

Analysis of Place Attachment and Planned Behavior in Kopi Tuku

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ABSTRACT

Coffee consumption has grown significantly worldwide, with Indonesia emerging as one of the largest coffee producers and consumers. The rapid rise of coffee shops, especially specialty outlets like Kopi Tuku, has intensified market competition. This research examines the relationship between Place Attachment Theory (PAT) and Planned Behavior Theory (TPB) in predicting consumer repurchase intention for Tuku Coffee products. It focuses on place attachment dimensions—cognitive place identity, affective place identity, and place dependence—and TPB components: attitudes, subjective norms, perceived behavioral control, and behavioral intentions. Using a quantitative, explanatory design, the study employed purposive sampling based on the 10-times rule in Partial Least Squares Structural Equation Modeling (PLS-SEM). Data analysis via PLS-SEM tested causal relationships among the variables. Results supported seven out of nine hypotheses, confirming the significant roles of PAT and TPB in shaping repurchase intention. These findings contribute to consumer behavior literature and offer practical insights for coffee industry stakeholders, especially Kopi Tuku. The research highlights strategies to build emotional attachment, enhance customer loyalty, and develop marketing approaches centered on consumer experience and sustainability. Overall, this study provides both theoretical and managerial value amid the rapidly expanding coffee industry.

KEYWORDS Coffee Purchase, Place Attachment Theory, Planned Behavior Theory



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INTRODUCTION

Coffee is a very popular beverage worldwide, with an economic impact comparable to its widespread popularity (Mighty & Granco, 2021). In recent years, coffee consumption has increased at an annual rate of between 1.7% and 2.5% (Hejna, 2021). According to Farag et al. (2022), the global coffee industry is estimated to be worth around USD 200 billion per year. The increase in living standards has also increased the demand for coffee, leading to an increasing focus on the coffee market and the emergence of various coffee shops with variations in shapes and styles Al-Swidi, Behjati, & Shahzad, 2012).

In the midst of this trend, specialty coffee is increasingly attracting attention (Cassimiro et al., 2022). Specialty coffees are generally derived from high-quality beans that have a clear origin, are often certified as organic or fair trade coffee, and support sustainable practices that pay attention to environmental conservation and community development (Amerson, Rose, Lepp, & Dustin, 2020). New trends in coffee consumption now not only highlight the quality and methods of roasting but also emphasize ethical and sustainable green coffee beans and a more personalized experience for consumers (Di-Clemente, Hernandez-Mogollon, & Campon-Cerro, 2019).

Maintaining customer loyalty is a priority for coffee shops, so marketers need to dig deeper to figure out how to meet customers' needs and encourage them to return (DataIndonesia.id, 2023). Place Attachment Theory (PAT) plays an important role in supporting customer intent to return (Beldad & Hegner, 2018).

If an environment can create a sense of belonging for individuals, then the place will be more meaningful to them (Laing & Royle, 2013). Many coffee shops are able to become a "third place" outside the home and workplace (Kuhn & Bothma, 2018). PAT describes an individual's attachment to a place, with place identity and place dependence as its main components (Gao et al., 2022; Singh et al., 2023). Although there is a lot of research on place attachment, there are still no studies that link the dimensions of social identity theory (SIT) to PAT to understand how the dimensions of cognitive place identity, affective place identity, and place dependence play a role in shaping repurchase intentions (De Leeuw, Valois, Morin, & Schmidt, 2014). This research seeks to fill this gap by exploring the relationship between the subdimensions of place attachment and their impact on repurchase intent in the context of coffee shops (Wang et al., 2024).

The quality of coffee is influenced by various factors, such as cultivation techniques, post-harvest processes, and processing methods (British Coffee Association, 2021). Some factors that determine the final quality of coffee include the maturity rate of the beans, harvesting methods, geographical location, climate, and plant varieties (Pereira et al., 2021; Poltronieri & Rossi, 2016; Worku et al., 2023). For example, the geographical and climatic conditions in highland areas, such as Aceh and Bali, support the production of high-quality coffee (Dennison, 2024). Research shows that climate change can increase the risk of pests and diseases, which impacts the quality of coffee beans (Magrach & Ghazoul, 2015).

