Consumer Demand and Satisfaction Preferences Regarding Organic Coffee Products

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ARTICLE INFORMATION

ABSTRACT

Coffee is one of Indonesia's top plantation export commodities and plays a vital role in the national economy. Organic coffee is growing steadily due to its added value, particularly its high antioxidant content and unique flavor. With increasing domestic coffee consumption, demand for organic coffee is also rising. Consumer preferences represent their desires and expectations for a product and help guide marketing strategies. This study analyzes consumer preferences and satisfaction toward organic coffee using conjoint analysis. The findings show that most organic coffee consumers are women (60%), aged 19–32 years (89.6%), unmarried (81.2%), hold a diploma or bachelor's degree (64%), work in the private sector (26.8%), and earn between Rp1,000,000–3,000,000 (43.6%) or more than Rp3,000,000 (34.8%). Consumers choose organic coffee based on personal preference, especially cappuccino or latte flavors, and make purchases as needed without external influence. Consumers are generally satisfied, prioritizing taste and quality. Despite price increases, they remain loyal due to quality, flavor, and health benefits. Preferred attributes include a slightly sweet taste, smooth texture, dark brown color, strong aroma, affordable price, and easy availability.

Keywords: Conjoint Analysis; Consumer Preferences; Consumer Satisfaction; Organic Coffee; Purchase Behavior

INTRODUCTION

Indonesia possesses abundant natural resources that can be developed, one of which is through the plantation sector in agriculture (Widyawati, 2017). Coffee is one of the leading export commodities in the plantation subsector and plays an important role in Indonesia's economy. Its contribution to the economy is reflected in trade performance and the increase in its added value. As an export product, coffee has strong market potential both domestically and internationally (Hasanah et al., 2022). Its contributions include generating foreign exchange and state revenue, creating jobs, serving as a source of income for farmers, driving growth in agribusiness and agro-industry sectors, promoting regional development, and supporting environmental conservation.

Indonesia is already among the top five countries—after Brazil, Vietnam, and Colombia—as the largest coffee producers and exporters in the world (International Coffee Organization, 2018). The total area of coffee plantations in Indonesia reaches approximately 1.2 million hectares. The majority, around 95.9 percent, is cultivated by smallholder farmers, while the remaining 4.10 percent consists of large estates managed by state-owned enterprises (PTPN) and private companies. Data from the Directorate General of Plantations shows that most of the coffee plantations in Indonesia currently produce Robusta and Arabica coffee, with a total production of 11 million tons per year and exports reaching 6 million tons in 2023. Despite being a major coffee producer, Indonesia also imports coffee, primarily to meet domestic market demands (Budi et al., 2020).

According to Rinaldi (2020), although Indonesia has a population of 270 million who are also coffee consumers, around 60–70% of Indonesia's coffee bean production is known to be exported to global markets. There are two main types of coffee products in the export market: raw coffee beans (green beans) and roasted coffee beans. However, approximately 98% of Indonesia's coffee exports consist of raw coffee beans. Data from the International Coffee Organization (ICO) indicates that domestic coffee consumption in Indonesia has continued to increase over the past five years (Apriani et al., 2022).

The high level of domestic coffee consumption has encouraged many coffee producers to offer a variety of coffee products in Indonesia. The higher the frequency of coffee consumption in society, the greater the amount of coffee consumed, which in turn increases the demand for coffee products.

Lifestyle essentially relates to how a person lives—that is, their activities, interests, preferences, attitudes, consumption habits, expectations, and feelings (Hawkins and Mothersbaugh, 2014). A person's lifestyle influences all aspects of their consumption behavior. In the context of consumer behavior, lifestyle refers to consumption patterns that reflect one's choices about how to spend time and money (Kenali et al., 2021). Recently, both the general public and young people, after completing their daily routines as students or office workers, have embraced the coffee-drinking culture as a way to socialize with friends, hold meetings, or simply relax while working on tasks with a cup of coffee (Noer et al., 2023). Many students choose to complete group assignments at coffee shops as an alternative meeting place. Drinking coffee has become a new lifestyle, or even a daily routine, for some people. Currently, the coffee consumption trend in Bandar Lampung is growing rapidly. Drinking coffee has evolved into a part of the local lifestyle. Coffee is no longer just for staying awake—it is also a medium for social interaction, a companion while working, and more. Along with the rise in coffee consumption, the habit of having discussions over coffee has spurred the growth of

coffee shops. Nowadays, modern coffee shops are mushrooming and can be easily found in cities across Indonesia.

