



TIOMY BUTSIANTO ADI & REMA MERIANA

## Analysis of Factors that Affect the Purchase Decision of Wamena Arabica Coffee

**ABSTRACT:** This study aims to determine the effect of taste, price, and promotion of the purchase decision consumers in select Arabica coffee of Wamena in Papua, Indonesia, and to know which factor is dominant. By using an associative quantitative research method, namely research that explains causal relationships, the result study showed a significant effect on the taste, price, and promotion to decision of purchasing and taste dominant factor that has the greatest influence on purchase decisions in choosing the Arabica coffee of Wamena. Good taste and quality improvement to maintain Arabica coffee flavor will attract the interest of consumers in the decision to buy coffee of Arabica in Wamena. The price of Arabica coffee, which formed for a commodity, is the result of interaction between sellers and buyers. Prices is strongly influenced by the quantity of goods being transacted. Many factors can influence the behavior of the interaction of supply and demand in price formation. Performers processing business Arabica coffee of Wamena should always pay attention to the pricing, whether the price has been determined that in accordance with the products offered, expected the manager to fix prices always follow the price competition occurs, so that the price set can be affordable by the purchasing power of consumers who are target market. Promotion of the factors, that most small influence on purchasing decisions, should businesses conduct sales promotion using more effective media that is by delivering products that are promoted delivered directly to consumers through electronic media.

**KEY WORDS:** Taste; Price; Promotion; Purchase Decision; Arabica Coffee of Wamena.

### INTRODUCTION

Baliem Valley in Wamena, Papua, Indonesia is famous for being fertile and has abundant natural produce; and is one of the best coffee producers in Indonesia. One of the best coffees comes from Wamena in Papua, it grows in the cool Baliem Valley, with temperatures between 15 to 20 degrees Celsius. Fertile land with cropping patterns

is processed organically to produce good coffee products. The aroma of the coffee is fragrant, smooth, and has a very sweet after taste (Neilson, 2007; Munro, 2009; and Sakhiyatun, 2017).

Some coffee activists equate this coffee with Jamaica Blue Mountain Coffee beans. Jamaica Blue Mountain Coffee is Arabica coffee grown in the Blue Mountain area

**About the Authors:** Tiomy Butsianto Adi and Rema Meriana are the Lecturers at the STISIP (*Sekolah Tinggi Ilmu Sosial dan Ilmu Politik* or College of Social and Political Sciences) Amal Ilmiah YAPIS (*Yayasan Pendidikan Islam* or Islamic Education Foundation) in Wamena, Papua, Indonesia. For academic interests, the Authors are able to be contacted via e-mail address at: [tiomybig@gmail.com](mailto:tiomybig@gmail.com)

**Suggested Citation:** Adi, Tiomy Butsianto & Rema Meriana. (2019). "Analysis of Factors that Affect the Purchase Decision of Wamena Arabica Coffee" in *HONAI: International Journal for Educational, Social, Political & Cultural Studies*, Volume 2(1), May, pp.59-70. Bandung, Indonesia: Minda Masagi Press owned by ASPENSI and STISIP Amal Ilmiah, Wamena, Papua, with ISSN 2621-1653 (print) and ISSN 2621-3621 (online).

**Article Timeline:** Accepted (February 5, 2019); Revised (March 24, 2019); and Published (May 30, 2019).

**Table 1:**  
 Cartenz Wamena Coffee Production for Period on July to December 2015

Production	July	August	September	October	November	December	Amount
Greenbean Coffee	800 Kg	830 Kg	880 Kg	990 Kg	1,000 Kg	1,100 Kg	5,600 Kg

**Notes:** Kg (Kilogram).

**Table 2:**  
 Cartenz Coffee Production Amount for Period of 2011 to 2015

	2011	2012	2013	2014	2015	Amount
Total Arabica Coffee Production at the CV Bina Tani, Jalan Yos Sudarso, Wamena, Papua, Indonesia, since 2012 to 2015.	500 Kg	1,600 Kg	2,800 Kg	4,600 Kg	5,600 Kg	15,100 Kg

**Notes:** Kg (Kilogram).

of Jamaica and is premium coffee. Among other Arabica coffees, this coffee contains the least amount of caffeine (James & Stirling, 1983; Mackay & Rollins, 1989; and Sakhiyatun, 2017).

At present, coffee processing companies are not only fully oriented towards products, but also customer oriented. The company must continue to innovate as an important element in the overall market offer, so that it can meet the changing tastes and preferences of customers considering that the customer is the starting point of marketing activities (*cf* Anoraga, 2000; Larson, 2008; and Khadka & Maharjan, 2017).

The increasingly competitive marketing environment urges marketers to always follow the dynamics of the marketing environment in order to survive in the market. Therefore, to anticipate this, companies need to conduct market research to identify consumer desires and expectations as a first step in product development. New product innovation is one of the ways that business people do in developing their business. Currently, Arabica coffee products are not only seen as a side drink, but have also been a product of souvenirs typical of the City of Wamena, Jayawijaya Regency, Papua Province, Indonesia (Bhuiyan, 2011; Mangiwa & Yabansabra, 2016; and Khadka & Maharjan, 2017).

One of the Arabica coffee products on the Wamena market is Arabica coffee

produced by the Coffee Company called cartenz coffee (Mangiwa & Yabansabra, 2016; and Sakhiyatun, 2017).<sup>1</sup> See the tables 1 and 2.

From the description of the tables 1 and 2, it shows an increase in production every year. This shows also that Arabica coffee is a product that has its own picture in consumer thinking as a product that can provide its own sensations. As one of the products known by the public, Cartenz coffee is more directed at consumers who are coffee lovers who tend to pursue the best coffee flavor. Cartenz's own coffee products in its development have made improvements and improvements in several ways, including processing, packaging, color, and taste that are expected to attract more consumer interest to buy it (Harith, Ting & Zakaria, 2014; Corso & Benassi, 2015; and Samoggia & Riedel, 2019).

Although several competing brands are offered on the market, Cartenz coffee products themselves strive to make improvements and innovations towards Arabica coffee products in accordance with what consumers want. The diversity of consumers in buying a product is influenced by various factors, both from

<sup>1</sup>See also, for example, "Kopi Papua Wamena". Available online at: <http://kopikopen.com/blog/kopi-papua-wamena/> [accessed in Wamena, Papua, Indonesia: November 29, 2018]; and "Kopi Papua Wamena". Available online at: <http://www.specialtycoffee.co.id/kopi-papua-wamena/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].

the consumers and outside consumers (Chang, 2009; Nguyen & Gizaw, 2014; and Lautiainen, 2015).