Brazil is one of the main coffee-producing countries, with production areas located in the states of Minas Gerais, Espírito Santo, São Paulo, and Bahia as of 2020 (CONAB, 2022). On the other hand, Indonesia in 2023 will produce around 768,500 tons of coffee, most of which will be Robusta coffee (70% of total production). Regions such as South Sumatra, Lampung, and East Java are major producers of Robusta, while Arabica coffee, which is known for its quality for export, is grown in North Sumatra, Aceh, and Bali. South Sumatra Province contributed around 176,000 tons, followed by Lampung with 120,000 tons and East Java with 100,000 tons (DataIndonesia.id, 2023).

Global coffee bean prices have reached their highest point in the past decade, having a positive impact on the economies of coffee-producing countries (ICO, 2022).

Global coffee demand is estimated to reach 166.3 million bags in 2022 (BCA, 2021; ICO, 2022). In Indonesia, coffee not only serves as one of the main commodities but also as an important source of income for farmers and business actors throughout the production chain, from production to distribution, as well as creating local jobs (DataIndonesia.id, 2023).

Indonesia has experienced significant growth in the number of coffee shops. By 2024, there will be more than 4,700 coffee shops in the country, making it the market with the largest number of outlets in East Asia. It is estimated that this number will increase to nearly 9,500 outlets by 2028 (World Coffee Portal, 2024), reflecting the high demand and popularity of coffee among consumers, especially the younger generation who are increasingly fond of coffee culture. Previous data show that the number of coffee shops increased from 1,083 outlets in August 2019 to more than 2,937 outlets in the same year (TFR News, 2021), indicating that the coffee shop sector has become one of the promising businesses in Indonesia.

In this context, the object of this research is Kopi Tuku, a successful and innovative coffee shop in Indonesia. Founded in 2015 by Andanu Prasetyo, Kopi Tuku initially started as a small business and has grown rapidly with several branches in Jakarta. The success of Kopi Tuku is inseparable from the quality of the products it offers, especially "Kopi Susu Tetangga," which combines robusta coffee with milk, creating a unique taste that is widely loved, especially by the younger generation (Paxel, 2024).

The selection of Kopi Tuku as the object of research was based on several strong and relevant reasons, which include business, social, and cultural aspects. First, Kopi Tuku is known for its innovative business model, combining the concept of a coffee shop with a unique customer experience (Huang, Finsterwalder, Chen, & Crawford, 2022). By offering high-quality coffee products and a comfortable atmosphere, Kopi Tuku has managed to attract the attention of consumers, especially the younger generation (Jorge, Losada, & Teixeira, 2023). According to data from the Indonesian Coffee Association, the growth of coffee shops in Indonesia is increasing rapidly, with a significant contribution from coffee shops offering different experiences (Indonesian Coffee Association, 2023). This research will explore the condition of consumers' repurchase intentions for Kopi Tuku products.

Secondly, Indonesia is one of the largest coffee producers in the world, and the demand for quality coffee continues to increase. Data from the International Coffee Organization shows that coffee consumption in Indonesia is increasing by around 3% per year, creating opportunities for local coffee shops to expand (International Coffee Organization, 2023). Thus, Kopi Tuku, which focuses on quality and sustainability, is an interesting example to be researched in the context of market growth, which will affect people's purchase intentions for Kopi Tuku products.

Third, Kopi Tuku reflects the development of coffee culture in Indonesia, where people increasingly appreciate the quality and experience of enjoying coffee. According to a survey conducted by Nielsen, 70% of young consumers prefer coffee shops that offer unique experiences over just products (Nielsen, 2023). This research will explore how

Kopi Tuku adapts to this cultural change and leverages these trends to attract customers by taking measurements using the repurchase intention variable.

Fourth, Kopi Tuku is active in various community activities, such as arts and cultural events, which help build strong relationships with customers and the community. This involvement not only increases people's repurchase intention for Kopi Tuku products but also strengthens Kopi Tuku's position as part of the local community. Considering various factors, the selection of Kopi Tuku as the object of research is very relevant and important.

On the other hand, with the significant growth of the coffee market, competition in this industry is getting tighter. The increase in the number of coffee shops, which is expected to reach nearly 9,500 outlets by 2028, reflects the high demand for coffee among consumers. In this context, Kopi Tuku has to compete with various other coffee shops that also focus on quality and customer experience.

