



**DEMOGRAPHY AND CONSUMER BUYER DECISION AFFECTING  
TREND COFFEE SHOP IN JAKARTA**

**UNDERGRADUATE THESIS**

**Salsabila Hana Halimah  
11201508008**

**Submitted to fulfill the requirement  
of the undergraduate degree program**

**Department of International Business Administration  
Faculty of Business & Social Sciences**

**BSD City, Serpong, Tangerang, Indonesia  
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**APPROVAL PAGE**  
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**Thesis Advisor  
Department of ...**

**Thesis Co-Advisor  
Department of ...**

**Name & Degree**

**Name & Degree**

**Dean  
Faculty of Business & Social Sciences**

**Dr. Samuel Prasetya**

## **ABSTRACT**

*The history of the influx of coffee to Indonesia has a good impact on such people. In the present era, many people start to open businesses in the field of coffee such as coffee shops large and small, especially in the location of Jakarta. The more modern era will makes more innovative to make and sell various kinds of coffee. The enthusiasts who visited the coffee shop were not small. Many people came from various regions in Jakarta and surrounding areas. The occurrence of such events does not occur without reason. There are several reasons why many coffee shops are open in Jakarta, which is influenced by demographics as well as the number of consumers choosing to buy coffee in the city. The purpose of this paper is to find out more why demographics and consumer buying decisions strongly influence the rapid trend of coffee shops in Jakarta.*

*Keywords: coffee shop, marketing, coffee, trend.*

## **ABSTRAK**

*Sejarah masuknya kopi ke Indonesia berdampak baik bagi sedemikian orang. Di era sekarang, banyak orang mulai membuka bisnis di bidang kopi seperti kedai kopi berukuran besar maupun kecil terutama di lokasi Jakarta. Semakin modernnya zaman, semakin banyaknya inovatif untuk membuat dan menjual berbagai macam kopi. Peminat yang mengunjungi kedai kopi tersebut tidaklah sedikit. Banyak orang berdatangan dari berbagai daerah di Jakarta dan sekitarnya. Terjadinya peristiwa tersebut tidak terjadi tanpa alasan. Ada beberapa alasan yang membuat banyaknya kedai kopi buka di Jakarta, yakni di pengaruhinya oleh demografis dan juga banyaknya pelanggan memilih untuk membeli kopi di kota tersebut. Tujuan dari paper ini adalah untuk mengetahui lebih lanjut mengapa demografis dan juga keputusan membeli oleh konsumen sangat mempengaruhi pesatnya tren kedai kopi di Jakarta.*

*Kata kunci: kedai kopi, pemasaran, kopi, tren.*

## I. INTRODUCTION

Jobs and activities are very unavoidable in everyday life. Many of human solid activities in everyday life make people tired and work was delayed. To make this avoidable, coffee is the solution. By drinking coffee before the activity will make people more stamina and will complete work and activities quickly. Coffee is a bean that can drink by anyone. Lot of people from low to high class drinks cup of coffee. Drinking coffee is like habit for all people, and it is like a part of their lifestyle, not just parents, young people are now fond of tasting coffee while spending time with friends or colleagues work. Long ago, coffee used to make the people to eliminate drowsiness where for the workers at night is perfect for being made friends of light snacks while doing office tasks (Food Indonesia, 2017). Not only for that, the coffee can makes us feel fresh and thinking more about the tasks.

Indonesia has so many kind of coffee that is very popular and like by people around the world. From some city in Indonesia, (Figure: 1,Coffee bean in Indonesia) Indonesia has an expensive coffee that already sell and popular around the world such as Gayo coffee from Aceh. The bean is produce in highland Gayo plantation center and the best production of coffee in the world is produced. According to international studies, Gayo Arabica coffee has the most distinctive and preferred taste compared to Arabica coffee planted elsewhere. Gayo Coffee is already exporting to some country in Asian, America, and Europe. Toraja coffee from South Sulawesi in Toraja Mountain and the taste like soil. Kintamani coffee from Bali, the taste is like a fruit that no one has in other area. It happens because the system of planting coffee beans mixed with a wide range of vegetables or commonly called the intercropping system. Flores coffee from Flores, have a taste of fruit and there is additional tobacco after drinking it.

