

# Transformation of Consumer's Coffee Consumption Behaviour in Batam

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## Abstract

**Purpose:** The transformation that has occurred in coffee consumption behaviour is inseparable from the development of globalization which makes people behave consumptively. This will result in various changes to coffee consumption behaviour in the people of Batam City. The purpose of this study is to find out coffee consumption behaviour, trends, lifestyles, and preferences, where people have the habit of consuming coffee in dine-in coffee shops. But as it evolved, it turned into a coffee takeaway.

**Methodology:** This research uses a quantitative approach that aims to explore in depth the causes related to changes in coffee consumption behaviour. Data collection was carried out by purposive sampling with a total of 100 samples.

**Results:** Based on the analysis, five hypotheses were accepted, and two hypotheses were rejected, namely trends, lifestyles, and preferences had a positive effect on consumption behaviour. Preferences can mediate trends on coffee consumption behaviour, while preferences are not able to mediate the influence between lifestyle and consumption behaviour and there is no influence between lifestyle and coffee consumer preferences.

**Limitations:** The limitation of this study is only focus on perceived price, service quality and company image on customer loyalty with customer satisfaction as intervening variable on PT. Evergreen Shipping Agency Indonesia Palembang

**Contribution:** This study has limitations in that the transformation of coffee consumer behaviour was only conducted in Batam City, so there may be differences of opinion if conducted in other cities due to different demographics, culture and lifestyles of the people in those cities.

**Contribution:** The results of this study contribute to a deeper understanding of the dynamics of consumer behaviour in consuming coffee, providing practical implications in the retail field of coffee business and valuable insights for academics.

**Keywords:** *Consumption behaviour, consumer's coffee, trend, preferences, lifestyle*

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## 1. Introduction

Coffee is one of the most popular drinks in the world, almost all people like to drink coffee. According to International Coffee Organization (ICO) data in 2021, global coffee consumption reached 166.35 million bags measuring 60 kilograms. This number increased by 1.3% compared to the previous period of 164.2 million with the same kilogram bag size. Indonesia is in fifth place with a coffee consumption

of 5 million bags measuring 60 kg. The average sales of a coffee shop in the world is 230 cups per day (Dodamgoda & Amarasinghe, 2019).

Coffee purchasing patterns at coffee shops have changed since the start of the pandemic. Based on data from the Speciality Coffee Association (SCA), there has been a large increase in coffee consumption patterns, with sales increasing by 5,380 percent from takeaway or online platforms (kompas.com). Along with the implementation of social distancing, coffee consumers are now more likely to order coffee online. Data from GrabFood shows that the amount of coffee ordered per transaction has increased, from previously one cup per order to three cups per order (mnews.co.id). The large number of online orders has caused coffee shops to shift to the coffee-to-go concept such as Fore, Janji Jiwa, Kulo, Kopi Kenangan. Coffee-to-go is a type of shop that offers coffee drinks to be taken and enjoyed anywhere according to the consumer's wishes. Therefore, this kind of coffee shop usually does not provide many seats for consumers to enjoy coffee on the spot (Verdianto & Jaolis, 2023).

Coffee shops with the concept of coffee-to-go are currently in great demand by the younger generation (Toffin, 2020). The younger generation, especially students in Indonesia, consume coffee drinks more than 3-4 times per week (Ramadhiani & Fikawati, 2023). The high amount of coffee consumption in Indonesia can be seen from the increasing sales in Indonesia, especially take away coffee products in the last six years, which in 2018 increased to 120 million liters. Coffee entrepreneurs both old shop businessmen and businessmen who are just starting a business are also increasing the number of their shops. This growth indicates a large new market space that can be utilized by coffee entrepreneurs. This vast market space can be an opportunity for coffee shop businesses if handled with the right marketing strategy. Conversely, if not managed properly, the emergence of new coffee shops can pose a threat to existing entrepreneurs (Fibriyanti & Hukama, 2021). This trend of consuming coffee has given scientific attention that there is a connection with mood and emotions, because one cup of coffee every four hours can improve mood and reduce anxiety (Castellana et al., 2021).