Some factors that can influence consumer decisions include cultural, social, personal, and psychological factors. According to R. Nangoi (1996), and other scholars, factors that influence the amount of purchases are tastes (Nangoi, 1996; Widodo, 2014; and Lautiainen, 2015). Based on the description above, the authors are interested in conducting research with the title of analysis of the factors that influence the decision to buy Wamena Arabica coffee.

Based on the background of the above problems, the authors also formulated the following problem: “Does the taste, price, and promotion affect the decision to purchase Wamena Arabica coffee in Papua, Indonesia?”

## METHODS

The type of research used in this study is an associative quantitative research method, namely research that explains causal relationships between 3 (three) independent variables on 1 (one) dependent variable (Ferdinand, 2007; Williams, 2007; and Ghozali, 2009).

The aspect to be investigated by researchers in this study is to provide an overview of the decision to purchase the Wamena Arabica coffee by explaining the taste, price, and promotion of the decision to purchase the Wamena Arabica coffee on CV (*Commanditaire Vennootschap*) Bina Tani, Jalan Yos Sudarso, Wamena, Jayawijaya Regency, Papua Province, Indonesia; and is dedicated to coffee lovers, who buy Wamena Arabica coffee (cf Supranto, 2000; Simamora, 2002; Ferdinand, 2006; and Mawardi & Simonapendi, 2016).

## FINDINGS AND DISCUSSION

**Findings.** It is important here to study of theory pertaining of: (1) *Taste*; (2) *Price*; (3) *Promotion*; (4) *Purchase Decision*; and (5) *Coffee*. The explanation on each section is following here:

Firstly, *Taste*. It is a food attribute that includes appearance, aroma, texture, and

temperature. Taste is a form of cooperation of the five types of human senses, namely: smell, touch, vision, and hearing. Taste itself is also the work of taste buds located on the tongue, cheeks, esophagus, roof of the mouth, which is part of taste (Wahidah, 2010; Menche ed., 2012; and Gravina, Yep & Khan, 2013).<sup>2</sup>

Taste is a sensory attribute that cannot be separated from the overall taste of food products. Taste plays a very important role in food tastes. The enjoyment of the taste of a food product cannot be obtained without feeling in it. Taste is a sensation that is received by our taste buds in the oral cavity. The taste is caused by water-soluble compounds that interact with receptors on the tongue and taste (trigeminal) in the oral cavity (Chaudhari & Roper, 2010; Menche ed., 2012; and Gravina, Yep & Khan, 2013).

At present, there are 5 basic flavors that can be recognized by the human tongue, which are sweet, bitter, sour, salty, and the latest *umami*. In addition, there are groups of sensations which are often also known as flavors, even though they actually have different characteristics with the five basic flavors. This group of taste sensations are often grouped as secondary flavors, including spicy (hot), astringent (shoe), cooling (semriwing), plait, and metallic taste or bitter (Barbot *et al.*, 2009; Gravina, Yep & Khan, 2013; and Greisingera, Jovanovskia & Buchbauer, 2016).

In the field of food or beverage, it is known the criteria for odor, aroma, taste, and flavor. The four criteria are related to stimuli from sensory nerves that exist in the oral cavity and nasal cavity by certain compounds arising from food or drinks tasted (Menche ed., 2012; Small & Green, 2016; and Yin *et al.*, 2017).

According to the British Standard Institution (BSI 5098:1975), as cited in Harm Schepel (2005), it is defined as follows:

<sup>2</sup>See also, for example, “Cita Rasa”. Available online at: [http://id.wikipedia.org/wiki/cita\\_rasa](http://id.wikipedia.org/wiki/cita_rasa) [accessed in Wamena, Papua, Indonesia: November 29, 2018]; and “Kopi Wajib Memiliki Standar Mutu sebagai Kontrol Kualitas Cita Rasa”. Available online at: <http://www.sadakoffie.com/kopi-wajib-memiliki-standar-mutu-sebagai-control-kualitas-cita-rasa/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].



**Diagram 1:**  
Stage of the Philip Kotler Purchase Decision Process  
(Source: P. Kotler, 1965:166)

Odor (Smell). Describes the sensations/ impressions received through olfactory organs, when kissing or breathing in volatile compounds. Odor criteria are also applied to explain the “quality” aspect of the odor caused by compounds arising from a food/ beverage ingredient (Schepel, 2005; and Rock, Barsan & Weimar, 2008).

Aroma. It is often used to describe an odor (smell) that is received by an olfactory organ, when eating a product (material in the oral cavity). The word aroma is also used to describe an odor, which has a pleasant connotation (Schepel, 2005; and Block, 2010).

Taste. Describes an impression that is received through the sensory nerves tasting on the tongue, as a result of the presence of water-soluble compounds. In general, there are 4 main flavors, namely: sweet, salty, sour, and bitter. Although other flavor categories are still possible, such as savory, spicy, or others. The word “taste” is also used to explain the “quality” of the impression caused by the compounds contained in food/beverage ingredients (Schepel, 2005; and Menche ed., 2012).

Flavor (Shield). A complex impression that explains the impressions originating from taste and smell at the same time simultaneously. More complex, the impression of the flavor can also be related to the perception of “hot”, “cold”, “sick”, “rough”, “smooth”, “soft”, and others (Johnson, 1994; and Schepel, 2005).

Secondly, *Price*. P. Kotler & K. Keller (2009), and other scholars, explained that price was an element of the marketing mix that generates income, another element generated costs. Companies typically develop pricing structures that reflect variations in geographic demand and costs,

market segment requirements, time of purchase, order level, frequency of delivery, warranty, service contracts, and other factors. How consumers arrive at perceived prices is an important marketing priority (Kotler & Keller, 2009:67; Almanik, 2011; and Mahajan, 2018).

There are three key topics of price: reference prices, quality price assumptions, and price suffixes. The authors take these three topics into the research dimension of perceived prices. According to Fandy Tjiptono (2006), and other scholars, simply the term price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a service. Utilities are attributes or factors that have the potential to satisfy certain needs and desires. Price also means the amount of money that consumers have to pay to get a product (Tjiptono, 2006:178; Hasanah & Suryoko, 2017; and Oxtafiani & Widowati, 2017).