Figure 1: Coffee Bean in Indonesia



Source: (Syarifullah, 2017)

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America, and Europe. Toraja coffee from South Sulawesi in Toraja Mountain and the taste like soil. Kintamani coffee from Bali, the taste is like a fruit that no one has in other area. It happens because the system of planting coffee beans mixed with a wide range of vegetables or commonly called the intercropping system. Flores coffee from Flores, have a taste of fruit and there is additional tobacco after drinking it. Java coffee that is very popular since era 17, because on that time Dutch start planting Java coffee beans in Java soil and make it the largest producer of coffee in the world at that time. Lanang coffee, the word "lanang" is a Javanese term to indicate that it is "male." Because it is used for male needs.

Figure 2: Luwak Animal

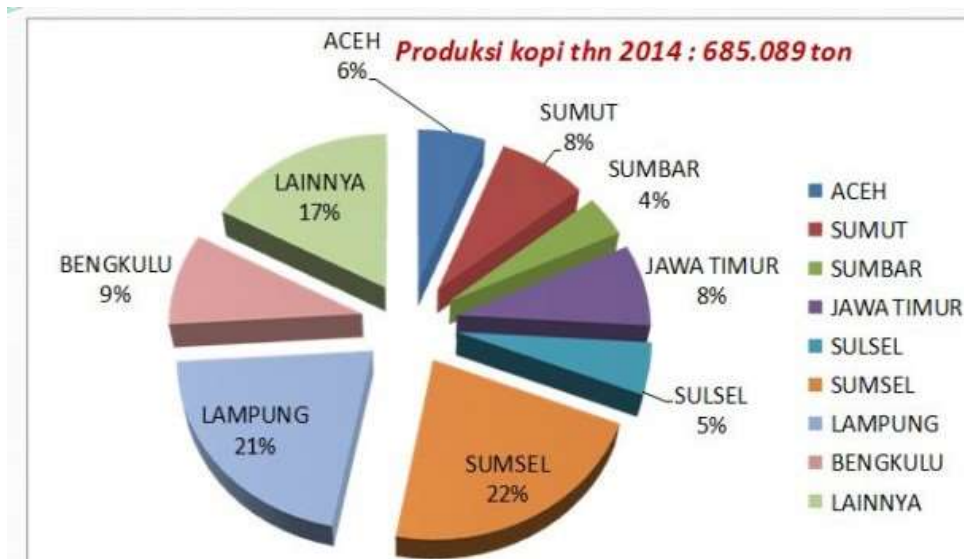


Source: (Kopi Top, 2016)

Luwak Coffee is from Luwak animal; the taste of the bean is very unique. This coffee can be considered one of Indonesia's coffee prima donnas in the world. The taste of coffee that has passed through the process of digestion of animals Luwak, experiencing natural fermentation in it and formulated with the skills of human hands produce a unique taste: not too bitter with a fairly sharp soil scent (Syaifullah, 2017). And these are only some of coffee bean from Indonesia. Those coffees are having a good taste for coffee lovers. The uniqueness coffee from Indonesia, all of them is the most expensive coffee in the world until now. Indonesian coffee's is having a unique taste. Since a long time ago, Indonesia was known as a country that having lot of spice. And when traders from all over the world are busy coming to Indonesia looking for spice like pepper, tea, cloves and others, the smell of the spice is goes to taste of the coffee it self (Kopi Top, 2016).

The total and quality coffee in Indonesia is different in each area. If the area that has a large amount of production and a little popularity is also low. The low popularity is not make the Indonesian coffee cheap, Indonesian coffee is notoriously expensive when compared to the world coffee especially Arabica coffee, but as expensive as any Arabica coffee Indonesia is always exhausted (Armiyadi, 2016).

Figure 3: Daerah Penghasil Kopi di Indonesia



Source: (Armiyadi, 2016)

The first coffee shop has opened in Jakarta is Warung Tinggi Tek Sun Ho, 1878. Warung Tinggi Tek Sun Ho has renamed from Liaw Tek Soen the person who opens this coffee shop. The location is in Hayam Wuruk, Jakarta. When calculated from the start, this store is 138 years old, has crossed five generations of descendants who defend it. Warung Tinggi currently has branches located at the Grand Indonesia mall, Central Jakarta. The name is added to Koffie Warung Tinggi. As it can see, coffee is very popular from ancient times.

