

EXPLORATION OF BUYING BEHAVIOR IN MODERN LIFESTYLE: A CASE STUDY OF MOBILE COFFEE

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ABSTRAK

Kopi merupakan salah satu minuman terpopuler di Indonesia. Survei menyebut masyarakat Indonesia lebih suka membeli kopi daripada menyeduh kopi sendiri. Permintaan kopi di pasar meningkat, mendorong pelaku bisnis untuk terus berinovasi dalam memenuhi kebutuhan dan keinginan pasar, sehingga konsep kopi keliling mulai diadopsi. Tujuan penelitian ini adalah mengeksplorasi secara mendalam munculnya fenomena kopi keliling adalah tren sementara atau gaya hidup modern secara permanen. Penelitian ini juga dapat memahami karakteristik dan motivasi masyarakat dalam memilih kopi keliling. Penelitian menggabungkan metode penelitian kualitatif studi kasus dan deskriptif. Pemenuhan kesahihan dan keandalan variabel menggunakan triangulasi sumber dan tanya jawab sejawat. Jumlah sampel 11 orang informan. Teknik sampling adalah *purposive sampling*. Teknik analisis data dengan coding data, mereduksi data, sintesis data, penyajian data lalu menarik kesimpulan dari informasi yang sudah dianalisis. Hasil menunjukkan, fenomena munculnya kopi keliling bukan tren sementara namun sudah menjadi bagian dari gaya hidup modern secara permanen masyarakat urban. Alasan para informan melakukan keputusan pembelian kopi keliling, yaitu: rasa, lokasi, harga, akses, variasi, dan kemasan. Temuan ini memberikan kontribusi penting pada literatur manajemen pemasaran khususnya topik perilaku konsumen, di sektor manufaktur F&B, serta merekomendasikan pentingnya temuan yang ada mendorong kreatifitas pelaku bisnis dalam inovasi bisnis yang berkelanjutan untuk mencapai keunggulan kompetitif.

Kata Kunci: Gaya Hidup Modern, Keputusan Pembelian, Kopi Keliling, Perilaku Konsumen.

ABSTRACT

Coffee is one of the most popular beverages in Indonesia. Surveys show that Indonesians prefer to buy coffee rather than brew it themselves. Demand for coffee in the market is increasing, encouraging businesses to continue innovating to meet market needs and desires, thus the concept of mobile coffee shops is starting to be adopted. The purpose of this study is to explore in depth the emergence of the mobile coffee phenomenon, whether it is a temporary trend or a permanent modern lifestyle. This study also aims to understand the characteristics and motivations of people in choosing mobile coffee. The study combines qualitative case study and descriptive research methods. The fulfillment of the validity and reliability of variables uses source triangulation and peer debriefing. The sample size is 11 informants. The sampling technique is purposive sampling. Data analysis techniques include data coding, data reduction, data synthesis, data presentation, and drawing conclusions from the analyzed information. The results show that the phenomenon of the emergence of mobile coffee is not a temporary trend but has become a permanent part of the modern lifestyle of urban communities. The reasons for the informants' decision to purchase mobile coffee shops are: taste, location, price, access, variety, and packaging. These findings provide an important contribution to the marketing management literature, particularly on the topic of consumer behavior, in the F&B manufacturing sector, and recommend the importance of existing findings in encouraging business people creativity in sustainable business innovation to achieve competitive advantage.

Keywords: Consumer Behavior, Mobile Coffee, Modern Lifestyle, Purchasing Decisions.

1. INTRODUCTION

One of the most important food commodities for Indonesians is edible palm oil (CPO), as Indonesia is one of the largest CPO producers (Sundoro et al., 2021). However, coffee has long been an equally important and popular commodity globally, with significant economic and

cultural impacts (Nopitriyani et al., 2023). Therefore, it is not surprising that coffee is a frequent topic of discussion and research in scientific studies (Carvalho et al., 2016; Lee et al., 2018; Berampu et al., 2019), as it is currently one of the most popular beverages in the world. This is also evidenced by data from (Yonatan, 2025), which indicates that Indonesia holds the key to supplying robusta and arabica coffee worldwide. In the 2024/2025 period, Indonesia became the world's fourth-largest coffee producer. Indonesia produced 10.7 million bags, with 1.4 million bags of Arabica coffee and 9.3 million bags of Robusta coffee. Based on survey results by AEKI-AICE (2024), Indonesians have a high coffee consumption pattern, with some consuming at least once a day, and some even twice a day. This influences how coffee is served. Data shows that 66% of Indonesians prefer to buy coffee rather than brew it themselves. This high interest in coffee has driven the growth of coffee shops, and cafes. Coffee shops of various styles, from classic to modern, are now commonplace in several cities. This undoubtedly increases the business prospects and profitability of opening a coffee shop.