In Batam, the trend of drinking coffee was initially adopted by the older generation who drank coffee in the morning at a kopitiam (coffee shop). The local coffee trend has started to develop, starting with the commercialization of "kopitiam" and branding of local coffee shops (Yahya et al., 2022). Due to Batam's geographical proximity to Singapore and Malaysia, the trend of drinking coffee at kopitiam is also inherent because they not only drink coffee but also eat breakfast before doing activities. In Singapore, the term "kopitiam" is a combination of "coffee" in Malay and "shop" in Hokkien dialect and refers to a neighborhood coffee shop (Chang & McGonigle, 2020). It is not only the older generation who are fond of drinking coffee but also the younger generation in Batam city. The trend of drinking coffee in Batam city developed with the habit of "hanging out" in cozy, attractive and Instagram-able coffee shops and became part of the young generation's lifestyle (Yuldinawati & Ayuningsari, 2015). Coffee shops have become a lifestyle for people who use them as meeting places and spend time with relatives. Most of these coffee shops also adopt the concept of co-working spaces that offer a comfortable place to do work and study (Ismoyowati et al., 2023). Furthermore, the phenomenon of drinking coffee directly at the coffee shop then turned into take away coffee because the younger generation no longer uses coffee shops as a place of interaction but simply utilizes wi-fi facilities to be alone (Said et al., 2022). Due to this shift in consumer behavior in consuming coffee, the coffee business in Batam has also changed the concept of coffee shops to coffee-to-go.

There are many factors that can influence changes in consumer behavior in take away coffee consumption. Based on previous research by (Gallego-Schmid et al., 2019) stated that the takeaway business is growing rapidly due to convenience and competitive prices. This is due to the increasing coffee industry, some customers cannot enjoy coffee on the spot. Thus, coffee shops include takeaway services. (Shinozaki & Harada, 2014) stated that because convenient beverage consumption is a growing trend, the ready to go beverage market is also expanding globally. Ready to go coffee drinks provide evidence that product attribute beliefs affect consumer perceived value (Wang & Yu, 2016). In addition, this also proves that coffee businesses also show innovative and creative abilities in the process. According to (Dhiya'u Shidiqy, 2021) consumers' goals in choosing to buy coffee by take away are the practicality of ordering and the practicality of consuming. They can use mobile ordering and

other online applications to make purchases (Hurdawaty et al., 2023). The change in coffee drinking behavior of the Batam community towards a more practical consumption pattern is due to the busyness of people (especially urban communities) who have been working so that it takes up a lot of time (Sudarsono & Rum, 2021).

This practicality has become a major focus in the innovation efforts made by coffee shop entrepreneurs by linking it to trends in social media, the ease of ordering and paying has also encouraged coffee marketers to use online delivery services through apps as a practical means of sales and purchase for consumers. They have begun to adopt the concept of convenience purchases, such as take away, where consumers can purchase coffee or other products for consumption outside the point of sale. This further confirms that the current trend of enjoying coffee is not limited to coffee shops, but can be enjoyed anywhere and anytime, with a very practical purchase process. Moreover, the development of e-businesses such as go-food, shopee-food, etc. has made it easier for consumers to buy coffee drinks. They can place orders individually or in groups when they are gathering somewhere. The development of e-business has now become one of the changes in lifestyle patterns in society, (Lestari Ningrum, 2020). So that drinking coffee can be done anywhere, not necessarily to a coffee shop.

The current trend of coffee drinks is more accepted by all groups, no longer related to a certain gender and even many people make drinking coffee a lifestyle (Krisdiana et al., 2020). Coffee lovers in Indonesia have a wide age range, from teenagers to the elderly (Natal, 2024). In the minds of consumers, coffee consumption is increasingly equated with pleasure and positive experiences and is associated with lifestyle and social status (Czarnecka-Skubina et al., 2021). The increase in purchases makes the needs continue to increase both long and short term, especially the Indonesian culture that is consumptive of goods and services so that this becomes a lifestyle (Fadly Syahputra, 2023). Lifestyle and socioculture influence coffee consumption (Lone et al., 2023) not only for local people but for tourists. They often food and beverages are considered an important part of the travel experience (Stone et al., 2018), where they do food and beverage tasting activities in an area and enjoy the culture of the area (Anggraini et al., 2023) including coffee drinks. This has become a lifestyle or necessity for tourists who are interested in coffee that contains cultural symbols.

Lifestyle influence variables have been widely studied by researchers. shows that a spiritualized lifestyle affects a person's intention to drink coffee. (A. Utama et al., 2021) show that the sensory attractiveness of coffee drinks, lifestyle variables, and health motive variables have a significant influence on coffee consumption. Previous research (Aguirre, 2016) concluded that health considerations have a significant influence on coffee drinking behavior. However, research (Chairy, 2017) revealed that young people in Indonesia do not take health factors into consideration when consuming organic coffee. It has not systematically explored the effects of coffee on consumers' health, and how this affects their consumption (Samoggia & Riedel, 2019). Even previous scientific research states that one cup of coffee every four hours can improve mood. Two to five cups of coffee per day have been shown to increase pleasure and reduce anxiety (Romero-Martínez et al., 2021). So, in this study, health factors have not been the focus of researchers.