Consumer preference refers to what consumers most like or prioritize in a product (Dash et al., 2021). Preferences reflect consumer desires for a product and can serve as a reference for strategic marketing decisions. Preferences are used to determine consumer satisfaction levels with a product or service, which in turn affects purchasing decisions. This involves choosing specific attributes and levels of alternatives to achieve optimal utility. Product quality is assessed by consumers; if the perceived quality matches their expectations, they will consider it good quality and feel satisfied— otherwise, they will not (Suttikun & Meeprom, 2021).

This research will examine factors that influence consumer preferences, such as demographics, knowledge of organic coffee, perceived quality, and other psychological factors. By understanding consumer preferences, this study is expected to provide useful insights for producers and marketers of organic coffee to develop products and marketing strategies that align with consumer needs and desires. Given the diversity in consumer characteristics and preferences regarding organic food, it is important to observe the interest and variations in consumer preferences when choosing product attributes, as well as their willingness to pay for organic products. Therefore, the author is interested in conducting a study titled "Consumer Preferences for Organic Coffee Product Attributes in Bandar Lampung City."

LITERATURE REVIEW

Coffee
Coffee is one of the plantation commodities with high economic value and plays a vital role as a source of national foreign exchange as well as income for over 1.5 million coffee farmers in Indonesia. Globally, Arabica accounts for 70% of coffee consumption, followed by Robusta (26%), and other types. Coffee originated from Ethiopia and spread through Arab traders in Yemen (Rahardjo, 2012). The two main traded types are Arabica (Coffea arabica) and Robusta (Coffea canephora). Arabica thrives in highlands (1000– 2100 m asl), while Robusta grows better in lowlands and contains 40–50% more caffeine (Apriani, 2022). A blend of both yields better flavor, body, and color (Tarigan et al., 2015). Brazil, Vietnam, and Colombia dominate global production, while Indonesia ranks fourth with 12 million bags per year. Domestically, Robusta dominates (72%), followed by Arabica (27%) and Liberica (1%) (Hakim et al., 2024).

Lampung is the second-largest coffee-producing province in Indonesia, with over 173,000 hectares and 131,000 tons of annual production (BPS Lampung, 2017). The province is synonymous with Robusta, especially in Lampung Barat, Tanggamus, and Lampung Utara (BPS Lampung, 2020). Its coffee is renowned for its unique aroma and flavor (Utomo et al., 2020). While Arabica was introduced in 1998, it failed to expand widely (BPS Lampung, 2000). Liberica is also grown, often as rootstock, and known locally as Robinsoni or Bariyah (Evizal et al., 2015). Coffee's chemical composition varies by species, soil, and processing method. Components like caffeine, chlorogenic acid, carbohydrates, fats, and volatile compounds contribute to both health benefits and risks (Yusianto, 2014; Farhaty et al., 2016; Simbolon et al., 2013).

Coffee now ranks second in global consumption after water (Fatoni, 2015). Though low in nutrients, it contains numerous bioactive compounds such as alkaloids and phenolics with health potential (Wachamo, 2017). Caffeine, a psychoactive alkaloid, can improve alertness and mood, with 30–175 mg per 150 ml cup. The safe daily limit is 400 mg for

healthy adults (Yusni, 2019). The FDA allows 100–200 mg/day, while SNI caps it at 150 mg/day or 50 mg/serving. Caffeine also boosts physical endurance and muscle contraction (Ennis, 2014).

Organic Coffee
Organic farming follows strict standards as defined by Indonesia's SNI 6729:2016 and Permentan No. 64/2013. Organic products are free from synthetic inputs and environmentally harmful practices. According to the USDA via ethicalcoffee.net, organic coffee must contain at least 95% beans grown under organic conditions, often certified with a seal. Byron Holcomb from Nobletree Coffee emphasizes a three-year chemical-free cultivation period for certification. Organic coffee production also requires eco-friendly waste management. This sustainable approach is not only better for health and the environment but also increases competitiveness and profitability (Johnson, 2019). The rise in consumer interest in natural products, backed by the "Go Organic 2010" program and 5–10% annual organic market growth, presents promising prospects for Indonesia's organic coffee (Silvia et al., 2024).

Types of Coffee Products
Coffee offers various processed products from both primary and byproducts. However, the industry still heavily focuses on roasted beans, ground coffee, extract, instant, decaffeinated, and drip-bag coffee. Adding value through innovation is essential to strengthen Indonesia's coffee trade. Sharma et al. (2023) suggests that farmers need to improve upstream productivity with superior seeds and better post-harvest processing. Coffee is marketed as green beans, roasted beans, ground coffee (coarse to fine), extracts, and ready-to-drink forms (Sudarto, 2017). Coffee is now integrated into everyday life across age groups, and its preparation methods have diversified significantly. Coffee is also incorporated into food products such as chips, brownies, yogurt, and candy (Sudarto, 2017).