Thirdly, *Promotion*. In P. Kotler & K. Keller (2009), and other scholars, it is explained that sales promotion is the core ingredient in marketing campaigns, consisting of a collection of incentive tools, mostly short-term designed to stimulate faster or greater purchases of certain products or services by consumers or trade (Sutojo, 1983; Kotler & Keller, 2009:219; Adisaputro, 2010; Aziz, 2017; Oxtafiani & Widowati, 2017; and Triastuti, 2017).<sup>3</sup>

<sup>3</sup>See also, for example, “Pengertian Promosi”. Available online at: <http://www.ilmumanajemen.com/> [accessed in Wamena, Papua, Indonesia: September 28, 2018]; and “Ekspor Produksi Kopi Indonesia Bertumbuh, Vietnam Masih Menimbun”. Available online at: <http://www.indonesia-investments.com/id/berita/berita-hari-ini/ekspor-produksi-kopi-indonesia-bertumbuh-vietnam-masih-menimbun/item5723> [accessed in Wamena, Papua, Indonesia: November 29, 2018].

**Table 3:**  
General Quality Characteristics of Coffee Beans

Characteristics	Standart Quality (%)
Seeds smell bad and smell of mold	0
Water content	< 12.5
The amount of dirt	< 0.5
Insects live	0

Source: Pudji Rahardjo (2012).

**Table 4:**  
General Requirements for Roasted Coffee (SNI 01-2983-1992)

Criteria	Unit	Terms
Circumstances (smell, taste)	0	Normal
Water content	% w/w	Max 4
Ash content	% w/w	7-14
Ability of ash	1 N NaOH/100gr	80-14
Caffeine levels	% w/w	2-8
Metal spots (Pb, Cu)	mg/kg	Max 30

Fourthly, *Purchase Decision*. P. Kotler (1965), and other scholars, suggested that the process of consumer purchasing decisions consists of five stages carried out by a consumer before arriving at a purchase decision and then post-purchase. This shows that the process of buying carried out by consumers begins long before the act of buying is done and has consequences after the purchase is made (*cf* Kotler, 1965; Diputra, 2007; Kotler & Keller, 2009; Armada, 2017; Wijaya & Mareti, 2011; and Ozer, 2012). See diagram 1.

Fifthly, *Coffee*. It is one type of plantation that has long been cultivated and has a fairly high economic value. World coffee consumption reaches 70% from Arabica coffee species and 26% from Robusta coffee species. Coffee originated in Africa, namely the mountainous region of Ethiopia. However, coffee itself was only known by the world community after the plant was developed outside its home region, namely Yemen in the southern part of Arabia, through Arab merchants (Rahardjo, 2012; Mawardi & Simonapendi, 2016; and Sulistyanningtyas, 2017).

In Indonesia, coffee began to be known in 1696, which was brought by the VOC (*Vereenigde Oost-Indische Compagnie* or the Association of Dutch East-India

Company). Coffee plants in Indonesia began to be produced on the island of Java, and were only trial and error, but because the results were satisfactory and considered by the VOC to be quite profitable as a trading commodity, the VOC spread them to various regions, so that the residents planted them (Najiyati & Danarti, 2004; Awaluddin, Nuraeni & Ilsan, 2018; and Siahaan, 2018).

Wamena Arabica coffee grows in the Baliem valley of the Jayawijaya mountain range with an altitude of 1,600 meters above sea level. This type of Papuan coffee is one of the original coffee products from Indonesia, which has begun to be known throughout the world. One of the advantages of Wamena Arabica coffee is its ability to thrive naturally and not use chemical fertilizers. In addition, the advantages of this type of coffee are known to have a distinctive aroma and taste. This type of coffee also does not have a sour taste, because the acid levels look lower (Rahardjo, 2012; Mangiwa & Yabansabra, 2016; and Sakhiyatun, 2017).

Planting coffee organically can produce good quality coffee with a distinctive aroma and taste compared to coffee grown in other parts of Indonesia. Coffee is lightly textured, minimal pulp, fragrant, and not sour (Neilson, 2007; Rahardjo, 2012; and Sunarharum, 2016).

**Table 5:**  
 The Composition of Arabica and Robusta Coffee Beans Before and After Roasting

Composition	Arabica/Green	Arabica/Roasted	Robusta/Green	Robusta/ Roasted
Mineral	3.0 – 4.2	3.5 – 4.5	4.0 – 4.5	4.6 – 5.0
Kafein	0.9 – 1.2	1.0	1.6 – 2.4	2.0
Trigonelline	1.0 – 1.2	0.5 – 1.0	0.6 – 0.75	0.3 – 0.6
Fat	12.0 – 18.0	14.5 – 20.0	9.0 – 13.0	11.0 – 16.0
Acid Alifatis	1.5 – 2.0	1.0 – 1.5	1.5 – 1.2	1.0 – 1.5
Acid Amino	2.0	0	0	0
Protein	11.0 – 13.0	13.0 – 15.0	0	13.0 – 15.0
Humic Acid	16.0 – 17.0	16.0 – 17.0	0	16.0 – 17.0
<b>Total Chologenic Acid</b>	<b>5.5 – 8.0</b>	<b>1.2 – 2.3</b>	<b>7.0 – 10.0</b>	<b>.9 – 6</b>

**Source:** R.J. Clarke & R. Macrae eds. (1987).

About the general conditions of coffee, the quality requirements are divided into two, namely: general requirements and special requirements. The general requirement is the requirement for each coffee bean that is valued at the quality level. Coffee beans that do not meet the general requirements cannot be assessed for the quality of the coffee. While special conditions are used to assess coffee beans based on their quality level (*cf* Abadiga, 2010; Haggar & Schepp, 2012; and Rahardjo, 2012). See tables 3 and 4.

Coffee beans have a different content, both from the type and processing of coffee. This change is due to oxidation during the roasting process. The composition of Arabica and Robusta coffee beans before and after roasting (% dry weight) can be seen in the table 5.

**Discussion.** Based on the results of the study showed that the results of the description of the decision to purchase Wamena Arabica coffee obtained an average score of 3.81. The average score of this score when interpreted using the interpretation criteria presented by Supranto (2000), and other scholars, were interpreted, the condition is good. When compared with the ideal value of 5, the purchasing decision has reached 76.2 percent of the ideal condition (*cf* Supranto, 2000; Mawardi & Simonapendi, 2016; and Sakhiyatun, 2017).