Many studies on coffee have mainly focused on lifestyle or social environment (Vicol et al., 2018). In addition, an important aspect of understanding consumer behavior is the extent to which consumption values drive the behavior (Kaur et al., 2020). Consumption value theory can be used to examine value preferences in consumers (Tanrikulu, 2021). A consumer's preference for a particular type of coffee, or its consumption location, also depends on the consumer's habits and traditions (Samoggia & Riedel, 2018). Research (Gangwani et al., 2020) shows that changes in consumer preferences in the coffee market are related to the type of coffee consumed. Recent research shows that coffee consumption is indeed influenced by several variables, one of which is personal preference (Grossman & Rachamim, 2023). Previous research has discussed personal preferences as dependent or independent variables, there has been no research that examines personal/consumer preferences as mediation of consumer behavior. So, this study intends to examine the significant influence of trends and lifestyles on changes in take away coffee consumption behavior with personal preferences as the mediation. In Batam in particular, coffee shop retail is widespread, but little attention has been paid to the transformation of

consumer behavior towards coffee drinks from hanging out at coffee shops to coffee take away/coffee ready to go. This is important to help the F&B industry, especially the coffee business, maximize marketing strategies based on the description of consumer behavior to increase the right target market. So, this research focuses on helping the coffee industry learn about consumer preferences in Batam city, maximizing the strategy of take away service providers through branding of packaging, and provision of place facilities.

## **2. Literature review**

### **2.1. Trend**

The term 'trend' is defined as a change occurring over time in a social or market phenomenon, the direction of which can be measured through certain indicators, scales or indices (Warszawa, 2013). Therefore, trends can be short-term or long-term, and based on their reach: they can be global or regional (Grzegorz Maciejewski & Sylwia Mokrysz, 2019). Trends describe the shape of the future as a long-term phenomenon that can be observed in the behaviour of consumers and companies in various markets. The formation and development of trends is confirmed by the simultaneously emerging values of economic, social, and demographic indicators (Kotler, 2000).

According to research conducted by (Czarniecka-Skubina et al., 2021; Tambunan et al., 2023) trends have a positive influence on consumption. Trends are one of the factors in consumer behavior towards coffee purchasing decisions, where consumers, especially young people, do not want to miss the trend of hanging out in contemporary coffee shops that are rife on social media, besides that packaging whose design is simple, unique, practical and attractive according to trends is also one of the factors (Pramelani, 2020). This trend is also reinforced by influencers who upload videos about coffee consumption on their social media and go viral, making young people even more interested (Haliza Maharani, 2024). Consumers decide to buy coffee because they follow current trends, this also shows that the influence of trends is still one of the factors in the formation of consumer behavior (Angel, 2023). In the decision-making process, the influence of the consumer's situation will result in different outcomes for each consumer (Hartini & Hidayati, 2021). This is related to the different preferences of each consumer, so that to determine the attributes that consumers choose when consuming coffee (Purnamasari & Saptadinata, 2023), it needs to be adjusted to the current trend. According to research conducted previously, there is a significant influence between trends and preferences (Shadrina et al., 2021; Yuliana & Artikel, 2023). Coffee consumers' preferences for coffee shop menu variants that are widely liked or trending are also a consideration in purchasing decisions (Rasmikayati et al., 2020). In addition, the trend of coffee drinks labeled fair trade and organic also increases consumer preferences in purchasing (Lee & Bateman, 2021).

**H1: Trend has a positive effect on preference**

**H3: Trend has a positive effect on consumption behavior**

### **2.2. Lifestyle**

Lifestyle is a recurring pattern of action that is dynamic until at some point it is not realized by the individual (Jensen, 2007) lifestyle can also be defined as a pattern of life described through individual activities, desires, and opinions (Ismoyowati et al., 2023). When segmenting the market, it is important to consider factors like buyer age and income levels. Income is influenced by one's occupation and education, while also impacting an individual's lifestyle and consumption patterns (Sofi, 2019). Lifestyle has a strong influence on coffee consumer purchasing decisions ((Susanty Aries and Kenny Eirene, 2015; Yahya et al., 2022; Yulianti & Deliana, 2018). Consumers often compare one coffee with another, the service provided, and the price and quality of the product as part of their preferences (Aries & Eirene, 2015). Consumer lifestyles, such as choices, preferences, desires can also influence their purchasing behavior (Yahya et al., 2022). This is because lifestyle includes consumer life patterns that involve product selection/preferences and the consumer's daily consumption style (Yulianti & Deliana, 2018).

Lifestyle also has an influence on consumer behavior (Cătălin & Andreea, 2014). Coffee consumption is strongly associated with several demographic and lifestyle variables (Lone et al., 2023). Nowadays

coffee is no longer just about getting rid of sleepiness, but is part of the lifestyle, and coffee shops have become part of the lifestyle as a very place to "hang out" (Yuldinawati & Ayuningsari, 2015).

