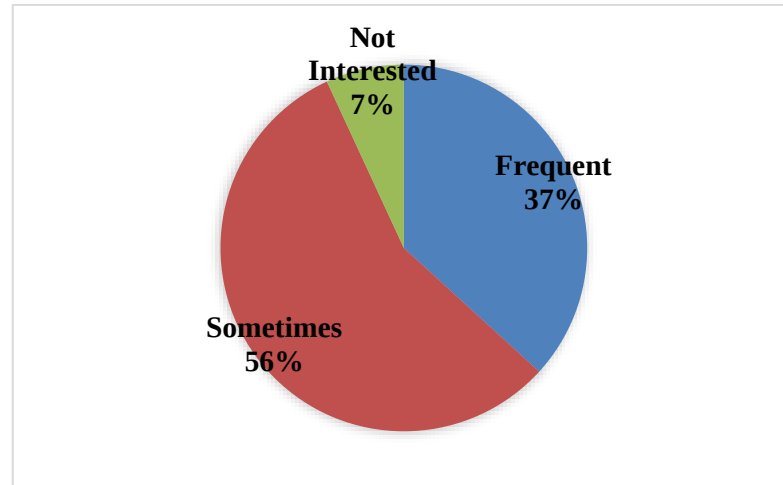


Figure 2. Purchase of products at new Coffee Shop

Selection of Coffee Shops That Have Loyalty Programmes for Customers

Customer satisfaction refers to the consumer's evaluation of a service that has been provided. If customer satisfaction has a high value, then the tendency for customers to return to a particular coffee shop is also higher. Customer satisfaction is a direct predictor of repurchase intentions for customers (Widyawati & Berlianto, 2018).

There are some consumers who strongly consider customer loyalty programmes for the coffee shops they visit. Figure 3 presents that 51% of consumers choose coffee shops that have programmes or promos or discounts for customers, 33% of consumers do not care about programmes or promos or discounts, and as many as 16% of consumers choose not to choose a coffee shop.

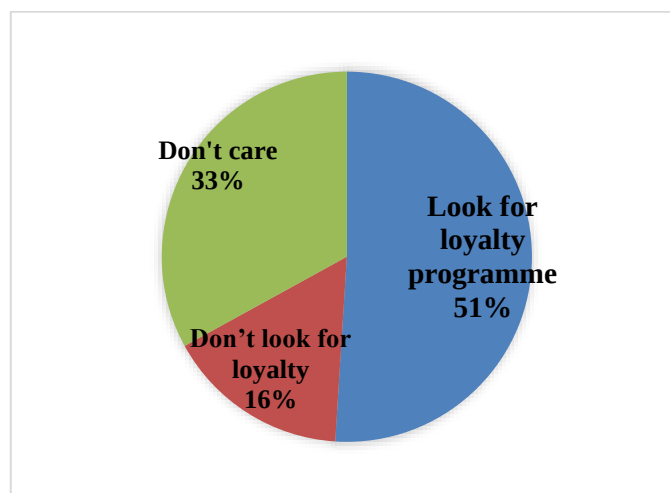


Figure 3. Choice of Coffee Shop that has a loyalty programme for customers

Frequency of Visit to Coffee Shop

Figure 4 presents data on consumer behaviour in purchasing coffee shop products according to the frequency of consumer visits to coffee shops. There are 49% of consumers who visit coffee shops only a few times a month, 45% visit several times a week, and 6% of consumers who visit coffee shops every day.

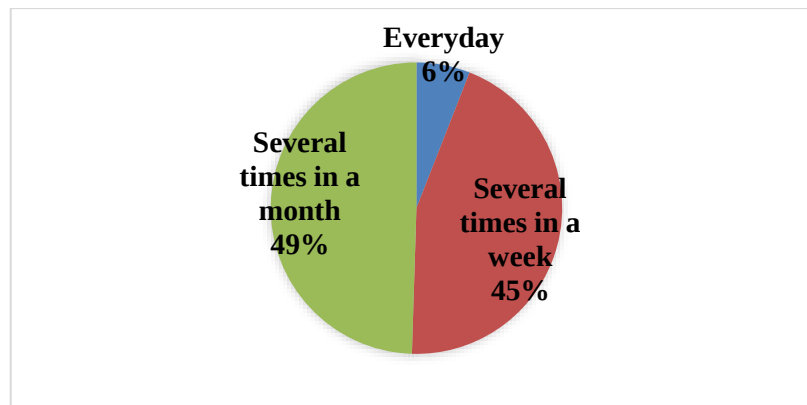


Figure 4. Frequency of visits to Coffee Shop

Important Factors in Determining Coffee Shop Choices Before Visiting

Figure 5 presents consumer behaviour in purchasing coffee shop products. According to Kotler and Armstrong (2022), purchasing decisions are a process where consumers identify a sit, look for news related to a particular product or brand and consider how well alternatives can help solve the dilemma which then leads to decision making. Important factors in making choices show that 64% of consumers choose coffee shops based on recommendations from friends or family and 36% of consumers choose coffee shops based on reviews from social media. Thus, most consumers trust recommendations from friends or family more than no recommendations. This suggests that coffee shops need to maintain a good impression on their customers, so that they can provide recommendations for coffee shop selection.

