COFFEE PREFERENCE AMONG YOUNG PEOPLE IN BANDUNG

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Abstract - Data from AEKI (Association of Indonesian Coffee Exporters and Producers) showed that coffee industry in Indonesia is booming in the last ten years, which can be seen from the number of new coffee shops in big cities. The increase in domestic coffee consumption is also supported by society lifestyle in coffee consumption. The increasing number of coffee shop in Bandung led to fierce competition among coffee producers. These coffee producers compete to produce coffee with the best flavor. Taste is an important factor of good coffee and also the main consideration when consumers choose coffee beans. There are many researches about consumer preference, yet little has been written about coffee bean preferences in Indonesia. The purpose of this study is to determine the consumer preference towards Indonesian coffee beans.This study used a qualitative approach by using semi-structured interview in the beginning to identify the most known coffee beans by local consumers. To analyze the qualitative data, we did the analysis manually and also use ATLAS as our qualitative data analysis software.

Keywords - Coffee, Coffee shops, Consumer preference, Roasting, Origin

I. INTRODUCTION

According to the International Coffee Organization (ICO), Indonesia ranks as the fourth-largest coffee producer in the world in 2014 with an estimated Indonesia's coffee production reached 622 thousand metric tons per year. Indonesia is also known to have the highest coffee variants with nearly 100 types of Arabica coffee variants known since 1699 (AICE web, ICO web).

Pratiwi (2015) mention that according to the World Bank (2004), coffee is one of the most important export commodities traded in nearly 60 countries. Based on this data, coffee is become one of the mainstay of Indonesian export commodities. But unfortunately, Indonesia is not among the top 10 biggest coffee drinkers in the world whereas Indonesia is one of the largest coffee producers and exporters of the world. It can be a great challenge and opportunity to increase the number of coffee drinkers in Indonesia. AEKI predict that the level of domestic coffee consumption in Indonesia will continue to increase each year, as we can see on the Table 1.

Year	Total Population	Coffee needs (Kg)	Coffee consumption (Kg/capita/year)
2010	237,000,000	190,000,000	0.80
2011	241,000,000	210,000,000	0.87
2012	245,000,000	230,000,000	0.94
2013**	249,000,000	250,000,000	1.00
2014**	253,000,000	260,000,000	1.03
2015**	257,000,000	280,000,000	1.09
2016**	260,000,000	300,000,000	1.15

Source: AEKI Web, 2016
*** Provisional Figures**
****Estimation**
Table 1. Coffee Consumption in Indonesia

Based on the table above, the number of coffee consumptions in Indonesia is predicted will continue to increase in the next years. Therefore, Indonesia still can increase the number of coffee drinkers in Indonesia. To reach this purpose, we need to look at market condition and follow the current trend in coffee consumption in Indonesia.

The current trend in Indonesia shows that with the rising standard of living and shifting to urban lifestyle, there is a change in coffee consumption patterns, especially in young people. The younger generation, generally prefer to drink espresso-based beverages served at the café, while the coffee powder (ground coffee) is still the main consumption of rural population and the elderly (Association of Indonesian Coffee Exporters and Producers). The impact of increasing level of public revenue and the increasing middle class, coffee has become a modern lifestyle. For modern people, drinking coffee is part of their lifestyle. Coffee tasting has become a synonym for leisure (Wu et al., 2014, Bloomberg, Gmcmagz). This trend then becomes a major opportunity for coffee shop to develop their business. That's why currently the number of coffee shops in Indonesia, especially in Bandung is high.

The increasing number of domestic coffee consumption is also supported by increasing number of coffee shops in Indonesia, especially in Bandung.The increasing number of coffee shop in Bandung led to fierce competition among coffee producers. These coffee producers compete to produce coffee with the best flavor. Taste is an important factor of good coffee and also the main consideration when consumers choose coffee beans. Since the coffee consumption in Indonesia is still far below the other coffee producing countries, even lower than countries that do not produce coffee like Japan and Australia, it is important for the coffee producers to know the preferences of coffee favored by Indonesian consumers to increase domestic consumption. It can be a good insight for

coffee producers to produce coffee which match market demand.