Coffee is not just a lifestyle for the older generation but nowadays the younger generation also prefers to consume coffee to escape from stress. They discuss school projects, exchange ideas, have fun and always start and end with coffee. They themselves do not realize that coffee has become a part of their lives (Nair & Shahabuddin Shaikh, 2023). Some researchers have studied lifestyle as one of the variables of coffee consumption (Hewlett & Wadsworth, 2012). The results of this study are generally in line with the results of other studies that lifestyle variables have a significant effect on coffee drinking behavior (A. P. Utama et al., 2021).

**H2: Lifestyle has a positive effect on preference**

**H4: Lifestyle has a positive effect on consumption behavior**

### **2.3. Preferences**

Preference is when the target audience may like the product but not prefer it to other products (Kotler & Keller, 2016). Consumer behavior is largely determined by consumer preferences, individual income and available goods and prices (Reisch & Zhao, 2017). According to previous research, preferences have a positive effect on consumption behavior (Font-i-Furnols & Guerrero, 2014; Nugraha et al., 2017; Reisch & Zhao, 2017). In analyzing their preferences for certain types of products, some studies apply methods such as how consumers are willing to pay for various product options/variations (Feldmann & Hamm, 2015). For example, in a study (Font-i-Furnols & Guerrero, 2014) explained that determinants shape consumer behavior towards meat products through consumer preferences, appearance, sensory properties of meat, psychological aspects and marketing. Research related to consumer preferences for local and non-local foods is also related to consumption behaviour ((Feldmann & Hamm, 2015). Several studies have also focused on consumer preferences for key attributes of coffee that influence consumption behaviour, namely sustainability labeling, organic, fair trade, country of origin, coffee type, brand and packaging. Consumers also have different preferences for coffee consumption locations such as at home, bars/coffee shops, and workplaces (Samoggia & Riedel, 2018).

**H5: Preference mediates trend on consumption behavior**

**H6: Preference mediates the influence between lifestyle on consumption behavior**

**H7: Preference has a positive effect on consumption behavior**

### **2.4 Consumption Behaviour**

The expanded Theory of Planned Behavior (TPB) is utilized in this research to examine coffee consumption patterns in Batam. The transition from the Theory of Reasoned Action (TRA) to the Theory of Planned Behavior (TPB) occurred due to the limitations of the earlier model in addressing behaviors where individuals do not have complete control over their actions (Dewanti, et al., 2023). The Theory of Planned Behavior (TPB) provides a useful framework for analyzing key factors influencing beverage consumption patterns, while identifying significant intervention messages (Zoellner et al., 2012). The key component of the Theory of Planned Behavior (TPB) is an individual's intention to engage in a specific behavior (Sahputra et al., 2024). Consumer behavior is the study of a person's psychological, social, and physical actions when buying, using, and disposing of a product or service (Moslehpour et al., 2014). People may choose different products to buy or consume based on various factors. This can be related to their experiences, needs, and environmental or social community influences (Sunarharum et al., 2021).

Coffee consumption is defined as the habit of drinking coffee (Hewlett & Wadsworth, 2012), the frequency of drinking coffee and the culture of drinking coffee (Aguirre, 2016). Previous research (Sousa et al., 2016) explained that coffee provides a sensation of relaxation for consumers and coffee consumption behavior is influenced by consumer characteristics where they consume coffee with certain foods such as bread (Sousa et al., 2016). Other research shows that the ease of availability and accessibility factors

have an impact on coffee consumption behavior (Ramadhiani & Fikawati, 2023).

### 3. Methodology

This study uses a type of quantitative research where to conduct statistical analysis to accomplish the research aim (Ratul et al., 2023). The respondents of this research are Indonesian men and women who live in Batam city and are coffee drinkers and testing data using applications such as SEM PLS or SPSS. To focus on samples that are representative of the population, sampling targets were used to determine samples based on certain criteria (Muchsinati et al., 2024) with a sample size of 200 coffee consumers, because the population cannot be determined. The minimum sample size utilized a 1:10 ratio, indicating that each variable question could represent ten respondents (Diarti & Hesniati, 2024). The research questionnaire comprised of four variables, each containing 19 questions.

This study uses an online questionnaire to reach a wider range of respondents, which is divided into 2 questions; the first is about the respondent (respondent profile, gender, consumer segmentation/old & young generations, occupation, frequency of drinking coffee, habit of drinking coffee on the go), the second is questions related to each variable using a 5-point Likert Scale to measure all variables, ranging from 1 (strongly disagree) to 5 (strongly agree). The analytical tool used is SPSS 24 which uses multidimensional constructs. This construct is formed by dimensions, each of which contains manifest variables or indicators and is also commonly referred to as Second Order Construction (Purwianti, 2023). SPSS 24 is used to evaluate data for more in-depth conclusions (Hair et al., 2017). The questionnaire was designed from (A. Utama et al., 2021; Yahya et al., 2022), five items were also used to measure the impact of lifestyle on consumption behavior. Trend towards consumption behavior was measured using four items derived from (Kadafi et al., 2023). In addition, four items were adapted from (Czarniecka-Skubina et al., 2021; Samoggia & Riedel, 2018) to measure personal/consumer preferences, while five measurement items from (Hurdawaty et al., 2023; Sunarharum et al., 2021) were used to assess consumption behavior.