Downstream Product Development
Product development involves creating, improving, or modifying goods to meet changing consumer needs and preferences (Dwiastuti et al., 2013). Tjiptono (2008) classifies new products as original, improved, modified, or rebranded. This innovation helps avoid consumer fatigue and increases market competitiveness. It also encourages better use of local resources for producing diverse food products (Irianto & Giyatmi, 2021). For coffee, downstream development is critical to move beyond raw commodity exports and tap into the lucrative value-added segment.

Consumer Behavior
Consumer behavior refers to all actions directly related to acquiring, consuming, and disposing of a product or service, including the decision-making process before and after these actions. It is essential to understand consumer behavior to identify their needs and desires. According to Suryani (2013), consumer behavior is a process carried out by individuals, groups, or organizations in selecting, securing, using, and disposing of products and/or services, experiences, or ideas to fulfill their needs and wants. Hawkins & Mothersbaugh (2013) stated that consumer behavior is influenced by two main factors: external and internal. These factors shape consumers' perceptions and lifestyles, which in turn drive their needs and desires into purchase decisions. The decision-making process includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior, where consumers assess satisfaction after product consumption.

Kotler (2005) explain that several factors influence the consumer decision-making process, including cultural, social, personal, and psychological factors. Cultural factors include culture, subculture, and social class, which have a significant impact on consumer behavior. Social factors refer to the influence of reference groups, including family, friends, neighbors, and co-workers, where family plays a major role (Kotler and Keller, 2008). Personal factors such as age, life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept also shape decisions. Furthermore, psychological factors—including motivation, perception, learning, beliefs, and attitudes— are crucial. Attitude, in particular, is a lasting evaluation, feeling, and tendency toward an object or idea, and can influence consumer intentions and actions.

The purchasing decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. According to Kotler (2005), five roles are involved in the purchase decision: the initiator (who first suggests buying), the influencer (whose opinion affects the final decision), the decider (who makes the actual decision), the buyer (who completes the transaction), and the user (who uses the product).

Kumar et al. (2022) classifies buying behavior into four types: (a) complex buying behavior—high involvement and significant brand differences, typical for expensive or rare purchases; (b) dissonance-reducing buying behavior—high involvement but little brand difference; (c) habitual buying behavior—low involvement and little brand difference, common in everyday purchases; and (d) variety-seeking buying behavior— low involvement but noticeable brand differences.

In the decision-making stages, consumers begin with problem recognition, triggered by internal or external stimuli such as changes in situation, promotions, or product advantages. This is followed by information search, which may be passive (increased attention) or active (deliberate search via media, internet, etc.). Next, evaluation of alternatives involves comparing product attributes based on gathered information. Purchase decision is the point where consumers decide what to buy, from which brand, from whom, when, and how. Finally, in the post-purchase behavior stage, satisfaction is assessed based on the alignment between expectations and product performance, which will influence future repurchase decisions.

Consumer Preferences
Consumer preference is defined as an individual's choice to like or dislike goods or services they consume. Preference for food products reflects a person's attitude toward food, where one can make choices among existing products, at least between two different types of food. Comparing two different objects always involves preference. Sometimes, attitudes form the foundation of preference, and other times, preferences serve as the basis for comparing attributes between two or more products. The variety of food and beverage choices can ultimately influence individual preferences. These characteristics are reflected in the nature or quality of the food and beverages as well as their acceptability and availability (Kotler, 2005).

Consumer preference is often used in product development to determine the type of product desired by consumers. A consumer preference survey aims to identify consumer choices or expectations regarding a product (Simamora, 2003). According to Rahardja and Mandala (2010), preference relates to the ability to prioritize choices in decision-making. There are at least two attitudes associated with consumer preferences: "prefer" and "indifference." Conducting consumer preference studies is expected to provide a reference for consumer desires or expectations in order to produce high-quality products.

Consumer preferences can be identified by measuring the utility and relative importance of each attribute found in a product.

Product Attributes
Attributes are defined as inherent characteristics of an object. Another definition states that attributes are factors considered by consumers when deciding to purchase a brand or product category, whether they are inherent to the product or part of the product. According to Kotler and Keller (2008), attributes are one of the factors influencing consumer preferences. Consumers are assumed to view a product as a collection of attributes, as each consumer has different perceptions of which attributes are relevant to their interests. Product attributes represent the uniqueness of a product and can easily attract consumer attention.