The increasing demand for coffee has driven various businesses to continuously innovate to meet the public's needs. Competition from similar businesses, in particular, has forced businesses to act more quickly to attract consumers. Schiffman and Kanuk (2000), define consumer behavior as the behavior exhibited by consumers in searching for, purchasing, using, evaluating and disposing of products and services that are expected to satisfy needs. Furthermore, Putlia et al. (2021), states that consumers have various needs and desires which are fluctuating in nature due to factors that influence when purchasing decisions are made. Putlia (2019), supports this by stating that many factors can influence and interact with each other, making consumer behavior difficult to understand. Therefore, it is recommended that business actors design a marketing approach by always paying attention to these factors.

According to Kotler and Keller (2016), there are four factors that influence consumer purchasing behavior: cultural factors, social factors, personal factors, and psychological factors. Cultural factors are when most individuals in a group have the same basic understanding. Consist of the culture itself; subcultures; and social class. Each smaller culture and subculture provides more specific identification and socialization for its members. Social factors such as reference groups; family; and social roles and status. A person's position in a group or society influences what they buy. Personal factors is a way of collecting and grouping the consistency of an individual's reactions to a current situation, this is include age and life cycle stage; occupation and economic environment; jobs, activities within jobs, work environment, mobilization and characteristics; lifestyle and finally, personality. Psychological factors are divided into motivation; perception; learning and beliefs and attitudes. These factors together shape a consumer's decision to purchase a product, service, idea, or experience to satisfy consumer needs and desires. This will help marketers formulate a business's marketing policies when considering consumer purchasing decisions. One area of discussion in consumer behavior is purchasing decisions.

Consumer purchasing decisions can be influenced by business stimuli, including product, price, and place/location (Sukron et al., 2021). According to Putri (2024), several factors considered when choosing a coffee shop include convenience, taste, price, and Wi-Fi. Promotions and discounts are also timeless attractions. Furthermore, strategic location and good service remain important considerations, although their percentages are not as high as other factors. This is supported by research by Septiano & Sari (2021), who argue that purchasing decisions are influenced by product quality, location, and promotions. To be more certain, a pre-test was conducted. According to Costa (2014), a pre-test is a highly recommended assessment tool because it is a concise and effective direct evaluation. The pre-test was conducted on 6

informants, with data saturation reaching the sixth informant. Thus, the results obtained show that the factors suspected of influencing the decision to purchase mobile coffee are taste, location, price, access, variety, and packaging.

One trending phenomenon is the emergence of mobile coffee shops, not only in response to increasing demand but also as a representation of a dynamic and practical modern lifestyle. According to Septiani et al., (2024), mobile coffee shops are coffee businesses that sell a variety of coffee menus, generally located in busy centers and offer delivery services. Pratama (2024), revealed that there are four contemporary coffee startups expanding by opening mobile coffee shops to capture new market share, namely JAGO; RINDU MU; sejuta jiwa; and haus!. However, looking at the year of expansion to open mobile coffee, it can be seen that JAGO is the pioneer, starting in 2020, while the other three coffee startups started in 2023.

Jago Coffee, also known as Kopi Jago, was founded in 2019 by Yoshua Tanu. Utilizing electric bicycle carts called “gerobak” to reach customers directly on city streets, with the slogan “Kopi untuk Dibawa Pergi” Jago Coffee aims to make coffee a lifestyle option that can be enjoyed anytime, anywhere. Jago Coffee serves only authentic coffee from selected local beans, such as Gayo, Toraja, and other distinctive Indonesian varieties. This unique concept combines quality flavor with a hands-on approach to marketing (Hidayat, 2025). There are many locations in Jakarta, for example in Kuningan, Bendungan Hilir, Melawai, Pecenongan, Puri Kembangan, Tanjung Duren, Srengseng, Sunter, Cempaka Putih, Old Town (instagram.com/jagoid, 2025). Significant business opportunities in the F&B industry are not only limited to Jakarta as the capital of Indonesia; Tangerang also appears to be attracting attention from business players. This is supported by the statement that Gading Serpong, an independent city, is currently progressing, marked by business growth, including in the culinary or F&B sector (Mulyana, 2021). The Gading Serpong area is developing increasingly rapidly, making it increasingly attractive to urbanites, investors and entrepreneurs (Darandono, 2025). Kopi Keliling Jago can now be found around UMN (Multimedia Nusantara University) and Gading Serpong.