The concept of this research is described in Fig. 1.

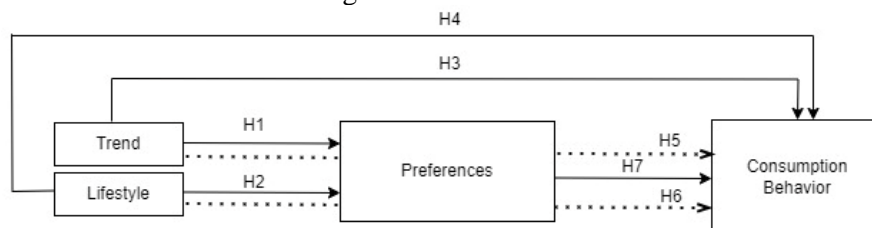


Figure 1. Research Model

## 4. Results and discussion

### 4.1 Results

#### 4.1.1 Normality Test

Table 1. Normality Test

Normality Test Results	
Equation	Asymp. Sig (2-tailed)
1	0.200
2	0.200

Source: Processed data by SPSS v24

The normality test is one part of the data analysis requirements test or classical assumption test, meaning that before carrying out statistical analysis to test the hypothesis, the research data must be tested for normality of distribution. Based on table 4.1, the normality test results show that for equation 1, the Asymp. Sig. (2-tailed) value of  $0.200 \geq 0.05$ , and for equation 2, the Asymp. Sig. (2-tailed) is also  $0.200 \geq 0.05$ . This indicates that the residual values of both equations are normally distributed and further testing can proceed.

#### 4.1.2 Multicollinearity Test

Table 2. Multicollinearity Test

Multicollinearity Test Result		
Equation	Tolerance	VIF
1 Trend	0.638	1.566
1 Lifestyle	0.609	1.643
1 Preference	0.931	1.074
2 Trend	0.654	1.529
2 Lifestyle	0.654	1.529

Source: Processed data by SPSS v24

The purpose of the multicollinearity test is to assess whether there is any correlation between the independent variables. An ideal regression model is one that does not exhibit multicollinearity. This test can be identified by examining the Variance Inflation Factor (VIF) and tolerance values. Based on table 4.2, the multicollinearity test results of equations 1 and 2 obtained a tolerance value  $\geq 0.10$  and have a VIF value  $\leq 10$ . So, it can be concluded that this is free from multicollinearity.

#### 4.1.3 Heteroskedasticity Test

Table 3. Heteroskedasticity Test

Heteroskedasticity Test Result		
Equation	t	Sig.
1 Trend	-0.491	0.625
1 Lifestyle	-0.728	0.468
1 Preference	-0.992	0.324
2 Trend	1.351	0.180
2 Lifestyle	1.605	0.112

Source: Processed data by SPSS v24

The heteroscedasticity test is conducted to check for deviations from the classical assumption of homoscedasticity, specifically whether the variance of the residuals is consistent across all observations in the regression model. Based on table 4.3, a significant value  $> 0.05$  is obtained. This explains that there is no heteroscedasticity in the regression model.

#### 4.1.4 Test F

Table 4. Test F

F Test Result	
Equation	Nilai F
1	23.750
2	3.602

Source: Processed data by SPSS v24

The f-test aims to measure the effect of the independent variable on the dependent variable and have an f-distribution under the null hypothesis (Febriana, et al., 2020). The results of the calculation of F table 3.4 with a significance level of 5% (0.05), df 1 (n-k, 4-1 = 3) and df 2 (n-k-1, 100-4-1 = 95) are 2.70. The results in the table explain  $F_{hitung} > F_{tabel}$  (23.750 > 2.40) and the results of the calculation of F table with a significance level of 5% (0.05), df 1 (3-1=2) and df 2 (n-k, 100-3-1=96) which is 3.09. The results in the table show  $F_{count} > F_{table}$  (3.602 > 2.24), while the probability value is 0.000 < 0.05. So it can be confirmed that the regression model is declared fit.

#### 4.1.5 Coefficient of Determination Test

Table 5. Coefficient of Determination Test

Coefficient of Determination Test	
Equation	Adjusted R Square
1	0.050
2	0.408

Source: Processed data by SPSS v24

The Coefficient of Determination, commonly denoted as R-squared ( $R^2$ ), measures the percentage of variation in the dependent variable that is accounted for by the independent variables in a regression model. It reflects how well the model fits the data, with values ranging from 0 to 1. A higher  $R^2$  value indicates a better fit, meaning the independent variables more accurately explain the variability in the dependent variable. Table 4.5 indicates that the adjusted R square value is 0.050, which means that 5% of preferences are influenced by trends and lifestyles, while the remaining 95% is determined by other factors not tested in this study. Consumer behaviour is influenced by 40.8% of variables such as trends, lifestyles, and preferences. Meanwhile, 59.2% of the other variables are influenced by other factors outside the model that are not tested in this study.