The first hypothesis proposed in this study was to determine the effect of taste variables on the amount of Arabica coffee purchased

at CV (*Commanditaire Vennootschap*) Bina Tani in Wamena, Papua, Indonesia received. This means that taste becomes one of the factors that can explain the achievement of purchasing decisions (Mangiwa & Yabansabra, 2016; Mawardi & Simonapendi, 2016; and Sakhiyatun, 2017).

Taste is positively related to purchasing decisions. This can be interpreted that the better the taste of Arabica coffee will further increase consumer purchasing decisions; on the contrary, the less taste of Arabica coffee contained in Arabica coffee, the purchasing decision for Arabica coffee decreases (Menche ed., 2012; Sakhiyatun, 2017; and Hameed *et al.*, 2018).

The taste of Arabica coffee, that meets the tastes of buyers, is coffee that has a thickness, sweetness, acidity, and good balance, where there is no one factor that is more highlighted than coffee itself and will froth and fragrance strong fragrance after brewing with 93 degrees of hot water, so that the taste of the coffee will be felt on the mouth in a long time span or after taste (Mawardi & Simonapendi, 2016; Sakhiyatun, 2017; and Wira, 2018).

The results of the description of the taste variables are known to average the score obtained at 3.47, so that according to Supranto (2000), and other scholars, it can be interpreted the condition of the taste of good Wamena Arabica coffee. When compared with the ideal score of 5, the taste only reaches 69.4% of the ideal condition desired. Partial correlation

between taste and purchasing decision is 22.5 percent. This can be interpreted that 22 percent of the variation in purchasing decisions can be caused by taste (cf Supranto, 2000; Mawardi & Simonapendi, 2016; and Sakhiyatun, 2017).

The partial correlation value of the taste with the purchase decision is the highest compared to the value of the partial correlation of price or promotion. So that the taste in the study has the greatest impact on the variable of purchasing decisions compared to other variables partially (Brata, Husani & Ali, 2017; Sakhiyatun, 2017; and Herawati, Prajanti & Kardoyo, 2019).

The second hypothesis proposed in this study is knowing the effect of prices on the decision to buy Wamena Arabica coffee is acceptable. This means that prices become one of the factors that can explain the achievement of purchasing decisions (Mawardi & Simonapendi, 2016; Sakhiyatun, 2017; and Deliana *et al.*, 2018).

Prices are positively related to purchasing decisions. This can be interpreted that the more affordable the price of Wamena Arabica coffee will, further, increase consumer purchasing decisions; on the contrary, the less affordable the price of Wamena Arabica coffee, the purchasing decision for Wamena Arabica coffee decreases (cf Mawardi & Simonapendi, 2016; Sakhiyatun, 2017; and Chairy & Adriansyah, 2018).

The price of Wamena Arabica coffee is related to a number of costs incurred by CV (*Commanditaire Vennootschap*) Bina Tani in Wamena, Papua, Indonesia to produce an item or service coupled with the percentage of profits desired by the company; therefore, to achieve the desired profit of the company, one way to attract consumer interest is to determine the right price for the product sold. The right price is the price that matches the product quality of an item and that price can provide satisfaction to consumers (Chaliedah, 2010; Mawardi & Simonapendi, 2016; and Sakhiyatun, 2017).

The results of the description of the price variable get an average score obtained of 4.03, so that according to

Supranto (2000), and other scholars, it can be interpreted the condition of the price of Arabica coffee is good. When compared with the ideal score of 5, the new price reaches 80.6% of the ideal conditions desired. Partial correlation between price and purchasing decision is 19.2 percent. This can be interpreted that 19 percent of the variation in purchasing decisions can be caused by prices (cf Supranto, 2000; Mawardi & Simonapendi, 2016; and Sakhiyatun, 2017).

The third hypothesis proposed in this study is knowing the influence of promotion on the decision to purchase Wamena Arabica coffee at the CV Bina Tani in Wamena, Papua, Indonesia is acceptable. This means that promotion becomes one of the factors that can explain the achievement of purchasing decisions (Stanton, 1996; Shimp, 2004; Mawardi & Simonapendi, 2016; Brata, Husani & Ali, 2017; and Sakhiyatun, 2017).

Promotion is positively related to purchasing decisions. It can be interpreted that the easier the promotion message of Wamena Arabica coffee will increase the purchasing decision; on the contrary, the more the message of promotion of Wamena Arabica coffee is not easily understood, the more it will reduce consumers in deciding to buy Wamena Arabica coffee (cf Chusk, 2001; Kotler & Armstrong, 2001; Ferdinand, 2002; Mawardi & Simonapendi, 2016; Brata, Husani & Ali, 2017; and Sakhiyatun, 2017).

Promotions that attract attention and in accordance with the products offered will attract consumers' interest in making decisions to buy the Wamena Arabica coffee at CV Bina Tani in Wamena, Papua, Indonesia. Promotion is one part of a series of marketing activities for an item. Promotion is an activity in the field of marketing, which is communication carried out by the company to buyers or consumers that includes reporting, persuading, and influencing everything about goods and services produced for consumers, all activities that aim to increase sales volume by attracting consumers' interest in making decisions buy at the company (Mowen & Minor, 2002;

Schiffman & Kanuk, 2004; Mawardi & Simonapendi, 2016; Brata, Husani & Ali, 2017; Lembang, 2017; Sakhiyatun, 2017; and Yusup, 2017).<sup>4</sup>

The results of the descriptive analysis of the promotion variables get an average score of 3.45, so that according to Supranto (2000), and other scholars, it can be interpreted that the promotion conditions of Arabica coffee are good. When compared with the ideal score of 5, the new promotion reaches 69.0% of the ideal conditions desired. Partial correlation between promotions and purchasing decisions is 18.9 percent. This can be interpreted that an 18 percent purchase decision variable can be caused by a promotion (*cf* Supranto, 2000; Mawardi & Simonapendi, 2016; Paramitha, 2017; and Sakhiyatun, 2017).

The fourth hypothesis proposed in this study is to know the simultaneous effect of taste, price, and promotion on the decision to purchase Wamena Arabica coffee accepted. The results of the calculation of the coefficient of determination in the multiple linear regression equation of 30.8; this is interpreted as 30.8 percent changes in purchase decisions are influenced by taste, price, and promotion together (simultaneous), while the remaining 69.20 percent is influenced by other variables that are not also examined in this study (*cf* Mawardi & Simonapendi, 2016; Sakhiyatun, 2017; and Mau, Darwanto & Masyhuri, 2018).