Gading Serpong is an independent city west of Jakarta, located in Tangerang Regency, Banten. Idris (2024) reported that the Upah Minimum Kabupaten/Kota (UMK) for Tangerang Regency was set at Rp 4,901,117. This figure is actually not much lower than the minimum wage in Jakarta, which is Rp 5,396,761. However, this cannot cover up the fact that people's purchasing power is declining. According to Zaini (2025), the decline in purchasing power can be seen in the Indonesian economy in the first quarter of 2025, which grew below 5%, namely during the first three months of 2025, Indonesia's economic growth was only 4.87% during the first three months of 2025. The decline in public spending is due to various factors. In addition to the influence of the global economy, there is the ongoing wave of layoffs and the tendency of the middle class to restrain consumption. As time goes by, urban communities are currently experiencing changes in lifestyle (Putlia, 2018). Lifestyle can show how hedonistic an individual is in spending his income (Sari & Widodoatmodjo, 2023). Meanwhile, according to the KBBI (2025), an alternative is defined as a choice between two or more possibilities. As stated Septiani et al., (2024), the presence of mobile coffee shops makes it possible to meet people's daily caffeine needs without having to adjust the time and location to the presence of conventional cafes.

According to a survey of Indonesian coffee consumption trends conducted by Snapcart (2023), the stereotype of rich people often consuming premium/expensive coffee for the best drinking experience is also refuted by this survey. The majority of respondents admitted that they usually

have an average budget for drinking coffee, and what is even more surprising is that they also often buy ground coffee in small packages/sachets at stalls/minimarkets/supermarkets. Therefore, the presence of mobile coffee shops is not just a temporary phenomenon, but it is part of the development of a more inclusive coffee business sector. However, there are several previous studies with contradictory results, such as research conducted by Septiani et al., (2024), which revealed that mobile coffee has become an important part of the lifestyle of Generation Z in Surabaya, who crave efficiency, accessibility, and affordability. In addition to functioning as a daily drink, mobile coffee has transformed into a social symbol that reflects the identity and dynamic lifestyle of Gen Z. However, even though mobile coffee has been able to meet the functional and social needs of Generation Z, the popularity of mobile coffee shops compared to coffee shops remains a trend. Although it is undeniable that the current trend of mobile coffee shops is strong, its sustainability will depend greatly on many factors. In line with this, research by Amadea et al., (2025), stated that mobile coffee is the main choice for consumers who want fast and practical access, especially among students and workers. The application of digital innovation is needed to facilitate transactions and product diversification in order to survive in an increasingly competitive market. If this can be done, mobile coffee shops will no longer be just a trend, but can become an integral part of the modern lifestyle of urban communities in Surabaya. Based on the description of previous research, this study has two novelties compared to several previous studies. First, several previous studies have yielded conflicting results regarding whether the emergence of mobile coffee shops is a temporary phenomenon or a permanent modern lifestyle. This study aims to examine this in depth from a consumer perspective and the reasons for it. Second, studies on the mobile coffee phenomenon appear to be minimal. While most studies have been conducted in Surabaya, this study will be conducted in the Tangerang area, specifically Gading Serpong.

Based on the phenomena described, this study aims to contribute theoretically to explore in depth the phenomenon of the emergence of mobile coffee as a temporary trend or a permanent part of people's modern lifestyle. By gaining certainty about this, we can then understand the shift in consumer behavior patterns in more detail. The findings of this study are expected to not only produce a comprehensive theoretical understanding but also provide practical implications for mobile coffee entrepreneurs and the F&B industry regarding the characteristics and motivations of today's society who choose mobile coffee shops as part of an alternative modern lifestyle and be able to provide recommendations for improving and implementing appropriate marketing strategies to become a sustainable competitive advantage. Based on the description presented previously, the framework for in this research is as follows:

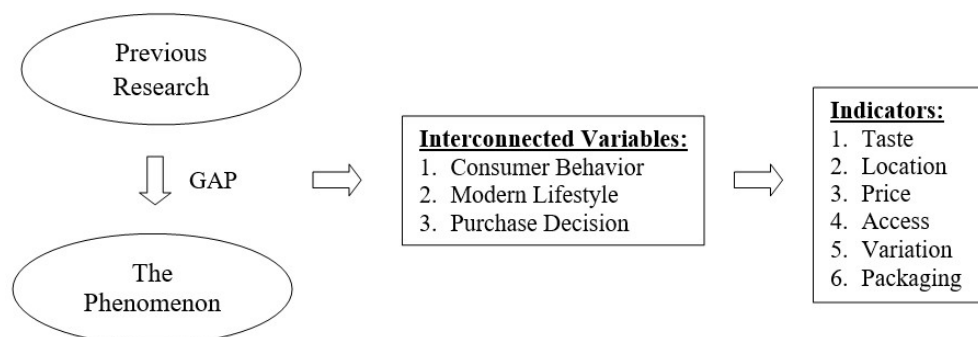


Figure 1. Framework
Source: Researchers (2025)

According to Sekaran and Bougie (2016), a proposition or prediction is a relationship between two or more variables that needs to be tested. In this context, researchers need to consider relevant literature and previous research findings to formulate a proposition that supports or rejects the anticipated relationship. So, based on the existing framework of thought, the proposition of this research is consumer behavior regarding the decision to purchase mobile coffee as an alternative to a modern lifestyle as seen from the indicators of taste, location, price, access, variation, and packaging.