#### 4.1.6 Hypothesis Test and Discussion t-test

Table 6. Hypothesis Test and Discussion t-test

t-Test Equation				
Model	Unstandardized Coefficient		t	Sig.
	B	Std. Error		
(Constant)	3.697	0.350	10.564	0.000
Trend	0.172	0.112	1.539	0.127
Lifestyle	-0.325	0.121	-2.684	0.009

Source: Processed data by SPSS v24

A partial test (t test) is a test carried out to see whether a variable is independent whether it has an effect on the dependent variable or not by comparing the t value with t table. Based on the results of testing the first hypothesis, the Trend variable has a t value of 1.539 which is greater than the t table of 1.660, with a significance value of 0.001 < 0.05 and a positive coefficient of 0.172 for the Trend variable. This means that H1 is accepted, indicating that the Trend variable has a positive influence on coffee consumer preferences in Batam. Trends in the coffee industry often introduce a variety of product options, from different serving methods to flavour variations. This gives consumers in Batam more options to choose coffee according to their tastes. Apart from that, there is a trend of consuming coffee while doing activities, making consumers in Batam more likely to choose coffee as a daily drink, so they have a preference in buying coffee from coffee shops or take away services while traveling.

Meanwhile, the results of testing the second hypothesis show that the Lifestyle variable has a t value of -2.684 which is smaller than the t table of 1.660, with a significance value of 0.000 < 0.05 and a coefficient of the Lifestyle variable of -0.325 which is negative. This means that H2 is rejected,



indicating that the Lifestyle variable does not have a positive influence on coffee consumer preferences in Batam. This indicates that lifestyle factors, such as daily habits or overall lifestyle, do not directly impact consumers' decisions when selecting the type or brand of coffee. This may occur because consumer preferences are more shaped by other influences, such as market trends, product availability, or social media impact, rather than by their own lifestyle. In other words, while lifestyle can affect consumption behaviour, it does not play a significant role in how consumers in Batam choose and enjoy coffee in this context.

Table 7

t-Test Equation 2				
Model	Unstandardized Coefficient		t	Sig.
	B	Std. Error		
(Constant)	1.430	0.276	5.170	0.000
Trend	0.318	0.061	5.208	0.000
Lifestyle	0.118	0.068	1.739	0.085
Preference	0.166	0.055	3.038	0.003

Source: Processed data by SPSS v24

Based on the results of testing the third hypothesis, the Trend variable obtained a t value of 5.208 which is greater than the t table of 1.661, with a significance value of  $0.000 < 0.05$  and a positive coefficient of 0.318 for the Trend variable. This means that H3 is accepted, indicating that the Trend variable has a positive effect on the consumption behaviour of coffee consumers in Batam. As the trend towards convenience grows, consumers in Batam tend to choose options such as take-away coffee rather than enjoying coffee on site. This change will certainly increase sales for coffee shops that adapt to this trend by offering fast service and practical packaging.

The results of testing the fourth hypothesis show that the Lifestyle variable obtained a t value of 1.739 which is greater than the t table of 1.661, with a significance value of  $0.000 < 0.05$  and a positive coefficient of 0.118 for the Lifestyle variable. This means that H4 is accepted, indicating that the Lifestyle variable has a positive effect on the consumption behaviour of coffee consumers in Batam. Dynamic and busy lifestyle, characterized by frequent outdoor activities, can lead to higher coffee consumption. In Batam, consumers incorporate coffee into their daily routines, using it as a morning beverage or as a companion while working.

Based on the results of testing the seventh hypothesis, the Preference variable has a t value of 3.038 which is greater than the t table of 1.661, with a significance value of  $0.000 < 0.05$  and a positive coefficient of the Preference variable of 0.166. This means that H7 is accepted, indicating that the Preference variable has a positive effect on consumer coffee consumption behaviour in Batam. This means that H7 is accepted, indicating that the Preference variable has a positive effect on the consumption behaviour of coffee consumers in Batam. Consumer preferences in Batam for convenience and comfort in obtaining coffee drive them to opt for take away services. These preferences can also be shaped by social trends and media influences, as consumers are often swayed by the ways in which others enjoy coffee.