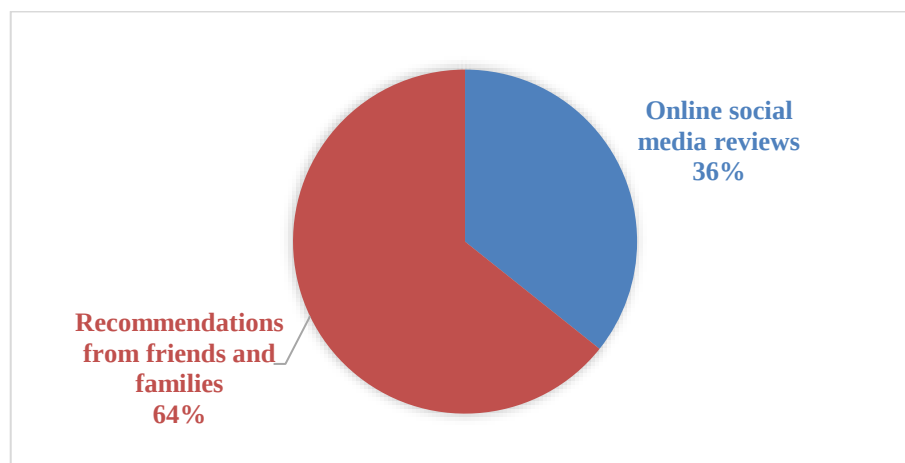


Figure 5. Important factors in making decisions

Consumer Preferences for Attributes and Attribute Levels

In consumer preferences there are points of product attributes and levels, product attributes themselves can be physical attributes where each attribute of the outer appearance of a product is able to influence consumer interest in buying a product so that it can be one of the attractions of consumers in choosing products. The physical attributes of the product tend to provide a pleasure related to the five human senses, so that in consumer preferences the attributes themselves become a very important factor to be considered by actors in the

marketing world. The discussion of consumer preferences for attributes and attribute levels includes: quality attributes, facilities, services, and prices.

At the quality attribute there are attribute levels which include coffee flavours and menu variations. The utility value results show that the coffee flavour attribute has a negative utility value with a value of -0.122 compared to the menu variation which has a positive value level with a value level of 0.122. Coffee Shop with a level of menu variation attributes is a Coffee Shop with specifications when visited to make consumers more interested and cause them to come back again. So that Coffee Shop with quality attributes and with the level of menu variation attributes is much more in demand by the majority of consumers. This is in accordance with demand and marketing that product demand increases for high quality products (Aaker & Joachimsthaler, 2023) and also for varied products. With a variety of menus, non coffee consumers can also visit the coffee shop.

At the facility attribute there are attribute levels including complete facilities including Wifi, Toilets, Mushalla (Small Mosq) and Smoking Area. The facility attributes are quite complete including Wifi and toilets. Consumers make extensive use of the fairly complete facility attribute level. The level of this utility value is positive at 0.164, while the level of complete facilities has a negative level of -0.164. This result shows that the main and most important part of a place visited is the toilet and wifi. Because the toilet is a place used by humans to dispose of large and small water that comes unexpectedly and Coffee Shop is not just a place to hang out but can also be a place to work and do college assignments and so on, so wifi is very important in a coffee shop.

At the service attribute, service can mean staff friendliness, hygiene comfort. The utility value for comfort of cleanliness is 0.246 while staff friendliness has a negative value of -0.246. This reflects the choice that most consumers tend to like or choose services in the form of hygiene comfort rather than staff friendliness. Thus, coffee shops need to pay special attention to the cleanliness element of their coffee shops. However, this does not mean forgetting the friendliness of the staff.

At the price attribute, price is defined as the selling value or financial value of the product itself, generally the price is used as a reference to whether an item is good or not, the price that is the choice of coffee shop consumers in Mataram City is a price in the range of less than IDR 50,000 for each menu available. The level of price utility value is positive at 0.362. In the choice of price perspective, consumers tend to choose products with affordable prices, so that if consumers buy at a high price, consumers tend to get a much more affordable price for the whole. Some consumers said that coffee shops that have a price range of around Rp.50,000 and above per menu tend to be available on hotel menus so it can be concluded that consumers tend to choose prices that range from Rp.50,000 and below.

CONCLUSION AND RECOMMENDATIONS

The main characteristics of coffee consumers in Mataram City are that they tend to seek information first about the coffee shop they will visit, and they are sometimes interested in new coffee shops. Coffee consumers like coffee shops

that have loyalty programmes or discounts or promos for customers, visit coffee shops several times a month and choose coffee shops on recommendations from friends or family. Coffee shop consumers in Mataram City prefer a combination of attributes and attribute levels which include varied menu quality, having fairly complete facilities (there is wifi and toilets), providing hygiene comfort services and prices of less than Rp. 50,000 per menu. The order of consumer preferences or attributes that are most important to product purchases at coffee shops are price, service, quality, and facilities. Therefore, coffee shop owners in the Mataram City area are advised to provide prices, services, quality and facilities that tend to match consumer preferences.

The limitations of this study include the limited sample size in one city. Readers interested in conducting research on consumer preferences for coffee shops should conduct more detailed and specific research on attributes that tend to influence consumer preferences, expand the sample size and geographic location, and integrate qualitative methods to understand consumers' intrinsic motivations and explore the deeper reasons behind preferences.

ADVANCED RESEARCH

Advanced research on consumer preferences in coffee shops should move beyond descriptive analysis by integrating behavioral economics, digital marketing analytics, and cross-regional comparative studies. Future research could employ mixed methods, combining conjoint analysis with ethnographic approaches to capture not only explicit choices but also the underlying cultural and psychological drivers of coffee consumption. Additionally, machine learning models can be applied to predict consumer behavior patterns based on demographic, psychographic, and digital footprint data, allowing for more personalized marketing strategies. Expanding the geographic scope beyond Mataram to include other urban and rural contexts in Indonesia would also provide insights into regional heterogeneity in consumer preferences, while longitudinal studies could reveal how trends evolve in response to global coffee market shifts, lifestyle changes, and technological innovations in the food and beverage sector

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