2. RESEARCH METHOD

This research combines qualitative case studies and descriptive research methods. The qualitative case study method was chosen because it allows for a comprehensive analysis of this phenomenon, focusing on the social and cultural context in which mobile coffee operates (Harrison et al., 2017). According to Hadi et al., (2021), a case study is defined as a series of intensive, detailed, and in-depth scientific activities conducted on a program, event, or activity, whether at the individual, group, institutional, or organizational level, to gain an in-depth understanding of the event. The selected event is usually not something that has passed, but rather is still ongoing. Arianto & Handayani (2024), state that qualitative research populations have a different conceptual understanding than quantitative research. A population in a qualitative approach refers to a group of individuals, cases, or entities that share certain characteristics relevant to the research topic. The primary focus of qualitative research is not on statistical representation or generalizing results to a broader population, but on gaining an in-depth understanding of a specific phenomenon. Population selection is based on characteristics that can provide rich and varied insights into the research topic being explored in depth. The primary characteristic of this research population is its relevance to the issue being studied, not its size. This refers to all people who know about the existence of Jago mobile coffee shops around UMN and Gading Serpong. This population is unlimited. According to Arianto & Handayani (2024), this refers to a population whose number of elements or individuals who become research subjects cannot be precisely known or is considered infinite.

Therefore, researchers must use a sampling technique that can represent the characteristics of the general population. The sampling technique used is purposive sampling, which, according to Leedy & Ormrod (2015), involves researchers selecting participants based on research criteria. The criteria for selecting informants for in-depth interviews in this study were: 1) The community must be consumers who frequently purchase coffee at coffee shops in their daily lives at least once a week in a month. 2) The community must be aware of the existence of Kopi Keliling Jago around UMN and Gading Serpong. 3) The community must have purchased and consumed Jago mobile coffee around UMN and Gading Serpong at least three times. This was a consideration due to the lifestyle variables being studied. There are at least two requirements that must be met in determining the sample size in qualitative research: adequacy and suitability (Martha & Kresno, 2016). Furthermore, Denzin & Lincoln (2017), stated that in qualitative research related to life experiences and insights, a sample size of 5-20 individuals is sufficient because it is considered sufficient to provide new knowledge. Arianto & Handayani (2024), reinforced this by stating that sample size is usually based on the principle of data saturation, which is the point at which data collection no longer yields new information. When researchers reach saturation, the number of participants is considered sufficient to support in-depth analysis. In practice, 11 informants met the criteria and achieved data saturation.

The data collection techniques used in this study are observation and interview guidelines. Qualitative observation is applied in the context of a natural event, following the natural flow of

the observer's life (Denzin & Lincoln, 2009). Observations were conducted directly by the researcher by visiting Kopi Keliling Jago, who was selling coffee near UMN, Gading Serpong, on June 26, 2025. The researcher observed and made purchases directly, thus experiencing the event firsthand. The results of the observations are expected to support the data collected through the interview guide. According to Stewart & Cash (2000), interview guidelines are prepared by researchers to be asked to informants, namely an outline containing the main aspects of the topic. The purpose of the interview guide is to ensure the interview runs smoothly and smoothly. The researcher and informant did not meet in person due to time constraints. Therefore, the interview guide was sent via email to informants starting on July 7, 2025, and all data was collected by July 18, 2025. The interview guide contained open-ended questions that informants could complete in essay format. If informants' answers were deemed unclear or lacking in detail, further in-depth interviews were conducted via telephone and WhatsApp. This also included source triangulation. Source triangulation refers to comparing and reviewing the reliability of information obtained at different times and using different tools. This can be achieved, among other things, by comparing the results of one informant's interviews with those of other informants (Moleong, 2013).

Creswell (2015), states that data analysis techniques for qualitative research are conducted during and after data collection. First, the researcher collects data in the form of transcripts of answers from the interview guide and grouped. Second, data reduction. At this stage, the activities carried out include a rough selection of notes or answers from the interview guide. Third, data synthesis. Synthesizing means looking for connections between one category and another. Fourth, data presentation. At this stage, the activity of extracting the reduced and synthesized data is carried out with the aim of answering the research questions and drawing conclusions. Research data can be presented in descriptive form, supported by previous research and relevant theories. Finally, conclusions are drawn. Conclusions are drawn based on comprehensive observations of the results of the interview guide with informants. This research analysis tool uses manual coding. Cypress (2019), emphasizes that despite the increasing reliance on software-supported coding, there is recognition that qualitative data coding and analysis can still be done manually using a variety of techniques for data categorization and theoretical development. Ose (2016), suggests that manual coding has several advantages, such as encouraging careful data examination, deeper engagement with the data, allowing researchers to develop a stronger understanding of the coding process, and serving as a foundation for more advanced analysis techniques. Manual coding uses tools such as Microsoft (MS) Word and MS Excel.