Some of Kopi Tuku's main competitors in Indonesia include well-known coffee shops such as Starbucks, Kopi Kenangan, and Janji Jiwa. Starbucks, as one of the largest coffee chains in the world, offers a wide selection of coffee drinks as well as a cozy atmosphere. On the other hand, Kopi Kenangan and Janji Jiwa carry a local concept with products that suit the tastes of the Indonesian people. Each of these competitors has implemented aggressive and innovative marketing strategies, including the use of social media and the development of menus that follow market trends.

This research is critically important due to several urgent factors in Indonesia's rapidly evolving coffee market landscape. First, the coffee shop industry in Indonesia is experiencing unprecedented growth, with the number of outlets expected to increase from 4,700 in 2024 to nearly 9,500 by 2028, representing a growth rate of over 100% in just four years. This explosive growth creates intense competition, where understanding consumer loyalty drivers becomes essential for business survival. Second, the changing consumer behavior patterns, particularly among Indonesia's younger generation who increasingly view coffee consumption as a lifestyle choice rather than merely a beverage purchase, necessitate a deeper understanding of psychological factors influencing repurchase decisions. Third, with the rise of local coffee brands competing against international chains, Indonesian coffee shops like Kopi Tuku need evidence-based strategies to build sustainable competitive advantages through emotional and place-based connections with customers. Fourth, post-pandemic consumer behavior has shifted toward seeking meaningful experiences and emotional connections with brands, making place attachment theory particularly relevant for coffee shops that serve as "third places" in urban environments. Without understanding these complex relationships between place attachment and planned behavior, coffee businesses risk losing market share in an increasingly saturated and competitive market.

The difference between purchase intent and repurchase intention in the context of Kopi Tuku lies in the stage of consumer experience with the product. Purchase intent refers to the desire or tendency of consumers to buy a product for the first time. At this stage, consumers do not yet have direct experience consuming the product, so the

purchase decision is based on initial perceptions, such as product appeal, promotions, friend recommendations, or positive reviews on social media. In the context of Kopi Tuku, purchase intent can arise when consumers are interested in trying a mainstay product such as Kopi Susu Tetangga because of its uniqueness or a growing trend among the community. Meanwhile, repurchase intent refers to a consumer's desire to return to buying a product or service from the same brand after having previous consumption experience. This intention is driven by the level of satisfaction felt by consumers, both in terms of the quality of the coffee taste, the atmosphere of the shop, the service provided, and the perceived value of the product price. In the case of Kopi Tuku, consumers who feel satisfied after the first purchase tend to show loyalty by making continuous repurchases. Therefore, repurchase intent is an important indicator in building a long-term relationship between a brand and a customer.

This research aims to: (1) analyze the relationship between cognitive place identity, affective place identity, and place dependence in the context of Kopi Tuku; (2) examine how components of Theory of Planned Behavior (attitudes, subjective norms, perceived behavioral control) influence repurchase intention; (3) investigate the mediating role of place attachment dimensions in the relationship between cognitive factors and behavioral intentions; and (4) provide evidence-based recommendations for coffee shop management strategies focusing on place attachment and customer loyalty. The benefits of this research include theoretical contributions to the integration of Place Attachment Theory and Theory of Planned Behavior in service marketing literature; practical insights for coffee shop owners and managers in developing location-based marketing strategies; strategic guidance for Kopi Tuku in enhancing customer experience and building sustainable competitive advantages; and policy implications for supporting the growth of Indonesia's coffee industry through understanding consumer behavior patterns. In conclusion, by filling this gap in research, study on Kopi Tuku will not only contribute to the academic literature but also provide practical insights for coffee shop owners in understanding the factors that affect customer experience, which will ultimately influence the intention to repurchase Kopi Tuku products.

METHOD

This research employed a quantitative, explanatory approach with a cross-sectional design to efficiently test relationships between variables at a specific point in time. It aimed to expand the Theory of Planned Behavior (TPB) by integrating variables such as attitude, subjective norms, and perceived behavioral control, alongside intention, which was further influenced by place dependence. Place dependence was shaped by affective and cognitive place identity, based on dimensions from *Place Attachment Theory* (PAT).