### Sobel Test

Based on the calculation of the Sobel test, the t value of 1.36872126 is greater than the t table with a significance level of 0.05, which is 1.661. This proves that Preferences are able to mediate the effect of Trends on Consumer Behaviour. So, the fifth hypothesis that tests the ability of Preferences in mediating the effect of Trends on Consumer Behaviour can be accepted. Emerging trends, such as greater mobility, the digitalization of delivery services, and the rise of fast-food coffee culture in Batam, are shaping consumer preferences in how they enjoy coffee. These trends are encouraging consumers who once preferred to drink coffee on-site to become more receptive to using take away services. As the takeaway trend grows, consumer preferences shift toward favouring the convenience of take away options, offering easy access, time efficiency, and flexibility. This change in preferences has led to a shift in

consumer behaviour in Batam, with more people opting to buy coffee to go rather than enjoy it on-site. From an economic perspective, the shift in consumer preferences towards take away services in Batam enhances market efficiency. As more consumers choose to take away, businesses can reduce operational costs related to seating and increase efficiency by serving more customers in less time.

Conversely, the calculation results show the t value of -2.00647340 which is smaller than the t table with a significance level of 0.05, namely 1.661. This means that Preferences proved unable to mediate the effect of Lifestyle on Consumer Behaviour. So, the sixth hypothesis that tests the ability of Preferences to mediate the effect of Lifestyle on Consumer Behaviour is rejected. This indicates that while lifestyle directly affects consumer behavior, preferences do not significantly contribute to altering how consumers make transactions. When preferences fail to mediate the connection between lifestyle and consumer behavior, it suggests that external factors, such as job demands or mobility, exert a stronger influence than individual preferences.

#### **4.2 Discussion**

The results of the study to test the first hypothesis show that trends have a positive influence on preferences. This finding supports the results of previous research conducted (Shadrina et al., 2021; Yuliana et al., 2023). The influence of the trend of coffee drinks that are currently popular can be a preference for consumers in Batam. Consumers can choose according to their wishes and preferences for the type of coffee, flavour / menu variants, where to buy coffee according to the current phenomenon. Creative and innovative coffee drinks such as matcha latte, coconut latte become popular among consumers. Coffee drinks that go viral on social media as well, such as Dalgona coffee, can quickly become a trend and influence consumer preferences. In addition, health trends also influence consumers' preference for organic and low-calorie coffee. Preference for take away or dine-in in consuming coffee can also be influenced by prevailing trends. Consumers with high mobility will drive preference for drive-thru services and take away coffee.

The results of the study to test the second hypothesis show that lifestyle has a negative effect on preferences, this is not in line with research conducted (Susanty Aries and Kenny Eirene, 2015; Yahya et al., 2022; Yulianti & Deliana, 2018). One of the basic principles of the food and beverage industry is that consumer preferences change quickly (Malini, 2021) so that lifestyle does not always affect preferences. Consumer lifestyle is included in one of the psychographic segmentations (Sudarsono & Rum, 2021). Poor lifestyles such as increased coffee consumption can have an impact on health problems (Grosso et al., 2017). Previous research shows that the lifestyle for people with hypertension is due to their habit of consuming coffee (Aminuddin et al., 2019), then consumer preference for coffee may decrease.

The results of the study to test the third hypothesis show that trends have a positive effect on consumption behavior. This refers to research (Pramelani, 2020) that young consumers make purchases when coffee packaging trends are simple, unique, practical and attractive. In addition, coffee consumption trends carried out by influencers on social media also influence consumers (Haliza Maharani, 2024). The trend of drinking coffee that is easy to carry anywhere is one of the factors in the formation of consumer behavior (Angel, 2023), this is because young consumers tend to follow the current phenomenon and do not want to be left behind. According to (Shinozaki & Harada, 2014) as practical beverage consumption becomes an increasingly popular trend, the ready-to-drink coffee beverage market is also growing globally. So that the results of testing this third hypothesis are in accordance with research conducted in (Czarnecka-Skubina et al., 2021; Tambunan et al., 2023).

The results of the study to test the fourth hypothesis show that lifestyle has a positive effect on consumption behavior. This is in line with research conducted (Cătălin & Andreea, 2014; Hewlett & Wadsworth, 2012; Lone et al., 2023; A. Utama et al., 2021; A. P. Utama et al., 2021) that lifestyle has a major impact on consumer behavior. Consumers with active lifestyles and high mobility are more likely to choose takeaway coffee because of the ease and speed of serving. They often need coffee as a source of energy to support their busy daily activities. Field workers and students, for example, tend to order takeaway coffee because of its flexibility and do their activities outside the coffee shop so that it

unconsciously becomes part of their lives (Nair & Shahabuddin Shaikh, 2023). The number of coffee shops that provide take away services also influences the behavior of consumers who are looking for quick and easy access. This is in line with research conducted (Ramadhiani & Fikawati, 2023) that the factors of ease of availability and accessibility have an impact on coffee consumption behavior.