Table 1. Sample of Interview Guide Question List
Source: Researchers (2025)

1.	<u>Taste:</u> Does Kopi Keliling Jago offer the authentic taste of coffee beans, not instant coffee?
2.	<u>Location:</u> Honestly, Kopi Keliling Jago's proactive marketing approach is an old concept, but are you okay with that?
3.	<u>Price:</u> Kopi Keliling Jago offers a range of prices, do you think they are appropriate?
4.	<u>Access:</u> Are the payment methods offered by Kopi Keliling Jago adequate by current standards?
5.	<u>Variety:</u> In your opinion, how diverse is Kopi Keliling Jago's current product offering?
6.	<u>Packaging:</u> Is the packaging used by Kopi Keliling Jago to present its products appropriate?
	<u>Closing Question:</u> Do you have any suggestions for future improvements to Kopi Keliling Jago's business?

To further ensure data reliability, this study also conducted peer debriefing in addition to using data triangulation. According to Creswell (2005), peer debriefing is a technique for increasing the trustworthiness of qualitative research by having impartial colleagues review the researcher's data, analysis, and interpretations to identify bias and ensure accuracy. Peer debriefing involves discussions with colleagues who are knowledgeable and have conducted qualitative research, allowing them to review the results based on their own prior research.

3. RESULTS AND DISCUSSION

Before proceeding to the results and data discussion, it's important to first understand the products offered by Kopi Keliling Jago around UMN and Gading Serpong. The existing menu may be different from Kopi Keliling Jago in Jakarta and it is also important to remember the time of data collection in this study because they have a seasonal menu. More details about these products can be found in the Table 2 below:

Table 2. Kopi Keliling Jago Menu in Gading Serpong
Source: Data Processed, 2025

Coffee	Price	Non-Coffee	Price
Kopi Susu Jago	IDR 8.000/cup	Hojicha Lychee Tea	IDR 10.000/cup
Jago Black Coffee	IDR 8.000/cup	Earl Grey Milk Tea	IDR 12.000/cup
Citrus Cold Brew	IDR 10.000/cup	Jago Chocolate	IDR 12.000/cup
Vanilla Latte	IDR 10.000/cup	Menu Seasonal	- (will be added later)
Salted Caramel Latte	IDR 10.000/cup		
Kopi Susu Outside	IDR 12.000/cup		

Data collection did not take too long, total 12 days from July 7, 2025 to July 18, 2025. However, this data collection process was not without obstacles. Initially, finding one informant willing to fill out the interview guide was quite difficult. Near noon on on June 26, 2025, when the researcher conducted observations – someone agreed to be an informant and help finding subsequent informants who were willing and met the criteria resulted in a total of 11 informants. Table 3 shows the profile of the informants in this study.

Table 3. Kopi Keliling Jago Informant Data in Gading Serpong
Source: Data Processed, 2025

Informant	Gender	Occupation	Age	Frequency of Consumption at Coffee Shop	Frequency of Consumption at Mobile Coffee
1.	Male	Employee	33 years old	± 20×/month	± 25-30×/month
2.	Female	Employee	26 years old	± 5×/ month	± 5-6×/ month
3.	Female	Student	21 years old	± 1×/ month	± 2-3×/ month
4.	Male	Employee	30 years old	± 10×/ month	±12-15×/ month
5.	Female	Employee	29 years old	± 5×/ month	± 6-10×/ month
6.	Female	Entrepreneur	36 years old	± 4×/ month	± 5-10×/ month
7.	Female	Employee	30 years old	± 8×/ month	± 8-12×/ month
8.	Male	Student	20 years old	± 3×/ month	± 4-5×/ month
9.	Female	Student	19 years old	± 2×/ month	± 3-4×/ month
10.	Male	Entrepreneur	35 years old	± 2×/ month	± 5-8×/ month
11.	Male	Employee	28 years old	± 8×/ month	± 11-12×/ month

Table 3 shows the profiles of 11 informants for this study. Based on gender, 45.45% were male (5 people) and 54.55% were female (6 people). Based on occupational background, 54.55% were employees (6 people), 27.27% were students (3 people), and 18.18% were entrepreneurs (2 people). Based on age, 45.45% were in their 30s (5 people), 45.45% were in their 20s (5 people), and 9.09% were approaching 20 (1 person). The same table also shows a comparison of the informants' consumption of coffee purchased at coffee shops and mobile coffee within a month.

It is shown that overall, the number of coffee purchases from informants who initially purchased coffee at coffee shops and switched to mobile coffee increased. The resulting data is grouped through coding. According to Charmaz (2006), coding can be defined as a process carried out during research, where the collected data is then categorized by grouping or using an appropriate abbreviation.