The study population consisted of individuals familiar with *Tuku Coffee*, specifically those who had purchased its products. A non-random, purposive sampling technique was used to select respondents meeting these criteria, with a sample size determined per PLS-SEM guidelines, resulting in a minimum of 510 respondents.

Primary data were collected via a self-administered online questionnaire with closed-ended questions, distributed electronically.

To ensure credibility, the research instruments underwent validity and reliability testing. Validity was assessed through face, convergent, and discriminant validity to ensure measurement accuracy. Reliability was evaluated using composite reliability and Cronbach's alpha to guarantee consistency and stability. Data analysis employed Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 software, following a two-stage process evaluating the outer (measurement) and inner (structural) models to assess model validity, reliability, and fit.

Hypothesis testing analyzed path coefficients (β) and significance values (p-values). Hypotheses were accepted when p-values were below 0.05 and t-values exceeded the critical threshold, with the direction of path coefficients indicating relationship nature. This approach provided a robust examination of the proposed theoretical model and its constructs.

RESULTS AND DISCUSSION

The results of the outer model test showed that all indicators in this research generally met the criteria of convergent validity with the outer loading value mostly above 0.708, except for NS_1 and NS_2 which were still maintained because the AVE value of the construct (≥ 0.50) was still valid. The AVE values for all constructs have also exceeded the recommended minimum, indicating that each indicator is able to reflect the measured variables consistently. The discriminatory validity test using the Fornell-Larcker criterion was also met, indicated by the higher square root value of AVE than the correlation between constructs, which indicates that each construct has a clear and non-overlapping difference. In addition, reliability test results showed that the entire construct had Cronbach's Alpha and Composite Reliability values above 0.70, and even most of them were above 0.90, reflecting very high internal consistency with no indication of redundancy. Thus, the measurement model in this research proved to be valid and reliable for use in further structural analysis.

Descriptive Analysis

This descriptive statistical analysis aims to understand the distribution of data from each variable studied. Table 1 shows the data characteristics for each variable in this research.

Table 1. Variable data characteristics

Indicator	Mean	Median	Min	Max	Standard Deviation
ITK 1	3.877	4.0	1.0	5.0	0.559
ITK 2	3.931	4.0	1.0	5.0	0.539
ITK 3	3.952	4.0	1.0	5.0	0.540
ITK 4	3.593	4.0	1.0	5.0	0.681
ITK 5	3.675	4.0	1.0	5.0	0.671
ITK 6	3.574	4.0	1.0	5.0	0.692

Indicator	Mean	Median	Min	Max	Standard Deviation
ITK 7	3.426	3.0	1.0	5.0	0.676
Average	3.718	3.9	1.0	5.0	0.623
ITA 1	4.580	5.0	1.0	5.0	0.561
ITA 2	4.546	5.0	2.0	5.0	0.584
ITA 3	4.574	5.0	2.0	5.0	0.555
ITA 4	4.580	5.0	2.0	5.0	0.544
ITA 5	4.019	4.0	1.0	5.0	0.776
Average	4.460	4.8	1.6	5.0	0.604
KT 1	3.914	4.0	1.0	5.0	0.572
KT 2	3.985	4.0	1.0	5.0	0.524
KT 3	3.955	4.0	1.0	5.0	0.512
KT 4	3.864	4.0	1.0	5.0	0.590
KT 5	3.615	4.0	1.0	5.0	0.723
KT 6	3.600	4.0	1.0	5.0	0.667
KT 7	3.994	4.0	1.0	5.0	0.620
Average	3.847	4.0	1.0	5.0	0.601
S 1	4.513	5.0	2.0	5.0	0.549
S 2	4.509	5.0	2.0	5.0	0.563
S 3	4.515	5.0	2.0	5.0	0.585
S 4	4.520	5.0	2.0	5.0	0.595
S 5	4.578	5.0	1.0	5.0	0.554
S 6	4.682	5.0	2.0	5.0	0.533
Indicator	Mean	Median	Min	Max	Standard Deviation
Average	4.553	5.0	1.8	5.0	0.563
NS 1	4.357	4.0	2.0	5.0	0.548
NS 2	4.344	4.0	2.0	5.0	0.561
NS 3	4.125	4.0	1.0	5.0	0.583
NS 4	4.204	4.0	1.0	5.0	0.594
NS 5	4.366	4.0	1.0	5.0	0.696
NS 6	4.102	4.0	1.0	5.0	0.667
Average	4.250	4.0	1.3	5.0	0.608
PKP 1	4.704	5.0	2.0	5.0	0.528
PKP 2	4.743	5.0	2.0	5.0	0.481
PKP 3	4.743	5.0	2.0	5.0	0.470
PKP 4	4.738	5.0	2.0	5.0	0.488
PKP 5	4.742	5.0	2.0	5.0	0.482
PKP 6	4.742	5.0	2.0	5.0	0.486
PKP 7	4.783	5.0	2.0	5.0	0.479
Average	4.742	5.0	2.0	5.0	0.488
NP 1	4.243	4.0	1.0	5.0	0.554
NP 2	4.180	4.0	1.0	5.0	0.621
NP 3	4.193	4.0	1.0	5.0	0.671
NP 4	4.190	4.0	1.0	5.0	0.677
NP 5	4.219	4.0	1.0	5.0	0.643