The results of the study to test the fifth hypothesis show that preference is able to mediate trends on consumption behavior. Based on research (Rasmikayati et al., 2020) consumer preferences for coffee menu variants or unique serving styles that are widely liked or become trends are taken into consideration in purchasing decisions. Consumers who are affected by this trend begin to develop new preferences according to what is currently popular. For example, latte coffee with unique and reusable tumblers/packaging is a trend that is widely discussed on social media, so consumers have a preference to choose to take away coffee or dine-in (Samoggia & Riedel, 2018). This new preference leads consumers to change or adjust their consumption behavior, so this statement is in accordance with research by (Font-i-Furnols & Guerrero, 2014) where the determining factors shape consumer behavior towards a product, one of which is through consumer preferences.

The results of study on testing the sixth hypothesis show that preferences are unable to mediate the influence between lifestyle on consumption behaviour. Ready-to-drink coffee consumption decisions are influenced by lifestyle, sociocultural (Lone et al., 2023), consumer perceived value (Wang & Yu, 2016) and culture (Aguirre, 2016). Preferences are unable to mediate the influence between lifestyle and consumption behaviour because lifestyle has a direct influence on consumption behaviour. Consumers with busy lifestyles are more likely to use coffee delivery services due to the need for efficiency, without considering specific coffee preferences. On the other hand, consumers who lead a healthy lifestyle will directly choose low-sugar coffee without the need to develop specific preferences first. This choice is based on the direct principles of a healthy lifestyle.

The results of study on testing the seventh hypothesis show that preferences have a positive effect on consumption behaviour. This result is in line with research conducted (Font-i-Furnols & Guerrero, 2014; Nugraha et al., 2017; Reisch & Zhao, 2017) which states that consumer behaviour is largely determined by consumer preferences, be it from product variations (Feldmann & Hamm, 2015) such as arabica or robusta, as well as consumer preferences for coffee origin such as local or non-local (Feldmann & Hamm, 2015). Consumers also have preferences for the way coffee is served either at home, coffee shops, or workplaces (Samoggia & Riedel, 2018). For example, espresso, americano, latte, or cold brew, will influence the order at the coffee shop or the way of brewing at home. Consumers' preferences for coffee play an important role in shaping their consumption behaviour, whether in choosing the type of coffee, the way it is served, or the frequency of consumption.

This research contributes to providing in-depth insight into the factors that influence changes in consumer behaviour regarding coffee consumption so that coffee businesses can design more effective marketing strategies. Additionally, coffee businesses can invest more in digital services, streamline the ordering process, create packaging suitable for take-away, and reduce operational costs associated with offering seating arrangements.

## **5. Conclusion**

### **5.1. Conclusion**

The transformation of changes in coffee consumer consumption behavior from those who like to drink in coffee shops to not drinking in places (coffee take away) is due to the influence of trends, lifestyles, and preferences. Consumers tend to follow emerging trends, such as choosing coffee with unique menu variants or using take away services. Consumers with busy lifestyles and high mobility tend to choose take away coffee because of the convenience and speed of serving, while consumers who have plenty of time or freelancers will tend to choose to drink coffee on the spot. These preferences are influenced by factors such as the type of coffee, the place where the coffee is purchased, and current phenomena.

Consumers may start to develop new preferences based on popular trends. Therefore, the coffee industry is advised to stay alert to fluctuating consumer trends and preferences.

Coffee businesses should more carefully assess their pricing strategies, seek cost-effective supply chain management solutions, and increase the application of discounts or promotions through ordering apps to prevent a potential decline in consumer interest in takeaway coffee. The coffee industry in Batam does not need to provide spacious coffee places with many seats to reduce operational costs, due to the high mobility lifestyle of Batam people. This can be seen from the fact that most of the students in Batam City are workers (Putu Winda Ayuningtyas, 2024), so they are more likely to meet on campus to complete their assignments rather than hanging out at a coffee shop. Coffee businesses should develop unique packaging designs that can highlight their brand image as part of the marketing strategy. In addition, reusable packaging also needs to be considered as part of a sustainable packaging strategy. Consumers can use the packaging to buy coffee and reduce single-use packaging such as paper or plastic cups. This is a positive step in supporting more sustainable consumption practices.

### 5.2. Limitation

This study has limitations in that the transformation of coffee consumer behavior was only conducted in Batam City, so there may be differences of opinion if conducted in other cities due to different demographics, culture and lifestyles of the people in those cities.

### 5.3. Suggestion

The author recommends for future research to identify the influence of consumer behavior transformation through voluntary simplicity and hedonic lifestyle as a specification of lifestyle. Individuals who embrace simple lifestyle values will certainly have different consumption behaviors from hedonic individuals. Consumer motivation, culture, and brand image need to be studied whether there is an influence on the transformation of consumptive behavior.

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