Researches have shown that there are many papers discuss about consumer preference, but limited paper discuss about coffee beans preferences.Most papers just discuss the motive behind the purchase of coffee like hedonic and utilitarian motives why consumers go to coffee shops but they do not dig deeper or have limited research on what kind of coffee they like and why. Whereas, types of coffee can be one of consideration of customers in choosing coffee like the result of research have been conducted by Arif (2017). He found that most of coffee consumers in Indonesia are more prefer to choose Arabica coffee, but some big coffee shops in Indonesia still focus on selling international coffee beans whereas the quality of Indonesian coffee beans can compete with International coffee. While the most popular Indonesian coffee beans are civet coffee.

Based on the background above, the authors would like to dig deeper about consumer preferences in choosing Indonesian coffee beans based on its origin. This research is expected can help the coffee shops in Indonesia, especially in Bandung to produce the coffee beans which are suitable with consumers' preference.

II. THEORETICAL BACKGROUND

Since there is an increasing interest in hedonic aspects of consumer behavior, it is clear that consumer taste plays a critical role in judgment and decision making, particularly for hedonic products. Many people may lack information that the same coffee variety can produce beans with different characters. Arabica coffee grows in Sumatra may be have different flavor with Arabica coffee in Java or Sulawesi. In general, the coffee taste is to follow the area of origin. It may be caused by the differences in soil type, soil nutrient composition and climatic conditions. Even so, the taste of coffee certainly not only because it comes from; cultivation techniques, post-harvest, and even the process also determine flavor specificity. Indonesia with regional diversity and cultural community produce one generation of coffee beans with varying specificity (Pratiwi, 2015; AEKI web, 2016).

A. Consumer Preference

There are many definitions aboutthe consumer preference. In marketing, the concept of preference means the desirability or choice among alternatives, when consumerlikes one thing over another (Oliver and Swan, 1989). While Keller (2000) arguethat consumer preference are what consumer thinks in their minds and show a certain ranking in consumer's mind. Consumer preference can also be defined as subjective tastes of various bundles of goods. Kahn (2012) defines consumer choice as a set of decisions required by consumers in the process of purchasing a product or service. But, although there are different definition about consumer preference, we can conclude that by learning about consumer choice behaviors, we can determine consumer decision patternsby purchasing or consuming a product or service.

B. Flavor Perception of Coffee

Many people do not drink coffee for reasons of bitterness. In the mindset of most Indonesians, coffee must be bitter and strong. In fact, coffee is not only bitter and black, coffee has a surprising taste. They do not know that Indonesia produces coffee varieties with unique flavors that are really rich, from fruity, spicy and many more. Flavor is a complex sensation which can be described as a combination of aroma, taste; texture and mouth feel (Taylor &Roozen, 1996). The aroma is arguably become the most important component of coffee flavor. Many consumers generally perceive and explain taste as what they smell which has led to flavor being sometimes defined as the 'olfactory component of taste' (Sunarharum, 2014).

Arabica and Robusta are two main coffee species that are cultivated and consumed by the world community. Arabica has the smell of fruits, flowers, and spices often appear in Arabica coffee. Higher acidity (acidity) is higher and bitter taste is faint. 1.2% less caffeine content makes Arabica flavor softer. It is often said Robusta coffee has a flavor like wheat. In general, Robusta taste is bitter than Arabica with aroma that is also not "teasing" Arabica. 2.2% more caffeine content makes Robusta taste more bitter (Eastlack, et. al, 1964).

C. Geographical Indication

Geographical Indication is a sign indicating a particular place, region or origin of an item, which due to geographical environmental factors including natural factors, human factors, or a combination of these two factors, which gives certain characteristics, reputation or quality of the goods produced. The mark used as Geographical Indication can be either a tag or label attached to the product. The mark may be a place or region name, word, image, letter, or combination of these elements (Data Center and Information Systems Agriculture, 2015).