According to Yang et al. (2022), there are two dimensions of product attributes: intrinsic and extrinsic attributes. Intrinsic attributes are specific to each product and disappear when the product is consumed; they cannot be changed without altering the product's nature. Extrinsic attributes are aspects related to the product but are not physically part of it. Intrinsic product attributes include nutritional content, texture, deliciousness, taste, aroma, color, and shape. Extrinsic product attributes include design, brand, labeling, price, environmental impact, cleanliness, and packaging.

A product is essentially a bundle of attributes. Product attributes serve as a unique assessment point for consumers toward the product. Consumers tend to consider attributes they deem important and will focus more on attributes that provide the benefits they seek. Creating a strong product image will reduce hesitation in repeat purchases, ultimately increasing sales and business profits (Evanita and Trinanda, 2017). Based on research by Retnowati and Abdurahman (2017), the attributes considered by consumers when choosing coffee products include: (a) the organoleptic properties of coffee, (b) product packaging, (c) product price, (d) product availability, and (e) product information. The organoleptic properties of coffee relate to the desired and expected taste characteristics of coffee, which include: (1) coffee color, (2) coffee aroma, (3) coffee taste, (4) acidity, and (5) coffee thickness.

Conceptual Framework
The study framework model is depicted in Figure 1.

Figure 1. Research Framework
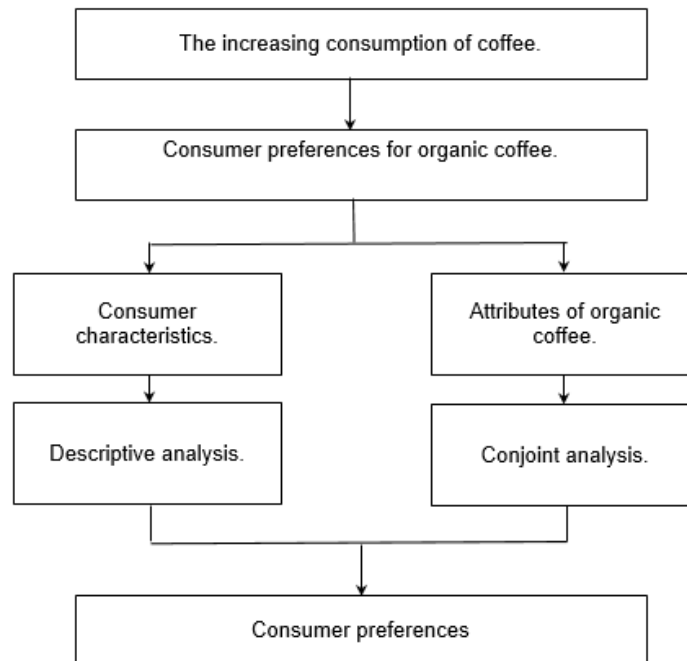
RESEARCH METHOD

This research was conducted in Bandar Lampung City using a purposive sampling method, distributing questionnaires online to consumers who have consumed organic coffee, and offline at souvenir shops selling organic coffee. The research period lasted from December 2024 to May 2025.

The data used consists of primary and secondary data. Primary data were obtained through questionnaires and direct interviews with consumers, while secondary data were sourced from relevant literature and institutions.

The techniques employed include interviews, observations, and the distribution of questionnaires. The questionnaire instrument was designed based on previous literature studies and tailored to the needs of this research.

The population in this study consists of organic coffee consumers in Bandar Lampung City, the exact number of which is unknown (infinite population). The sample was taken using non-probability sampling, specifically convenience sampling, with criteria that the consumer had previously purchased organic coffee. The sample size was determined using the Lemeshow formula, resulting in 97 samples, but to improve accuracy, the final sample size used is 250 respondents.

This study used a quantitative descriptive approach. Data processing was carried out using SPSS software. The first and second objectives were analyzed descriptively to describe the characteristics of consumers and the decision-making process for purchasing. The third objective was analyzed using conjoint analysis to identify the attributes influencing consumer preferences for organic coffee.

Six attributes used in the conjoint analysis are: taste, color, texture, aroma, price, and ease of acquisition. Each attribute has three levels, resulting in a total of 729 combinations. To simplify the analysis, an orthogonal design in SPSS was used, reducing the number of combinations (stimuli) to 18, which were presented to

respondents. Preference values were calculated based on the utility scores of each attribute.