## CONCLUSION

The price of Arabica coffee formed for a commodity is the result of interaction between the seller and the buyer. Prices that occur are strongly influenced by the quantity of goods transacted. Many factors can influence demand and supply behavior in price formation interactions. However, for food/agricultural commodities, the formation of these prices is presumably more

<sup>4</sup>See also, for example, "Tren 'Ngopi' di Mall: Fenomena yang Mengglobal" in newspaper of *Kompas*. Jakarta: August 29, 2010. Available online also at: <http://adhikusumaputra.wordpress.com/2010/08/29/tren-ngopi-di-mallfenomena-yang-mengglobal/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].

influenced by the supply side (supply shock), because the demand side tends to be stable following the development trend.

CV (*Commanditaire Vennootschap*) Bina Tani in Wamena, Papua, Indonesia must always pay attention to price determination, whether the determined price is in accordance with the product offered, the manager is expected to determine the price to always follow the price of competition, so that the price set can be reached by the targeted purchasing power of consumers the market. This is done to anticipate competition for product prices from similar businesses.

Promotion is the least influential factor on purchasing decisions, so CV Bina Tani in Wamena, Papua, Indonesia should conduct sales promotions using other media, such as local radio or television, namely by delivering products that are promoted delivered directly to consumers through radio and television media, because now almost everyone has radio and television, so that the products being promoted can be known directly to the public.

For other researchers, who are interested in continuing this research, it is expected to improve it, namely by adding other factors that influence the purchasing decision. Because of the results of this study, there are still other factors that influence the increase in purchasing decisions. And it is expected to increase the number of research samples, with the hope that this research can be more developed.

That the need for an active role of the company to always try to improve the quality and quality of products continuously in order to be able to increase satisfaction with products, which then carry out innovation activities of Arabica coffee flavor directed to certain consumers.<sup>5</sup>

<sup>5</sup>**Statement:** We certify that this manuscript based on our personal study and/or research; and that we have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, and any other kind of document, electronic or personal communication. We also certify that this manuscript has not previously been submitted in any other journal or publication; and that we have not copied in part or whole or otherwise plagiarised the work of other publications and/or materials.



## References

- Abadiga, Anwar Abasanbi. (2010). "Assessment of Coffee Quality and its Related Problems in Jimma Zone of Oromia Regional State". *Unpublished Master's Thesis*. Nigeria: Department of Horticulture and Plant Sciences, College of Agriculture and Veterinary Medicines, Jimma University. Available online also at: <https://cgspace.cgiar.org/bitstream/handle/10568/2453/FinalThesis> [accessed in Wamena, Papua, Indonesia: October 17, 2018].
- Adisaputro, Gunawan. (2010). *Manajemen Pemasaran: Analisis untuk Perancangan Strategi Pemasaran*. Yogyakarta: Unit Penerbit dan Percetakan Sekolah Tinggi Ilmu Manajemen YKPN.
- Almanik. (2011). *Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Kartu XL di Kota Padang*. Jakarta: Penerbit Universitas Mercubuana.
- Anoraga, P. (2000). *Manajemen Bisnis*. Jakarta: Rineka Cipta.
- Armada, Nurrayyan. (2017). "Faktor yang Mempengaruhi Pembelian Konsumen Kopi Bubuk Instan: Kasus di Giant Botani Square, Bogor". *Unpublished Research Report*. Available and owned by the Authors.
- Awaluddin, Nuraeni & Mais Ihsan. (2018). "Analisis Keberlanjutan Usahatani Kopi Arabika Bawakareng Kecamatan Sinjai Barat, Kabupaten Sinjai" in *Jurnal Agrotek*, Vol.2, No.2 [September], pp.73-84.
- Aziz, Muh Zarkasyi. (2017). "Pengaruh Promosi dan Cita Rasa terhadap Jumlah Pembelian Ayam Bakar di Rumah Makan Ayam Bakar Wong Solo, Makassar". *Unpublished Research Report*. Available and owned by the Authors.
- Barbot, Pascal et al. (2009). *Dashi and Umami: The Heart of Japanese Cuisine*. London: Eat-Japan/Cross Media.
- Bhuiyan, N. (2011). "A Framework for Successful New Product Development" in *Journal of Industrial Engineering and Management*, Volume 4(4), pp.746-770. Available online also at: <https://www.jiem.org/index.php/jiem/article/view/334/241> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Block, E. (2010). *Garlic and Other Alliums: The Lore and the Science*. UK [United Kingdom]: Royal Society of Chemistry.
- Brata, Baruna Hadi, Shilvana Husani & Hapzi Ali. (2017). "The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi at PT Jaya Swarasa Agung in Central Jakarta" in *Saudi Journal of Business and Management Studies*, Volume 2, Issue 4B [April], pp.433-445. Available online also at: <http://scholarsmepub.com/wp-content/uploads/2017/05/SJBMS-24B433-445.pdf> [accessed in Wamena, Papua, Indonesia: October 20, 2018].
- Chairy, Putra & Adriansyah. (2018). "The Use of Brand Image Celebrity Endorser of Luwak White Coffee To Increase The Profit: Case Study On Visitor Of Waroeng Kopi Aceh in Medan" in *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Vol.1, No.2 [June], pp.195-203.
- Chaliedah, Z. (2010). "Faktor-faktor yang Mempengaruhi Permintaan dan Penawaran". Available online at: <http://ziakhalidah.blogspot.com/> [accessed in Wamena, Papua, Indonesia: September 12, 2018].
- Chang, C.Y.C. (2009). "Does Price Matter? How Price Influences Online Consumer Decision-Making" in *Japanese Journal of Administrative Science*, Vol.22, No.3, pp.245-254. Available online also at: [https://www.jstage.jst.go.jp/article/jaas/22/3/22\\_3\\_245/pdf](https://www.jstage.jst.go.jp/article/jaas/22/3/22_3_245/pdf) [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Chaudhari, Nirupa & Stephen D. Roper. (2010). "The Cell Biology of Taste" in *Journal of Cell Biology*, Volume 190(3), pp.285-296.
- Chusk, Williams. (2001). *Manajemen Pemasaran*. Jakarta: Selemba Empat, Translation.
- "Cita Rasa". Available online at: [http://id.wikipedia.org/wiki/cita\\_rasa](http://id.wikipedia.org/wiki/cita_rasa) [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- Clarke, R.J. & R. Macrae [eds]. (1987). *Coffee, Volume 5: Related Beverages*. London: Elsevier Applied Science.
- Corso, M.P. & M.D.T. Benassi. (2015). "Packaging Attributes of Antioxidant-Rich Instant Coffee and Their Influence on the Purchase Intent" in *Beverages*, Volume 1(4), pp.273-291. Available online also at: <https://www.mdpi.com/2306-5710/1/4/273/htm> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Deliana, Yosini et al. (2018). "Factors that Affect Consumers' Decision in Purchasing Coffee" in *Research Journal of Recent Sciences*, Volume 7(1), January, pp.1-6. Available online also at: <http://www.isca.in/rjrs/archive/v7/i1/1.ISCA-RJRS-2017-074.pdf> [accessed in Wamena, Papua, Indonesia: March 2, 2019].
- Diputra, Y.B. (2007). "Analisis Pengaruh Kualitas Pelayanan Jasa dan Penetapan Harga terhadap Loyalitas Konsumen pada Hotel Arwana di Jakarta". *Unpublished Undergraduate Thesis*. Semarang: FE UNNES [Fakultas Ekonomi, Universitas Negeri Semarang].
- "Ekspor Produksi Kopi Indonesia Bertumbuh, Vietnam Masih Menimbun". Available online at: <http://www.indonesia-investments.com/id/berita/berita-hari-ini/ekspor-produksi-kopi-indonesia-bertumbuh-vietnam-masih-menimbun/item5723> [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- Ferdinand, Agusty. (2002). "Marketing Strategy: Making Process dan Agenda Penelitian" in *Jurnal Sains Pemasaran Indonesia*, Vol.1, No.1 [Mei].
- Ferdinand, Agusty. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi*. Semarang: BP UNDIP [Badan Penerbit Universitas Diponegoro].
- Ferdinand, Agusty. (2007). "Structural Equation Modelling dalam Penelitian". *Unpublished Paper*. Available and owned by the Authors.
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate*