The benefits of Geographical Indication protection are: clarify product identification and set production and process standards, to providing consumer protection against misuse of Geographical Indication reputation, ensure the quality of Geographical Indication products, fostering local producers, supporting coordination, provide and strengthen the image of product names and reputation. Increased production due to in Geographical Indication explained in detail about the product characteristic and unique. This geographical indication is the basis for selection of origin attribute.

III. METHODOLOGY

A. Sampling Method

In this research, the authors use purposive sampling method as sampling method. The purposive sampling

method is a method used to select respondents based on some consideration. In this paper, the authors decide to choose respondent who work in coffee industry, which is coffee shop's owner, barista or roaster in Bandung.A total of eight interviews were conducted.With the hope we were able to obtain first-hand information from a variety of perspective (Verona and Ravasi, 2003).

B. Data Collection

To collect data for this research, the authors use qualitative methods. This method was used to get dipper information about coffee preference in Indonesia. Semi-structure interview then have been conducted to collect information from the respondents.This method offers a balance between the flexibility of an open-ended interview and the focus of structured ethnographic survey (Design Research Techniques web).

The major topic of the interview is coffee beans preference. There are three objectives of this interview:

1. To identify the coffee beans preference of young people in Bandung.
2. To explore the flavor of coffee preferences among young people in Bandung.
3. To identify the factors that influences taste of coffee beans.

After conducting the interview, the authors then make interview transcript to classify the result of interview based on those three objectives. The transcript then will be processedmanually and using ATLAS. ATLAS is a tool used to help the authors to identify the coffee beans preference of young people in Bandung.

The result of ATLAS then will be analyzed so the authors can get a conclusion about coffee beans preference. This result then can be a reference for coffee shops owners in Bandung to produce and sell coffee which use most preferred coffee beans by the young people in Bandung.

ANALYSYS

From the interviews, it is found that coffee consumers in Bandung prefer arabica than robusta. It can be seen from all the coffee shop are providingarabica and only a few are providingrobusta. Even from a little coffee shop that provides robusta, only a small portion that provides pure robusta. Most of them blendrobusta with Arabica to get a stronger flavor for coffee drinks on milk basis like capucinno and café latte.

The reason most coffee shop only sell Arabica is because they want to reap the broader market. They hope to attract customers both men and women, most women do not like the coffee with the bitter taste. In addition they also hoped to educate consumers that the coffee flavor is not just bitter and strong, but there area more complex flavors which could be found in arabica.

From the interview, we found that most of young people in Bandung prefer coffee with light taste. Coffee origin often found in coffee shops are: Aceh Gayo, Toraja, Bali Kintamani, and Java beans.The same varieties of coffee can produce beans with different characters. In general, the taste of coffee is to follow its native region. Differences in nutrients contained in the soil and climatic conditions are some causes that can make the differences in the coffee characteristics. In addition, the post-harvest method also can affectsthe flavors of coffee. Indonesia with its diverse regional and cultureis expected can produces one generation of coffee beans with varying specifics.

The level of roasting also important step to develop flavor and aroma of the coffee.Roasting is a coffee processing where the beans get heat treatment at high temperatures. These changes are very important for the development of the aroma, color and characteristics of the end of the coffee.It was found that the sensory characteristics of different coffee samples varied and depended on the roasting level (De Azeredo, et al., 2011).

CONCLUSION

This research shows that coffee consumers in Bandung prefer Arabica beans because the taste is more varying. It may be caused by its native region and post-harvest.The implications of this study provide data that can be used by actors in the coffee industry like coffee shop owners, baristas or coffee planters, including small coffee farmers.The study was conducted in the Bandung area, which limited the generalization of the findings.

Then, for further research, the authorscan use qualitative and experimentalapproach to prove that the data obtained is valid and to get deeper analysis. For the coffee industry players in other areas, further research is needed to find out if consumers have the same background. Adjustment is required for areas with different backgrounds. Furthermore, we can also use another types of respondents, not just young people, but also coffee lovers or people with specific age. In addition, since this research is cross-sectional, for the next research we can use longitudinal research.

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