Figure 4: Kedai Kopi Warung Tinggi Tek Sun Ho



Source: (Kulineri, 2016)

From that time to this time is a bit different. Coffee shop that is open with an old style is deserted customers with the high-end coffee shop. At this time, coffee shop in Jakarta is turn into modern. Like Starbucks, store from America who sell coffees. But, coffee shop evolution is not stop in there. Nowadays, Jakarta flooded by coffee shop. There are so many coffee shops in Jakarta, from the small store to



the largest one. The price is different in each area. Not only the price, but also the menu and theme of the coffee shop is many of its variants. The theme of the coffee shop was created to be Instagramable (the picture of taken is an Instagram worthy photo) and comfortable. As it can see, Instagram is a social media that is very popular for those people. Many people really like to search the place to fulfill their feed with the best photo. Because of that, company trying to create a coffee shop that looks fancy, comfortable, unique and Instagramable. (Sitompul, 2017). For coffee lovers, coffee shop is the right places where they can enjoy drink a coffee and also spend their time in there. A long time ago, people who are not like to drink coffee are not comfortable while they visiting the coffee shop, because the atmosphere is not as comfortable now. Coffee shop that has open in some area in Jakarta creating a concept that makes people enjoy and feel comfortable with that place such as Wi-Fi, comfortable chair or sofa, variant menu or maybe the taste. Especially in Jakarta, lot of people in Jakarta love to visit coffee shop and enjoying drinks cup of coffee while waiting for someone, meeting with coworkers, and doing the task. Some people who visit coffee shop is someone who have a purpose to get there (Sitompul, 2017).

The coffee shop that open in Jakarta itself not inferior to coffee in the famous mall, and the unique environment of the coffee shop becoming a target of the customer to enjoy while drinking a coffee in there. One of the areas of Jakarta, which grows its coffee shop, is quite a lot of South Jakarta area, such as Blok M to Cinere, Fatmawati Road area, including Bintaro area. There are dozens of coffee shops that have sprung up in some areas of Jakarta Capital City. Even along Cipete Raya Street, there are at least four coffee shops located less than 100 meters radius. South Jakarta area is a magnet for coffee shop opened. In addition to the densely populated and offices, the area is also filled with many medium-to-high housing (Muradi, 2017). The coffee shop that opens is with the unique and fancy store for the high class. And not only that, Jakarta has a mini store that sell a cup of coffee, and the taste was so much good like other fancy store such as Tuku Coffee in Cipete (Anggraini, 2017).

Figure 5: Kopi Tuku, Cipete





Source: (Kopi Kini, 2016)

People who visit the coffee shop are has different reasons in each persons, it can be based on demographic such as ages, income level, and occupation. Or it can be based on consumer buyer decision such as quality of the product, price of the products, and variant menus on that coffee shop.

### I.1. RESEARCH PROBLEMS & QUESTIONS

RESEARCH PROBLEMS	RESEARCH QUESTIONS
1. This research attempts to investigate why demographic and consumer decision-making affecting trend coffee shop in Jakarta	1. What are the factors that drive people to open coffee shop in Jakarta?
2. This research attempts to know how many often and how people like to visit coffee shop	2. What are the keys factors that make people like to visit coffee shop?

### I.2. RESEARCH OBJECTIVES

The main objective reason behind this research is to investigate if trend coffee shop in Jakarta happens based on demography and consumer decision-making.



## **II. LITERATURE REVIEW**

### **II.1. MARKET TREND**

As it can see, trend always changing time by time. The changing it self can influence by people who following the trends, from technology, fashion, food and drink, habit, lifestyle, and many more. People who follow the trend usually who are young and really like to explore something, the age is basically around 17-27 ages. Trend can be so much a good impact for people, because by following them it can makes them using in an easy way to get results and be on the same level as everyone else (Ebis, 2016). Not only that, trend about something can make us open up a business that was trend on that time because something that was trend is unique and profitable (Lambert, 2014).

Trend is the direction or sequence of events that have momentum. In general, trend can be said as which direction the market moves. Trends are easier to predict and last longer. It can be predicted that trends will occur in long durations. It is something that is discussed, worn or used is also called as trend. In this case, the signs of an object is becoming a trend is when a certain moment becomes the center of the conversation and is used by the majority of people in society. It happens in various areas of marketing and consumer activities and it consistent with the same various indicators. Trend can influence people to following them to makes people feel life in high-end (Tanner, 2018).