RESULTS

This study involved 250 respondents who met the criteria as respondents, namely consumers who have previously consumed organic coffee. The respondent profile is necessary to understand the demographic conditions of the respondents. The respondent profile is presented in the form of descriptive data consisting of the percentage distribution of gender, age, marital status, education level, occupation, and income.

Table 1. Demographic Characteristics of Organic Coffee Consumers

Variables	Category	Frequency (n)	Percentage (%)
Gender	Men	100	40
	Women	150	60
Age	19-32	224	89,6
	33-46	20	8
	47-60	6	2,4
Marital status	Not married	203	81,2
	Married	47	18,8
Education level	SMP	-	
	SMA	90	36
	D3/S1	160	64
Job	Public Servant (ASN)	17	6,8
	Private employee	67	26,8
	Entrepreneur	43	17,2
	Housewife	10	4
	Student	64	25,6
	Etc. (farmer, freelancer, unemployed, etc.)	49	19,6
Monthly Income	< 1.000.000	54	21,6
	1.000.000 – 3.000.000	109	43,6
	>3.000.000	87	34,8

DISCUSSION

Demographic Characteristics
Gender
The percentage distribution of consumers based on gender can be seen in Table 1. Out of a total of 250 respondents who met the criteria, the gender breakdown of the respondents in this study is 60% female and 40% male, indicating that the respondents are dominated by women. In Safe et al. (2023) research, it is mentioned that women consume coffee for its benefits such as enhancing concentration, reducing depression, maintaining skin health, and preventing cancer, which are supported by the antioxidants and caffeine content in coffee.

Age

Based on the data in Table 1, The age distribution shows that 89.6% (224 people) are in the 19-32 years age range, 8% (20 people) are aged 33–46 years, and only 2.4% (6 people) are in the 47–60 years age group. This indicates that organic coffee is most commonly consumed by the younger demographic.

Marital Status
Based on the data in Table 1, consumer characteristics according to marital status show that organic coffee consumers are predominantly unmarried at 81.2%, while those who are married make up 18.8%. This suggests that organic coffee is more commonly consumed by single individuals.

Education Level
Based on the data in Table 1, regarding the highest education level, organic coffee consumers have a high school education background of 36%, while the majority of consumers have diploma/bachelor's/master's degrees at 64%.

Occupation
Based on the data processing results in Table 1, it was found that organic coffee consumers are dominated by private sector employees at 26.8%, followed by students at 25.6%, entrepreneurs at 17.2%, government employees at 6.8%, housewives at 4%, and others (farmers, freelancers, recent graduates, unemployed) at 19.6%.

Income
Based on the data processing results from the questionnaires distributed to respondents, the monthly income of organic coffee consumers is as follows: less than 1,000,000 IDR at 21.6%, income between 1,000,000 – 3,000,000 IDR at 43.6%, and income above 3,000,000 IDR at 34.8%. This indicates that organic coffee consumers come from various economic levels, with a dominance from the middle-income group.

Consumer Preferences for Attributes of Organic Coffee Products
Flavor
Flavor is a very important factor in consumers' final decision-making on whether a food product is accepted or not. It also determines consumers' post-purchase behavior in deciding to repurchase after a previous purchase. Although the form and aroma may be accepted by consumers, if the taste is unpleasant, consumers will not accept the food (Silva et al., 2024).

Figure 2. Preference Scores for Coffee Flavor Attributes from Conjoint Analysis
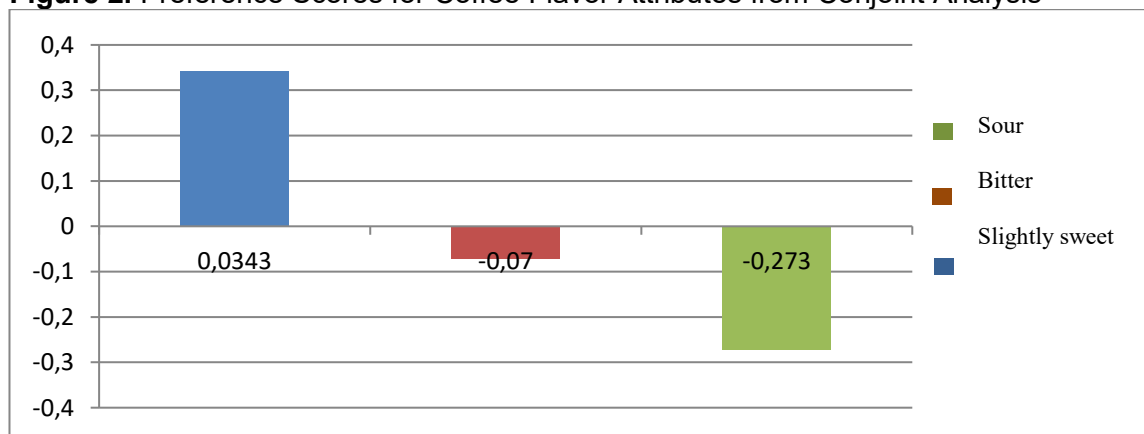