Table 4. Coding Data
Source: Data Processed, 2025

Indicators	Coding Data
Taste	TT (3)
Location	LC (3)
Price	PC (2)
Access	AC (1)
Variety	VT (1)
Packaging	PG (1)

After the data is grouped using data coding, the next stage is data reduction. This stage involves a rough selection of notes or answers from the interview guide. This stage requires careful consideration, as it involves manually ranking informant responses using data coding. The ranking measures use a five-point scale ranging from: Very Influential, Influential, Moderately Influential, Less Influential, and No Influence. This process is repeated for each indicator, with the same steps performed for each informant. This process aims to align responses with the appropriate topic and allows for ranking of the available answer choices.

Table 5. Clustering of Categories regarding Data Reduction
Source: Data Processed, 2025

TT	LC	PC
1. Very Influential	1. Very Influential	1. Very Influential
2. Influential	2. Influential	2. Influential
3. Moderately Influential	3. Moderately Influential	3. Moderately Influential
AC	VT	PG
1. Influential	1. Influential	1. Influential
2. Moderately Influential	2. Moderately Influential	2. Moderately Influential
3. Less Influential	3. Less Influential	3. Less Influential

The next stage is data synthesis. Synthesis is the process of integrating and combining one category with another and connecting it with various studies on a topic to generate deeper knowledge, theory, or conceptual understanding. These relationships are labeled. This stage allows researchers to develop explanations or propositions that go beyond the findings of a single study. A more detailed can be seen in Table 6 below:

Table 6. Cluster Categories, Patterns, and Concepts regarding Data Synthesis
Source: Data Processed, 2025

Proposition	Answer Category Cluster	Patterns and Concepts
Consumer behavior regarding the decision to purchase mobile coffee as an alternative to a modern lifestyle as seen from the indicators of taste, location, price, access, variation, and	1. Taste 2. Location 3. Price 4. Access 5. Variety 6. Packaging	More than any other factor in the context of food and beverages, taste is undeniable. Taste is the most fundamental factor for consumers, especially true coffee connoisseurs. Consumers will return to coffee that tastes good to them, regardless of the coffee's format or method of delivery. Taste is typically followed by price considerations, but this is different in the context of mobile coffee shops. Strategic location directly impacts accessibility and purchasing decisions, where mobile coffee offer a unique concept with a proactive approach using a cart that approaches consumers. A

packaging.

common assumption is that premium-priced coffee is perceived as having better taste and quality, but in today's modern era, this assumption seems to have been disproved. Ease of **access** is discussed in the context of ease of payment access, which includes both conventional and technological payment methods. Businesses should pay more attention to this aspect regarding future transactions. Consumers often desire **variety** to avoid boredom and try new things. Product variety allows consumers with different taste preferences to find a product that suits them. Variety can also be reflected in packaging, such as package size or type, giving consumers more choices to suit their needs. Furthermore, **packaging** can enhance convenience and appeal, thus influencing impulse buying decisions.

The final stage of data processing is data presentation. At this stage, the data that has been reduced and synthesized is extracted with the aim of answering the research propositions. A more detailed description will be presented below.

In F&B, prioritizing taste is not uncommon. This sentiment was echoed by informants who stated that the delicious taste of the coffee can be tasted, which is evidence of the quality of the coffee used, from genuine beans and not just instant coffee. As informant 1 stated: *“Every month I buy coffee dozens or even twenty times, so I know that drinking instant coffee is unhealthy, it only contains lots of sugar and flavoring, but on the other hand, if I buy a coffee machine, even though I can afford an expensive one, I'm too lazy to mix and make it. The solution is to buy it outside. But don't just choose any outside coffee shop, there are also those who still use instant coffee. In the past, I often came to coffee shops in general, if it was still lunch time, I would drink it on the spot, but I also often took away, especially if I used a certain credit card or there was a member or Tumblr Day discount. But since there are mobile coffee shops, my budget has become more economical but the coffee taste is no less great! Hopefully, there will be more mobile coffee shops in the future, so my happiness is that simple.”* In general, informants 3 and 11 essentially stated the same thing – with a little addition: *“Although some content circulating on social media suggests that one of their drink variations uses instant, I still trust my own taste. I'm a big coffee person, so I'm confident that my choice is correct. They use real coffee beans and the quality is not cheap.”* Then: *“Mobile coffee will be my first alternative when I want coffee but don't feel like doing anything”*.

The informants' answers are certainly not surprising, as they receive some support from previous research, such as that by (Muiz et al., 2024), which states that coffee's unique taste and its invigorating power have made it a beloved beverage across all levels of society. The informants' belief in the use of real coffee beans and their quality also aligns with the concept of Kotler and Keller's (2016) consumer behavior theory, which states that one of the psychological factors of consumers is beliefs and attitudes, which are patterns organized through knowledge and then held by individuals as truths in their lives. Research by Rana and Sunaryanto (2023) states that taste is an influential factor in consumers' coffee purchasing behavior.