### **II.2. DEMOGRAPHY**

Demography is a word comes from the Greek language “demos” that means the population. The definition of demography is all related to population. Population picture especially picture of birth, marriage, occupation, income level, gender, migration and others. Demographics are deal with numbers and total. Demographics are desperately needed in their yearly population span. To collect data for state purposes related to population. The relationship between demography with the market segmentation is really related with each other’s. Demography would makes the company know about the customer based on demography variables. In market segmentation, strong objectives and market placements are closely related to demographics because; market segmentation would see the demographic of the population to determine their marketing. For example in an organization to succeed in marketing, the company must first analyze the demographic of the population. Variables that will be use as market segmentation has been described at the beginning of age, gender, occupation, income, education (Prastya, 2017).

#### **II.2.1. AGE**

Age is a number of someone live in this world. Someone who came to this world is indirect into an adult human. There is some steps to go to that stage. The first one is mother who gave birth will give birth a baby, after that the baby become a child, teen, adult and the last one is elderly. In each category is having a behavior and act different, for example of buying products. A child will choose the best product or choose by an advice from her parents. Different with teenagers that would choose a product by taking an advice and opinion from the group of people they are a part. For an adult, people who are adult choose and buy products based

on the price because they are very wisely with the money, and also the quality is important and also brand loyal. Different with older people who really concern about they are times of live running out so everything that they do is by the emotional and a feeling, like older parent does not care about new products. No matter how many products are new, an older will choose an old product that is very comfortable and makes them happy using it (Bansal, 2015).

### **II.2.2. INCOME LEVEL**

Income level is a salary of people that has three levels (low, middle and high). It is very affecting with the lifestyle of someone. The example in this part is for customer buyer decision affecting to the income level. In each income level will buy a product based on their income level. Someone in the middle class will buy a product based on utilities. While in the high class would choose a product based on style, design, luxury and special features (Pratap, 2017).

### **II.2.3. OCCUPATION**

Occupation is what kind of people's job. Based on the occupation it can make someone lifestyle, type of products that they consume and using is different. People who are going to coffee shop are having a different occupation. For instance, people who are have a meeting on coffee shop usually a businessman (Septian, 2016).

## **II.3. CONSUMER BUYER DECISION**

Consumer buyer decision is an act of decision consumer (yes or no) about something to buy it while they want to buy something of products and services (Ilmu Ekonomi, 2015). There are some factors; people want to go to coffee shop. These are quality of the products and also the place; price of the product, and the last is variant menu on that coffee shop.

### **II.3.1. QUALITY**

Quality of the product is very important for the customer. The quality of the products can makes the customer would go back to that coffee shop, example of quality like the taste of coffee. But not only the coffee it can be any kind of product that are exist on that store (Mora, 2013).

### **II.3.2. PRICE**

The next that is very important for the customer is price. Price is very important. Consumer will concern about the price too. In fact, price and quality is connected to each other. If the price is expensive, consumer will assume that the quality of the taste of product is good (Mora, 2013).

### **II.3.3. VARIANT MENU**

Variant menu is the last important thing for the customer. Customers who are going to coffee shop really more interest with the coffee shop that has a variant menu. Because customer no needs to worry to fulfill they're needed. If they are hungry, consumer can ask to the employee of the coffee shop to order the food (Mora, 2013).

#### II.4. PREVIOUS STUDY

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
1. A Study on Factors Influencing on Buying Behaviour of Customers (Pawar & Naranje, 2016)	Consumer buyer behavior <ul style="list-style-type: none"> <li>• Cultural</li> <li>• Social</li> <li>• Personal</li> <li>• Psychological factors</li> </ul> Consumer buying process <ul style="list-style-type: none"> <li>• Need recognition</li> <li>• Information search</li> <li>• Evaluate</li> <li>• Purchase decision</li> <li>• Post purchase behavior</li> </ul>	Consumer buyer behavior is affect to the customer. Customer will buy something based on their social and cultural such as influence by friends or family, personal influence and psychological factors such as based on the color, type and others.
2. 5 Alasan Kenapa Coffee Shop Jadi Tempat Nongkrong Favorit Millennials (Sitompul, 2017)	Purchase decision: <ul style="list-style-type: none"> <li>• Price</li> <li>• Quality</li> <li>• Brand name</li> <li>• Location on Jakarta</li> <li>• Variant menu</li> </ul> Demography <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Income level</li> </ul>	Consumer will buy the product based on demography and it can affect the purchase decision it is connected with demography because it is relate with the consumer buying decision of product and services.
3. To Create a Positive Brand Image Through Corporate Social Responsibility (Maheshwari & Kumar, 2014)	Brand equity <ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Brand recognition</li> <li>• Brand quality</li> <li>• Brand image</li> </ul> CSR <ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Brand quality</li> </ul>	The CSR has an important job to makes the consumer see the product of the company different in a good way. And brand equity also will affect the customer buyer decision based on customer eyes. So it can impact to the consumer buying decision.