The sour taste in coffee is mainly caused by the presence of various carboxylic acids such as citric, malic, oxalic, formic, and acetic acids, which form and change during

roasting and brewing processes. This acidity is also influenced by geographical factors, roasting temperature, and coffee processing methods (Hakim et al., 2024). The bitter taste in coffee is primarily influenced by caffeine and derivatives resulting from the degradation of chlorogenic and caffeic acids during the thermal processes of roasting and serving. Quinic and catechol compounds, products of this degradation, correlate with increased bitterness in coffee (Blumberg et al., 2010). The sweetness of coffee originates from sugars that are not completely burnt during roasting. Additionally, sweetness is influenced by the aroma and secondary metabolite compounds formed during fermentation and roasting (Hasanah et al., 2022).

Smell
Regarding the smell attribute, the utility value for sharp and distinctive smell is positive at 0.180, while the negative utility values are -0.072 for sharp but less distinctive smell and -0.109 for less sharp and less distinctive smell. This indicates that consumers respond favorably to organic coffee having a sharp and distinctive smell.

**Figure 3.** Preference Scores for Coffee Smell
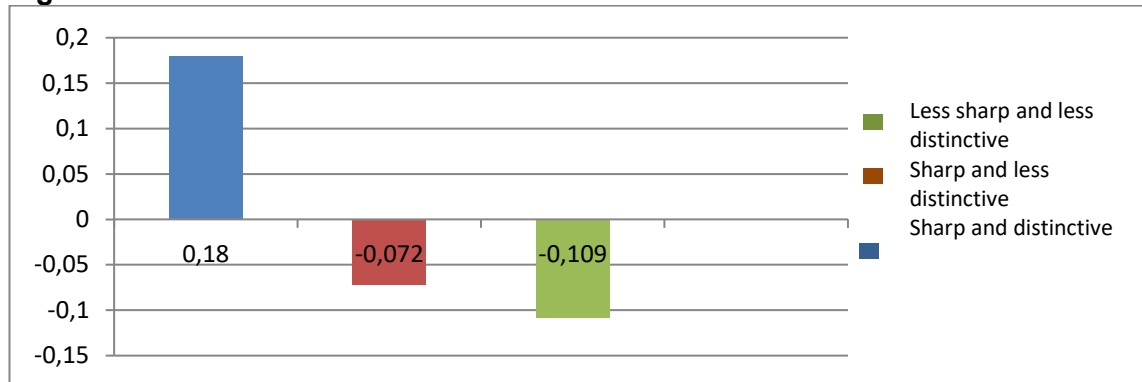
The sharp and distinctive aroma of coffee is caused by volatile compounds formed during the coffee roasting process. Toledo et al. (2016) also emphasized the close relationship between coffee quality and its volatile compounds, which contribute to the characteristic aroma of coffee.

Texture
The texture sub-attributes are fine, slightly coarse, and coarse. Consumer preference results show that consumers prefer organic coffee with a fine texture, with an importance value of 0.062. Slightly coarse and coarse textures have negative utility values of -0.012 and -0.050, respectively. The texture of coffee serves as a benchmark for enjoyment in brewed coffee (Simbolon et al., 2013). Coffee enthusiasts generally like coffee with a fine texture because it does not leave a powdery or gritty residue when consumed. Utility values can be seen in the image below.