- dengan Program SPSS. Semarang: BP UNDIP [Badan Penerbit Universitas Diponegoro].
- Gravina, S.A., G.L. Yep & M. Khan. (2013). "Human Biology of Taste" in *ASM: Annals of Saudi Medicine*, Volume 33(3), May-June, pp.217-222. Available online also at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6078535/> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Greisingera, Sabine, Stefan Jovanovskia & Gerhard Buchbauer. (2016). "An Interesting Tour of New Research Results on Umami and Umami Compounds" in *NPC: Natural Product Communications*, Volume 11(10). Available online also at: <https://journals.sagepub.com/doi/pdf/10.1177/1934578X1601101040> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Haggar, Jeremy & Kathleen Schepp. (2012). "Coffee and Climate Change: Impacts and Options for Adaption in Brazil, Guatemala, Tanzania, and Vietnam" in *NRI Working Paper Series: Climate Change, Agriculture, and Natural Resources*, No.4 [February]. Available online also at: <https://www.nri.org/publications/working-paper-series/4-coffee-and-climate-change/file> [accessed in Wamena, Papua, Indonesia: October 17, 2018].
- Hameed, Ahsan et al. (2018). "Farm to Consumer: Factors Affecting the Organoleptic Characteristics of Coffee II, Postharvest Processing Factors" in *Comprehensive Reviews in Food Science and Food Safety*, Volume 17, Issue 5. Available online also at: <https://onlinelibrary.wiley.com/doi/full/10.1111/1541-4337.12365> [accessed in Wamena, Papua, Indonesia: March 2, 2019].
- Harith, Z.T., C.H. Ting & N.N.A. Zakaria. (2014). "Coffee Packaging: Consumer Perception on Appearance, Branding, and Pricing" in *International Food Research Journal*, Volume 21(3), pp.849-853. Available online also at: [http://www.ifrj.upm.edu.my/21%20\(03\)%202014/2%20IFRJ%2021%20\(03\)%202014%20Harith%20345.pdf](http://www.ifrj.upm.edu.my/21%20(03)%202014/2%20IFRJ%2021%20(03)%202014%20Harith%20345.pdf) [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Hasanah, Robiul & Sri Suryoko. (2017). "Pengaruh Kualitas Pelayanan dan Tarif terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening pada Pengguna Jasa DHL Global Forwarding: Studi pada Pengguna Jasa DHL di Kota Semarang" in *Jurnal Ilmu Administrasi Bisnis*. Available online also at: <https://media.neliti.com/media/publications/189251-ID-pengaruh-kualitas-pelayanan-dan-tarif-te.pdf> [accessed in Wamena, Papua, Indonesia: October 17, 2018].
- Herawati, Sucihatiningsih Dian Wisika Prajanti & Kardoyo. (2019). "Predicted Purchasing Decisions from Lifestyle, Product Quality, and Price through Purchase Motivation" in *JEE: Journal of Economic Education*, Volume 8(1), pp.1-11.
- James, J.E. & K.P. Stirling. (1983). "Caffeine: A Summary of Some of the Known and Suspected Deleterious Effects of Habitual Use" in *British Journal of Addiction*, Volume 78(3), pp.251-258.
- Johnson, Z. (1994). "Bringing Children to Their Senses: A Study of the Influence of Sensory Experience on Year 4 Children's Writing" in *Edith Cowan University: Research Online*. Available online also at: <https://ro.ecu.edu.au/theses/1088> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Khadka, Kabu & Soniya Maharjan. (2017). "Customer Satisfaction and Customer Loyalty: Case Trivsel Stadtjanster (Trivsel Siivouspalvelut)". *Unpublished Thesis*. UK [United Kingdom]: Business Management, Centria University of Applied Sciences. Available online also at: <https://core.ac.uk/download/pdf/161421179.pdf> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- "Kopi Papua Wamena". Available online at: <http://kopikopen.com/blog/kopi-papua-wamena/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- "Kopi Papua Wamena". Available online at: <http://www.specialtycoffee.co.id/kopi-papua-wamena/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- "Kopi Wajib Memiliki Standar Mutu sebagai Kontrol Kualitas Cita Rasa". Available online at: <http://www.sadakoffie.com/kopi-wajib-memiliki-standar-mutu-sebagai-control-kualitas-cita-rasa/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- Kotler, P. (1965). "Behavioural Models of Analysing Buyers" in *Journal of Marketing*, Volume 29, Issue 4 [October], pp.37-45.
- Kotler, A. & K. Armstrong. (2001). *Prinsip-prinsip Pemasaran*, Jilid I dan Jilid II. Jakarta: Penerbit Erlangga, Translation.
- Kotler, P. & K. Keller. (2009). *Marketing Management*. Upper Saddle River, New Jersey: Speirman Education, Inc.
- Larson, Ryan C. (2008). "Starbucks a Strategic Analysis: Past Decisions and Future Options". Available online at: <https://www.biu.ac.il/soc/sb/stfhome/bijaoui/891/case/2009/starbuck08full.pdf> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Lautiainen, Tanja. (2015). "Factors Affecting Consumers' Buying Decision in the Selection of a Coffee Brand". *Unpublished Bachelor's Thesis*. Lappeenranta: Faculty of Business Administration, Saimaa University of Applied Sciences. Available online also at: <https://core.ac.uk/download/pdf/38124382.pdf> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Lembang, Rosvita Dua. (2017). "Analisis Pengaruh Kualitas Produk, Harga, Promosi, dan Cuaca terhadap Keputusan Pembelian Teh Siap Minum dalam Kemasan Merek Teh Botol Sosro: Studi Kasus pada Mahasiswa S1 Fakultas Ekonomi Reguler II Universitas Diponegoro". *Unpublished Undergraduate Thesis*. Semarang: FE UNDIP [Fakultas Ekonomi, Universitas Diponegoro].
- Mackay, D.C. & J.W. Rollins. (1989). "Caffeine and Caffeinism" in *Journal of the Royal Naval Medical Service*, Volume 75(2), pp.65-67.
- Mahajan, Pooja Santosh. (2018). "Marketing Strategy of a Company Using Shared Economy Business Model: The Case of 'Airbnb'".