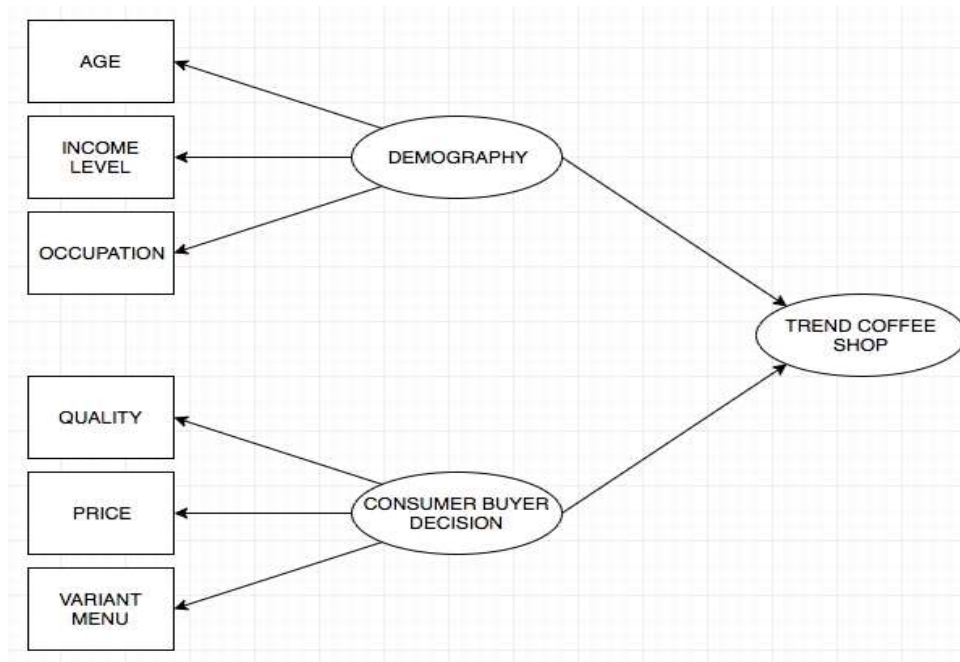
Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
<p>4. The Relationship between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds (Wang &amp; Tsai, 2014)</p>	<p>Brand images</p> <ul style="list-style-type: none"> <li>• Price</li> <li>• Quality product</li> </ul> <p>Company reputation</p> <ul style="list-style-type: none"> <li>• Quality</li> <li>• Serviceability</li> <li>• Performance</li> </ul>	<p>Brand image of the product is important. Customer will focus on the price and also the quality. But company reputation that produce the product is also concerning by the customer. Customer will see about the quality of the customer and see the serviceability that they serve to the customer and also the performance</p>
<p>5. Kabar Baik! Minum Kopi Menyehatkan Kesehatan (Palupi, 2017)</p>	<p>Consumer decision</p> <ul style="list-style-type: none"> <li>• Healthy</li> <li>• Lifestyle</li> <li>• Hobby and occupation</li> </ul> <p>Purchase decision</p> <ul style="list-style-type: none"> <li>• Price</li> <li>• Quality</li> </ul>	<p>Consumer decision will happen based on the function the product itself, such as if the customer consuming coffee it can makes the customer healthier and that will becoming a lifestyle and hobby drinking a coffee. This also can be the reason why people go to coffee shop based on the occupation of people.</p>

## II.5. DIFFERENCE IN RESEARCH

The differences of studies comparing with the previous study, on the previous study is shows that it is concern about the brand image of the product and the company and customer will choose the product based on the social and psychological behavior such as color, type and others. it is how the consumer decision making by buying a product or services. But, in my research is about how the trend is happening now in Jakarta affecting by the customer decision and demography.