**Figure 4.** Consumer Preferences for Coffee Texture
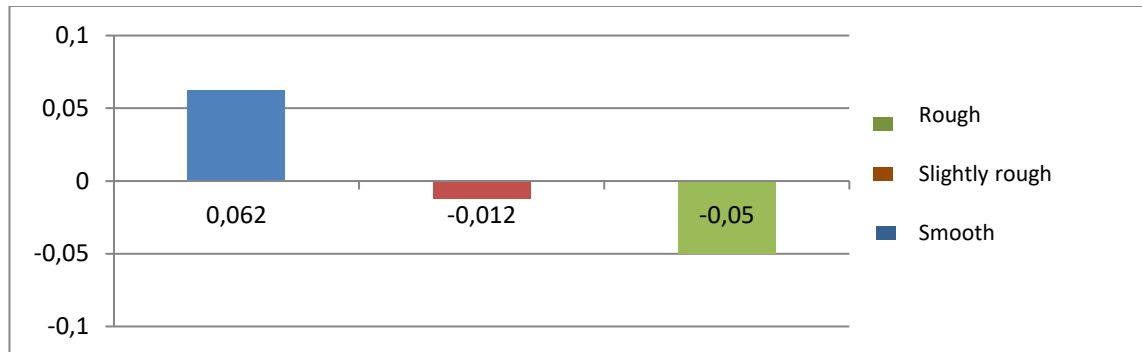
A fine coffee powder texture is usually produced by small particle sizes resulting from grinding with a fine sieve. A fine powder surface increases the amount of colloids dissolved during brewing, so a fine texture is preferred by consumers in several studies (Bressani et al., 2021). Slightly coarse and coarse textures are typically produced by larger particle sizes. Research on coffee body scrubs shows that adding coffee grounds with a coarse texture can increase the product's viscosity, indicating that a coarse texture is related to larger particle sizes and higher solid content (Rahardjo, 2012).

Price
Based on utility values, cheap and affordable prices are preferred by consumers over expensive prices. Preference for cheap prices has a utility value of 0.077, affordable prices 0.043, and expensive prices have a value of -0.120. Thus, it can be concluded that organic coffee producers can sell their organic coffee at cheap and affordable prices.

**Figure 5.** Consumer Preference for Coffee Price
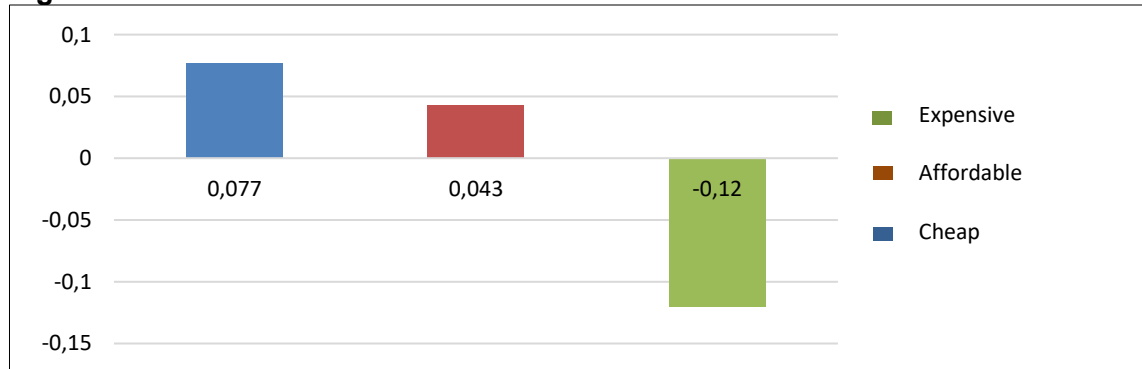
The majority of consumers prefer cheap organic coffee because it is more affordable, still gaining health/environmental benefits without a large financial burden. Farhaty & Muchtaridi (2016) states that the cheap price of organic coffee is in the range of organic coffee cherry prices, which are only slightly higher than conventional coffee, for example, the difference is Rp 500 – Rp 2,000 per kilogram from the conventional coffee price at the farmer level. The affordable price for premium certified organic coffee ranges from Rp 90,000 – Rp 96,000 per kilogram for green beans. The selling price of organic coffee for the expensive category starts at Rp 96,000 and above, which reflects the high production and certification costs for certified organic coffee with additional incentives.

Ease of Access
The attribute of ease of access has an importance value of 14.898 percent, making it the fourth attribute with the largest importance value. The utility value of easily obtained organic coffee products is 0.126, while the negative utility value for the sub-attribute slightly difficult to obtain is -0.044, and the sub-attribute difficult to obtain has a value of

-0.82. This shows that organic coffee consumers prefer it if the organic coffee product is easy to obtain.