- Unpublished Master's Thesis*. Kaunas: Department of Marketing, Faculty of Economics and Management, Vytautas Magnus University. Available online also at: [https://www.vdu.lt/cris/bitstream/20.500.12259/36296/1/pooja\\_santosh\\_mahajan\\_md.pdf](https://www.vdu.lt/cris/bitstream/20.500.12259/36296/1/pooja_santosh_mahajan_md.pdf) [accessed in Wamena, Papua, Indonesia: March 2, 2019].
- Mangiwa, Septiani & Yuliana R. Yabansabra. (2016). "Kadar Trigonelin dalam Biji Kopi Arabika (Coffea Arabica) Asal Wamena, Kabupaten Jayawijaya, Papua" in *SAINS: Jurnal MIPA dan Pengajarannya*, Vol.16, No.1. Available online also at: <https://ejournal.uncen.ac.id/index.php/SAINS/article/view/132> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Mau, Maria Clara, Dwidjono Hadi Darwanto & Masyhuri. (2018). "Patterns and Determinant Factors of Arabica Coffee's Marketing Margin in Ngada Regency" in *Agro Ekonomi*, Vol.29, No.1 [Juni], pp.102-117.
- Mawardi, Arsyam & Maria L. Simonapendi. (2016). "Uji Efektivitas Metode Isolasi DNA Genom Kopi Arabika (Coffea arabica L.) Asal Kabupaten Jayawijaya" in *Jurnal Biologi Papua*, Vol.8, No.1. Available online also at: <https://ejournal.uncen.ac.id/index.php/JBP/article/view/10> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Menche, N. [ed]. (2012). *Biologie Anatomie Physiologie*. Munich: Urban & Fischer/ Elsevier.
- Mowen, M. & R. Minor. (2002). *Perilaku Konsumen*, Jilid II. Jakarta: Penerbit Erlangga, edisi kelima.
- Munro, Jenny. (2009). "Dreams Made Small: Humiliation and Education in a Dani Modernity". *Unpublished Ph.D. Thesis*. Canberra: The Australian National University. Available online also at: [http://papuaweb.org/dlib/s123/munro/\\_phd\\_no\\_images.pdf](http://papuaweb.org/dlib/s123/munro/_phd_no_images.pdf) [accessed in Wamena, Papua, Indonesia: April 21, 2018].
- Najiyati, Sri & Danarti. (2004). *Budidaya Tanaman Kopi dan Penanganan Pasca Panen*. Jakarta: Penebar Swadaya.
- Nangoi, R. (1996). *Menentukan Strategi Pemasaran dalam Menghadapi Persaingan*. Jakarta: Rajawali Press.
- Neilson, J. (2007). "Institutions, the Governance of Quality, and On-Farm Value Retention for Indonesian Specialty Coffee" in *Singapore Journal of Tropical Geography*, Volume 28(3), pp.188-204.
- Nguyen, Thu Ha & Ayda Gizaw. (2014). "Factors that Influence Consumer Purchasing Decisions of Private Label Food Products: A Case Study of ICA Basic". *Unpublished Bachelor Thesis*. USA [United States of America]: School of Business, Society, and Engineering. Available online also at: <http://www.diva-portal.org/smash/get/diva2:705384/fulltext01.pdf> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Oxtafiani, Neni & Sri Yuni Widowati. (2017). "Analysis of Effect of Service Quality, Quality Products, and Prices on Customer Satisfaction: Case Study at PT Asuransi Tri Pakarta Customer Branch Semarang" in *Economics & Business Solutions Journal*, Vol.1, No.1, pp.35-44.
- Ozer, Smem. (2012). "The Effect of Social Media on Consumer Buying Decision Process". *Unpublished M.Sc. Thesis*. Ireland: National College of Ireland. Available online also at: [http://trap.ncirl.ie/815/1/Sinem\\_Ozer.pdf](http://trap.ncirl.ie/815/1/Sinem_Ozer.pdf) [accessed in Wamena, Papua, Indonesia: October 17, 2018].
- Paramitha, Duhita Ayu. (2017). "Analisis Faktor-faktor yang Mempengaruhi Keputusan Konsumen Menggunakan Jasa Warung Internet: Studi pada Warung Internet di Sekitar UNDIP Peleburan". *Unpublished Research Report*. Available and owned by the Authors.
- "Pengertian Promosi". Available online at: <http://www.ilmumanajemen.com/> [accessed in Wamena, Papua, Indonesia: September 28, 2018].
- Rahardjo, Pudji. (2012). *Panduan Budidaya dan Pengolahan Kopi Arabika dan Robusta*. Jakarta: Penebar Swadaya.
- Rock, F., N. Barsan & U. Weimar. (2008). "Electronic Nose: Current Status and Future Trends" in *Chemical Reviews*, Volume 108(2), pp.705-725. Available online also at: <https://pubs.acs.org/doi/full/10.1021/cr068121q> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Sakhiyatun, K. (2017). "Wamena Coffee: The World-Class Original Papua Coffee" in *West Papua Beta*. Available online also at: <https://westpauabeta.wordpress.com/2017/12/23/wamena-coffee-the-world-class-original-papua-coffee/> [accessed in Wamena, Papua, Indonesia: October 1, 2018].
- Samoggia, A. & B. Riedel. (2019). "Consumers' Perceptions of Coffee Health Benefits and Motives for Coffee Consumption and Purchasing" in *Nutrients*, Volume 11(3), March. Available online also at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6471209/> [accessed in Wamena, Papua, Indonesia: April 21, 2019].
- Schepel, Harm. (2005). "The Constitution of Private Governance: Product Standards in the Regulation of Integrating Markets" in *International Studies in the Theory of Private Law*, Volume 4, pp.121-124.
- Schiffman, L.G. & L. Kanuk. (2004). *Consumer Behavior*. New York: Prentice Hall, Inc.
- Shimp, A.T. (2004). *Periklanan dan Promosi*, Jilid II. Jakarta: Penerbit Erlangga, Translation, edisi kelima.
- Siahaan, Adriani M.P. (2018). "Identification of Arabica Coffee Production in Altitudes Place in Lintong Ni Huta of Humbang Hasundutan" in *IJEAB: International Journal of Environment, Agriculture, and Biotechnology*, Volume 3, Issue 1 [January-February]. Available online also at: [https://ijeab.com/upload\\_document/issue\\_files/31%20IJEAB-FEB-2018-12-Identification%20of%20Arabica%20Coffee.pdf](https://ijeab.com/upload_document/issue_files/31%20IJEAB-FEB-2018-12-Identification%20of%20Arabica%20Coffee.pdf) [accessed in Wamena, Papua, Indonesia: March 2, 2019].
- Simamora, B. (2002). *Panduan Riset Perilaku Konsumen*. Jakarta: Raja Grafindo Persada.
- Small, D.M. & B.G. Green. (2016). "Chapter 36: A Proposed Model of a Flavor Modality" in *The Neural Bases of Multisensory Processes*. Available online also at: <https://www.ncbi.nlm.nih.gov/books/NBK92876/> [accessed in Wamena, Papua,