## II.6. RESEARCH MODEL

Figure 6: Research Model



Source: (Draw Io, 2018)

## II.7. HYPOTHESIS

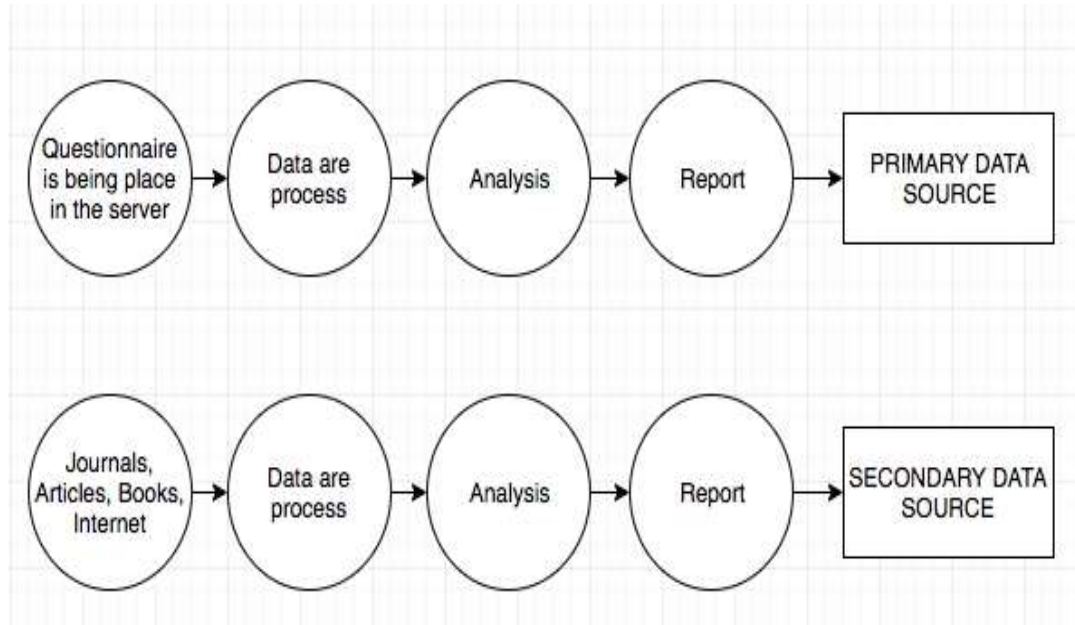
H0: Demography and Consumer Buyer Decision have impact that will influence coffee shop becoming trend in Jakarta

H1: Demography and Consumer Buyer Decision have not impact that will influence coffee shop becoming trend in Jakarta