Mobile coffee is said to have a unique concept, employing a proactive marketing approach. Besides prioritizing taste, proximity is also a key value. As informant 4 stated: *“Most of the coffee vendors around the office don't taste very good. If you like the taste, the prices are quite high and you have to drive, which can really blow your budget. Not to mention the time wasted commuting, especially during the busy lunch hour, and there's also a queue at the coffee shop.*

Honestly, the emergence of mobile coffee shops makes me happy. They're close to the office, so you don't need to spend too much time and effort, and the coffee tastes great, and the prices are very affordable." Informant 5 answered in line with informant 4: "I quite like coffee, but not to the point of being called a 'coffee aficionado' – not to that extent. However, I find it really hard to avoid it when there's a stimulus coming. So, sometimes it's just okay, but when a vendor passes by or knows there's a vendor nearby, it's hard to refuse. So, isn't the presence of a mobile coffee shop located near the workplace a brilliant idea? In the past, it was generally bread sellers, ice sellers, meatball sellers who went around, there were some Starling coffee sellers, but we all know, sorry, no offense, but that's instant coffee. Well, now there's a mobile coffee shop that's not instant, so it sells! No need to tire yourself out going, no need to waste time." Informant 6 also had a similar opinion: "A mobile coffee shop is the best for drinking coffee every day, we're visited so we don't have to go far – it's delicious, no hassle, no expensive".

In line with these informants, (Siregar et al., 2025), stated that mobile coffee shops can reach customers in areas such as office buildings, campuses, city parks, and other busy locations. This provides convenience for customers who want quality beverages without having to go to a coffee shop. This change in consumer behavior, from initially purchasing at coffee shops to now purchasing coffee from mobile devices due to the closer location, aligns with the theoretical concept of Kotler and Keller (2016), which states that personal factors include occupation, work activities, work environment, mobility, and characteristics that influence consumer product purchases. This is also supported by research by Setyawan and Rinova (2025), which states that location can influence coffee purchasing decisions.

While several key reasons have been discussed, price is an inevitable factor in business. Several informants were known to prioritize price as the primary reason for purchasing coffee from mobile coffee. Statement of informant 9: *"As a student and not yet working, my only income comes from my weekly allowance – I have to be smart about managing it for my personal needs. When it comes to snacks, mobile coffee compete with many other types of snacks like chocolate, ice cream, snacks, and other sweet drinks. Honestly, I used to drink coffee too, but I rarely did, but then a friend invited me to try it, and I became addicted. The price was right and the taste was also right. So, I kept going. But I still limited my spending on snacks because I was afraid I wouldn't be able to afford other necessities."* Although the statements weren't directly the same, informant 10's statement was similar: *"Mobile coffee made from real coffee beans start at 8,000 rupiah, which is considered cheap for me, because bottled coffee in supermarkets is also that much, but it's instant coffee. There are also other, more expensive options, but if I do the math, it's still very worth it, there are also bottled coffees in supermarkets that are more than 8,000 rupiah".*

As explained by Septyadi et al. (2022), price is a crucial marketing variable that can influence consumer purchasing decisions. Kotler and Keller (2016), also discussed this issue in their concept of consumer behavior, stating that price is related to personal factors such as economic situation. Consumers who are economically well-off will have many choices, while those who are less well-off will have limited choices. Research by Nida et al., (2024), also shows that price effectively drives purchasing decisions.

Informant 2 prioritized ease of access: *"Payment for mobile coffee is cash-only. I'm not a cashless person, I always have cash on hand. But once, when I only bought one item, I paid with a 50,000 rupiah bill and didn't have any change. I wanted to use QRIS, but I had to install the app first. Luckily, the seller was kind enough to exchange the money, and the problem was*

solved without any drama. But that was a lesson for me, as I hate waiting, so from then on, when I want to buy something, I always have the exact amount ready so I can be sure. I hope that in the future, mobile coffee will provide other frequently used payment methods, such as QRIS, without having to install an app. I'm the type who really doesn't like too many apps on my phone".

In fact, on the official Jago Coffee website regarding the terms and conditions, it is stated that payments through the Jago app can be made using several methods, including GoPay or OVO (jagocoffee.com, 2023). However, informant 2's explanation is not entirely incorrect, as Maulana et al., (2024), stated that the transaction experience aligns with modern technological trends, making payments easy and fast. The concept of consumer behavior proposed by Kotler and Keller (2016), aligns with this, namely in the personal factors section of the discussion regarding age and stages, it is stated that the life cycle influences what is purchased and how they are purchased.