Figure 6. Preference Scores for Ease of Access
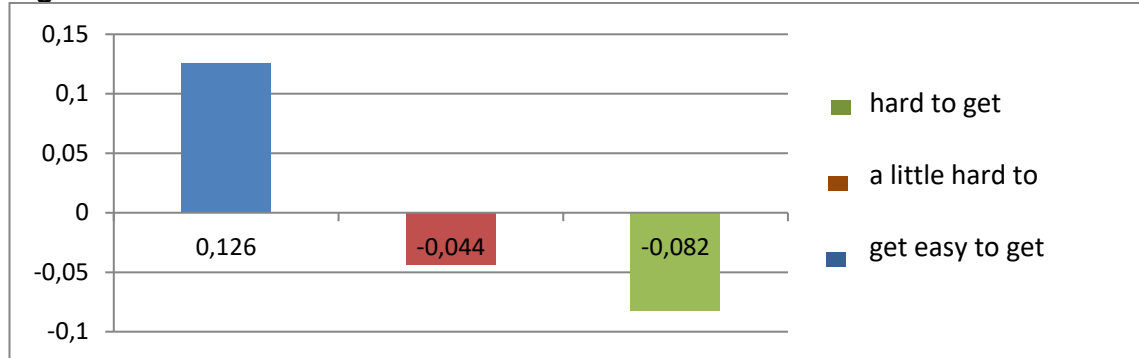
Consumers prefer purchasing locations close to home or easy to access. Products that are slightly difficult to obtain usually have limitations in variety or distribution. Apriani (2022) also states that product availability relates to completeness or consistency and tends to be slightly difficult to obtain. Products that are difficult to obtain are those with very limited availability, whether due to resource scarcity, complicated production processes, or very limited distribution.

Color
Based on the utility values shown in the images. The color attribute shows that the majority of consumers like or prefer organic coffee products that are dark brown, which received a utility value of 0.064, and based on consumer preferences, they dislike organic coffee products that are jet black with a value of -0.009 and brown with a value of -0.054.

Figure 7. Stages of Coffee Bean Roasting Showing Color Transformation

The color of ground coffee favored by consumers is usually the dark brown produced from an optimal roasting process. This color appears due to the Maillard reaction and caramelization of sugars during roasting at 210-220˚C, resulting in a dark brown to jet black color (Medium Roast). Light brown color is produced from (Light Roast) due to relatively short heating and lower temperatures around 180-205˚C. Dark brown color is produced from (Dark Roast) with an oily bean surface, occurring at temperatures of 225-230˚C or higher.

Figure 8. Consumer Preferences for Coffee Color
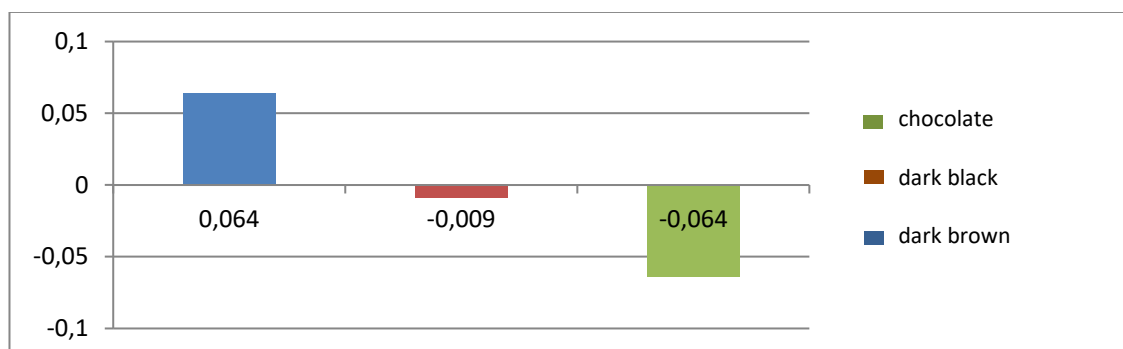
CONCLUSION

Based on the research conducted. This study reveals that the majority of organic coffee product consumers are women, accounting for 60%, aged 19-32 years with a percentage of 89.6%, with a single status of 81.2%, mostly having D3/S1 education at 64%, and working as private employees at 26.8%, with an income of Rp 1,000,000 – 3,000,000 at 43.6% and >Rp 3,000,000 at 34.8%. In the purchasing process, consumers choose organic coffee products based on their preference for the product. Consumers usually consume organic coffee with cappuccino/latte flavor variants, tend to buy planned products when needed, with personal needs and awareness without influence from others, and feel satisfied with the organic coffee products they consume. In the alternative evaluation conducted, taste and quality become one of the considerations for consumers in buying organic coffee products, so most consumers, even if product prices increase, will still buy organic coffee products because of quality, taste, and health reasons. The organic coffee product favored by consumers has a slightly sweet taste, smooth texture, dark brown coffee color, sharp and distinctive aroma, affordable price, and the product is easy to obtain.

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DECLARATION OF CONFLICTING INTERESTS
The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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