Indicator	Mean	Median	Min	Max	Standard Deviation
NP 6	4.219	4.0	1.0	5.0	0.660
NP 7	4.446	5.0	1.0	5.0	0.661
Average	4.241	4.1	1.0	5.0	0.641

Source: Primary data processed (2025)

Based on descriptive analysis, all variables studied showed relatively high average scores, reflecting consumers' positive perceptions of Kopi Tuku. Affective place identity (4,460), attitude (4,553), and perception of behavioral control (4,742) were the highest, indicating that emotional attachment, positive attitude towards the brand, and sense of control over purchasing decisions were strongest among customers. Although cognitive place identity (3,718) and place dependence (3,847) were moderate, both still showed that consumers understood and felt quite connected to the place. Subjective norms (4,250) also play an important role, indicating the existence of social influence in purchasing decisions (Companhia Nacional de Abastecimento [CONAB], 2022). The high repurchase intent (4,241) reflects that the combination of emotional, social, and personal control factors contributes greatly to customer loyalty, providing a strategic opportunity for Kopi Tuku to strengthen long-term relationships with its consumers (Chuah, Sujanto, Sulistiawan, & Aw, 2022).

Test Coefficient of Determination, Q Square, and Goodness of Fit

The quality testing of the structural model in this research using the PLS-SEM approach showed excellent results, with an R^2 value of 0.181 for Affective Place Identity, 0.540 for Place Dependency, and 0.435 for Repurchase Intention, reflecting moderate to strong ability to explain endogenous variables. The predictive ability of the model is also high, indicated by a Q^2 value of 0.787, while a Goodness of Fit (GoF) value of 0.533 indicates an excellent model fit. Overall, these models have proven to be valid, predictive, and relevant for use in organizational strategic decision-making.

Table 2. T test

Hypothesis	Direct Influence	Original Sample	P Values	Information
H1	ITK (X1) -> ITA (X2)	0.425	0.000	Accepted
H2	ITK (X1) -> KT (Z)	0.628	0.000	Accepted
H3	ITA (X2) -> KT (Z)	0.198	0.000	Accepted
H4	KT (Z) -> NP (Y)	0.383	0.000	Accepted
H5	S (X3) -> NP (Y)	0.053	0.225	Rejected
H6	NS (X4) -> NP (Y)	0.281	0.000	Accepted
H7	PKP (X5) -> NP (Y)	0.082	0.073	Rejected
Hipotesis	Indirect Influence	Original Sample	P Values	
H8	ITK (X1) -> ITA (X2) -> KT (Z)	0.084	0.000	Accepted
H9	ITA (X2) -> KT (Z) -> NP (Y)	0.076	0.000	Accepted

Source: Primary data processed (2025)

The Influence of Cognitive Place Identity on Affective Place Identity

The identity of cognitive places has been shown to have a positive and significant effect on the identity of affective places (Groshong, Li, Morgan, & Stanis, 2020). This shows that when customers have a deep understanding of Kopi Tuku's social role as part of the

community, they will develop a strong sense of comfort, pride, and emotional attachment. Community-based strategies and authentic local storytelling can reinforce this affective dimension (Graafland, 2015).