In essence, mobile coffee shops primarily produce coffee drinks with several variations. However, mobile coffee vendors understand the potential for consumers seeking non-coffee beverages. For example, informant 8 prioritizes beverage choices: *"I'm the type of person who likes to match my mood with what I'm consuming, so for me, the vendors I approach are mostly those who offer a wide variety of choices. Jago's mobile coffee currently has a fairly varied selection of drinks, but would it be better to expand the selection of coffee and non-coffee drinks in the future? It could be much more attractive, potential customers would feel like they could explore new flavors, and if you look at it, this could be an added value because many mobile coffee competitors are starting to emerge now. Especially in Tangerang, MSME brands are also starting to follow suit, for example Kopi Tujuanku".*

Kotler and Keller's (2016), concept of consumer behavior regarding cultural factors states that, essentially, most individuals in a group share the same basic understanding, but when social class emerges, this creates differences, shifting levels and leading to different preparation and behaviors. This statement is supported by Amadea et al., (2025), who stated that mobile coffee consumers generally prefer to try new flavors and product innovations. Mobile coffee shops not only satisfy caffeine needs but also serve as a platform to explore tastes and introduce new products to consumers. Research by Putra et al., (2024), also found the same thing, where product variety influences coffee purchasing decisions.

Informant 7 prioritizes packaging: *"When people buy, the packaging is definitely one of the things they consider, right? Because if it's messy or not appreciated (meaning ugly) it will be difficult to carry. I don't complain about the packaging of kopi keliling Jago, the cups are sturdy, the brand printing doesn't fade easily, and if you buy more than one, they give you a plastic bag – I mean, with the price and good taste, the packaging is no longer worth arguing about. But regarding the packaging, it means there's also presentation, just put it in, not trying to make enemies. Put it in if it's accepted, thank God, if not, it's okay. Maybe Bang Jago could consider the presentation, wearing plastic gloves? Because it looks like he's still accepting cash. So it's more hygienic when handling it too".*

This is in line with the theory of complementary goods which can complement the functions of one item with another (Titu et al., 2023). The informants whose data were processed in this study were 100% known to be Kopi Keliling Jago consumers in Gading Serpong. This is in accordance with the statement of Kurniawan & Madiistriyatno (2023), that mobile coffee vendors are not the

same as coffee shops that are located in one place but usually public spaces, such as sidewalks and parks are used for trading or in other words can move. Furthermore, these locations were chosen because of the high intensity of community activities that require coffee as an energy booster during daily activities. This is in line with the consumer behavior theory of Kotler and Keller (2016), regarding psychological factors, especially in the perception section, namely where people select, organize, and interpret information to form a meaningful picture.

4. CONCLUSION AND RECOMMENDATION

Conclusion

The demand for coffee products in Indonesia continues to increase, encouraging businesses to innovate. On the other hand, data shows that consumer purchasing power is declining. This situation presents an opportunity for the emergence of mobile coffee, which offer coffee at affordable prices. Consumer behavior and the lifestyles of modern, busy urbanites are shifting in response to emerging stimuli, influencing their purchasing decisions. The reasons informants switched to Kopi Keliling Jago include: the taste using genuine coffee beans, location is near, affordable price range, easy payment options—although cashless methods are still limited, a wide selection of coffee and non-coffee drinks, and attractive packaging. The emergence of mobile coffee is not just a temporary trend but has become a permanent part of the modern alternative lifestyle of urban communities, without completely abandoning coffee shops. This study has several limitations that need to be considered. First, the research was limited to the F&B sector in the Tangerang area, specifically at Kopi Keliling Jago around UMN and Gading Serpong, which may affect the generalizability of these findings to other manufacturing sectors with different characteristics. Second, the data collection technique, which used an interview guide sent via email, could introduce respondent bias, such as the halo effect. If someone has a negative experience with one aspect of a service (e.g., a leaky beverage container), they may be inclined to rate other aspects (taste, price) negatively as well without the researcher's help.

Recommendation

Mobile coffee vendors are advised to: maintain the taste and quality of their coffee by using selected beans. The number of carts can be increased to reach more locations. Existing prices can be maintained. Access to cashless payments (QRIS) can be increased to facilitate transactions. The variety of coffee and non-coffee drinks can be expanded, including considering hot or cold options and sweetness levels. Packaging can be maintained, but the use of plastic gloves when serving products should be considered. Regular training in coffee presentation and customer service, including friendliness, cleanliness, and neatness of baristas, can also be added to add value and strengthen the business's image among consumers in the long term. Government assistance is needed for the long-term success of this business model. Transparency in public space utilization policies is crucial to ensure fair operations and avoid location conflicts. Future research could conduct quantitative studies, comparative studies across multiple cities, or longitudinal studies on consumer behavior in mobile coffee shops. To further enhance the generalizability of the conclusions, this research needs to be expanded to other manufacturing sectors with diverse operational characteristics. To increase insight and reduce the risk of bias, data collection procedures could be modified, for example, using an interview guide but conducting in-depth face-to-face interviews.

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