### III. RESEARCH METHODOLOGY

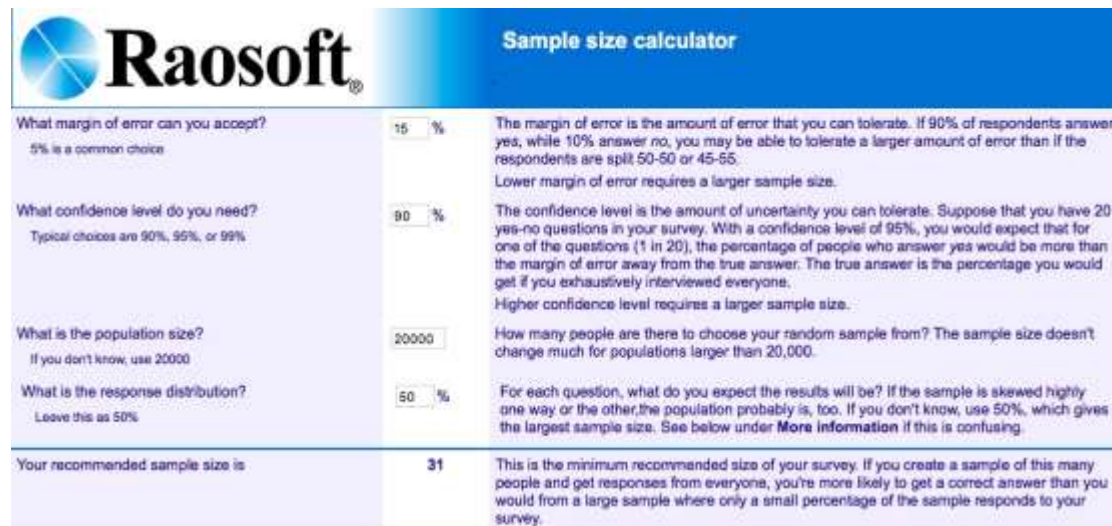
#### III.1. DATA COLLECTION

Figure 7: Primary and Secondary Data Process



#### III.2. SAMPLE SIZE

Figure 8: Online Sample Size Calculation



**Raosoft** Sample size calculator

What margin of error can you accept?  %  
5% is a common choice

What confidence level do you need?  %  
Typical choices are 90%, 95%, or 99%

What is the population size?   
If you don't know, use 20000

What is the response distribution?  %  
Leave this as 50%

Your recommended sample size is **31**

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Online surveys with **Vovici** have completion rates of **66%**!

Alternate scenarios			
With a sample size of	<input type="text" value="100"/>	<input type="text" value="200"/>	<input type="text" value="300"/>
Your margin of error would be	8.20%	5.79%	4.71%
With a confidence level of	<input type="text" value="90"/>	<input type="text" value="95"/>	<input type="text" value="99"/>
Your sample size would need to be	31	43	74



Based on the calculation that I have made using Raosoft about sampling size. I calculate and I got recommended sample size is about 31. Because margin of error that can I accept is 15% and confidence level is about 90%. So, I should search 68 people to have their response of questionnaire about my research. (Anggraini, 2017) (Anggraini, 2017) (Anggraini, 2017)

### III.3. SAMPLING PROCESS

The data will be collect is using stratified from people productive ages which is from 17-35 age. The reason why I choose those people for my sampling is because usually college student and productive ages tend to spend time in coffee shop, whether to doing the task or only hanging out with their friends (Sitompul, 2017). And for the location that I will distribute the questionnaire is for Jakarta people, because many coffee shops were opened in Jakarta Selatan (Arifianti, 2017).

### III.4. QUESTION DESIGN

Here are the sample questions that are going to distribute to the people by questionnaire. The questions are based on variables and sub-variables of the Research Model.

Variables	Sub Variables	Questions	Scale
Demography	Age	Consumer will divided based on ages	Multiple Choice
	Income level	Q1: Income level affect customer buyer decision	Likert
	Occupation	Q2: The type of work can be a factor or reason for someone to visit a coffee shop	Likert
Consumer Buyer Decision	Quality	Q3: Quality of taste in a coffee shop's product such as coffee, food or other beverages is very important for consumers	Likert
	Price	Q4: Price will affects consumers in buying a product	Likert

	Variant menu	Q5: Many and variant menus will makes customers more interest	Likert
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### III.5. PRE-TEST DESCRIPTIVE ANALYSIS

Figure 9: Pre-test Descriptive

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1	31	4.0	1.0	5.0	131.0	4.226	.1779	.9903	.981	-1.368	.421	2.078	.821
Q2	31	4.0	1.0	5.0	112.0	3.613	.1894	1.0544	1.112	-.409	.421	-.213	.821
Q3	31	3.0	2.0	5.0	136.0	4.387	.1715	.9549	.912	-1.374	.421	.725	.821
Q4	31	2.0	3.0	5.0	130.0	4.194	.1423	.7924	.628	-.370	.421	-1.289	.821
Q5	31	4.0	1.0	5.0	120.0	3.871	.1781	.9914	.983	-1.043	.421	1.242	.821
Valid N (listwise)	31												

Source: SPSS

### III.6. PRE-TEST REALIBILITY ANALYSIS

Figure 10: Pre-test Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.590	5

Source: SPSS

In pre-test realibility analysis it show that Cronbach's Alpha is above 50% and the researcher is normally already satisfied with the number. As it can be seen below, the Cronbach's Alpha is 60% indicating the reliability level of the data set is only 60% % reliable. And N of items is 5 because the number of questions are 5 (five).

### III.7. PRE-TEST VALIDITY ANALYSIS

Figure 11: Pre-test validity

**Communalities**

	Initial	Extraction
Q1	1.000	.609
Q2	1.000	.741
Q3	1.000	.356
Q4	1.000	.652
Q5	1.000	.721

Extraction Method: Principal Component Analysis.

Source: SPSS

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