- Indonesia: October 9, 2018].
- Stanton, J.W. (1996). *Prinsip Pemasaran*, Jilid II. Jakarta: Penerbit Erlangga, Translation, edisi ketujuh.
- Sulistyaningtyas, Ayu Rahmawati. (2017). "Pentingnya Pengolahan Basah (*Wet Processing*) Buah Kopi Robusta (*Coffea robusta Lindl.ex.de.Will*) untuk Menurunkan Resiko Kecacatan Biji Hijau Saat Coffee Grading" in *Prosiding Seminar Nasional Publikasi Hasil-hasil Penelitian dan Pengabdian Masyarakat*, pp.90-94.
- Sunarharum, Wenny Bekti. (2016). "The Compositional Basis of Coffee Flavour". *Unpublished Ph.D. Thesis*. Australia: The University of Queensland. Available online also at: [https://espace.library.uq.edu.au/data/UQ\\_410662/s4111253\\_final\\_thesis.pdf](https://espace.library.uq.edu.au/data/UQ_410662/s4111253_final_thesis.pdf) [accessed in Wamena, Papua, Indonesia: October 17, 2018].
- Supranto. (2000). *Metode Riset: Aplikasinya dalam Pemasaran*. Jakarta: Rineka Cipta.
- Sutojo, S. (1983). *Kerangka Dasar Manajemen Pemasaran*. Jakarta: Pestaka Binaman Pressindo.
- Tjiptono, Fandy. (2006). *Manajemen Jasa*. Yogyakarta: Penerbit Andi.
- "Tren 'Ngopi' di Mall: Fenomena yang Mengglobal" in newspaper of *Kompas*. Jakarta: August 29, 2010. Available online also at: <http://adhikusumaputra.wordpress.com/2010/08/29/tren-ngopi-di-mallfenomena-yang-mengglobal/> [accessed in Wamena, Papua, Indonesia: November 29, 2018].
- Triastuti, Freida R.J. (2017). "Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Promosi Penjualan terhadap Minat Beli Ulang Konsumen di Kedai Kopi: Studi pada Konsumen Buket Coffee+Jazz". *Unpublished Research Report*. Available and owned by the Authors.
- Wahidah, N. (2010). "Komponen-komponen yang Memengaruhi Cita Rasa Bahan Pangan". Available online at: <http://www.idazweek.co.cc/2010/02/komponen-komponen-yang-memengaruhi-cita.html> [accessed in Wamena, Papua, Indonesia: September 28, 2018].
- Widodo, Adhityo Jatisukmono. (2014). "Analisis Preferensi Pengunjung Kedai Kopi terhadap Menu Kedai Kopi di Kota Semarang: Studi Kasus pada 4 Kedai Kopi di Kota Semarang". *Unpublished Research Report*. Available and owned by the Authors.
- Wijaya, N.U. & L. Mareti. (2011). "Analisis Pengaruh Produk, Lokasi, dan Bukti Fisik terhadap Keputusan Pembelian Konsumen dengan Motivasi sebagai Variabel Perantara di Black Canyon Coffee Surabaya Town Square". *Unpublished Undergraduate Thesis*. Surabaya: Universitas Kristen Petra.
- Williams, Carrie. (2007). "Research Methods" in *Journal of Business & Economic Research*, Vol.5, No.3 [March], pp.65-72.
- Wira, Ni Nyoman. (2018). "Crazy about Indonesian Coffee? Here are the Basics of Java" in newspaper of *The Jakarta Post*, on January 20. Available online also at: <https://www.thejakartapost.com/life/2018/01/19/crazy-about-indonesian-coffee-here-are-the-basics-of-java.html> [accessed in Wamena, Papua, Indonesia: March 2, 2019].
- Yin, Wenting et al. (2017). "Effects of Aroma and Taste, Independently or in Combination, on Appetite Sensation and Subsequent Food Intake" in *Appetite*, Volume 114 [July], pp.265-274. Available online also at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5434034/> [accessed in Wamena, Papua, Indonesia: October 9, 2018].
- Yusup, Muhammad. (2017). "Analisis Pengaruh Promosi, Harga, Kualitas Produk, dan Layanan Purna Jual terhadap Keputusan Pembelian Sepeda Motor Honda: Studi Kasus pada Mahasiswa Fakultas Ekonomi, Universitas Diponegoro, Semarang". *Unpublished Undergraduate Thesis*. Semarang: FE UNDIP [Fakultas Ekonomi, Universitas Diponegoro].