The Influence of Cognitive Place Identity on Place Dependence

Customers who understand and internalize the values of Kopi Tuku cognitively tend to rely more on the place functionally (Gosalvitir, Cuellar-Franca, Smith, & Azapagic, 2023). They make Kopi Tuku a part of their daily routine because of the ease of access, service efficiency, and harmony of personal and place values (Hair, Black, Babin, & Anderson, 2014a). This demonstrates the importance of maintaining a distinctive and consistent experience across the outlet.

The Influence of Affective Place Identity on Place Dependence

Customers' emotional attachment to Kopi Tuku has a significant influence on their dependence (Ghali, Garrouch, & Pernin, 2024). Even though the effect is smaller than the cognitive aspect, emotions still encourage customers to choose Kopi Tuku consistently (Ghali, 2022). Elements such as personal service, local atmosphere, and strong cultural symbols reinforce a feeling of "comfort and belonging."

The Effect of Place Dependence on Repurchase Intent

Place-based dependencies play an important role in driving repurchase intentions. When customers feel the place is functionally reliable to meet social, work, or leisure needs, they tend to make it the top choice. Therefore, Kopi Tuku must maintain the quality of service, space comfort, and other practical values consistently.

The Effect of Attitude on Repurchase Intention

Customer attitudes towards Kopi Tuku do not have a significant influence on repurchase intentions (Ghali, 2020). While customers may love a product or brand concept, it's not strong enough to be a repeat purchase incentive. This indicates that the emotional and functional aspects of the place influence the customer's decision more than the attitude towards the product alone (Gao, Low, & Hua, 2022).

The Influence of Subjective Norms on Repurchase Intent

Subjective norms have a positive and significant influence on repurchase intentions. Social support from close people such as friends and family also shaped the customer's decision to return to Kopi Tuku. Community activations, collaborative events, and user-generated content-based campaigns can be used to strengthen this influence (Freitas et al., 2023).

The Effect of Perception of Behavioral Control on Repurchase Intent

The perception of behavioral control had no significant effect on repurchase intent (Hardin-Fanning & Ricks, 2017). Although customers find it easy to access Kopi Tuku, this factor is not enough to encourage them to return (Ferreira, Gomes, Maciel, Oliveira, & Santos, 2023). This suggests that repurchase intent is more influenced by emotional, social, and functional attachment than the perception of convenience (Feldmann & Hamm, 2015).

The Influence of Cognitive Place Identity on Place Dependence Mediated by Affective Place Identity

Affective place identity has been shown to mediate the relationship between cognitive place identity and place dependence (Dam, 2020). This means that customers' understanding of Kopi Tuku's social value strengthens their emotional attachment, which in turn increases their dependence on the place. It emphasizes the importance of building multi-layered identities—from cognitive, affective, to functional (Cooper & Schindler, 2014).

The Effect of Affective Place Identity on Repurchase Intention Mediated by Place Dependence

The identity of affective place also affects the intention of repurchase through the mediation of place dependence (Farak, Zayed, Sallam, Abdelwareth, & Wessjohann, 2022). The emotional attachment of the customer does not directly drive repurchase, but through a sense of dependency that arises from feelings of comfort and belonging (Corr, 2010). Therefore, emotional reinforcement strategies should be designed to lead to functional and behavioral loyalty (Hall, Trevisan, & de Vos, 2022).

CONCLUSION

The research found that Cognitive Place Identity positively influenced Affective Place Identity and Place Dependence, indicating that customers' understanding of Kopi Tuku's role in their social community fosters strong emotional bonds and increased reliance on the coffee shop as a social and recreational space. Affective Place Identity also significantly affected Place Dependence, which in turn strongly influenced Repurchase Intent, highlighting that customers' social and recreational needs drive loyalty. However, attitudes toward the coffee shop and perceived behavioral control did not significantly impact repurchase intention, while subjective norms—social influences from friends and family—played a crucial role. Mediation analysis showed that Cognitive Place Identity affects Place Dependence through Affective Place Identity, and Affective Place Identity influences Repurchase Intention via Place Dependence, underscoring the importance of emotional attachment and dependency in customer loyalty to Kopi Tuku. Future research could explore other psychological or environmental factors affecting repurchase intention and expand the scope to include diverse coffee shop brands for broader applicability.

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