

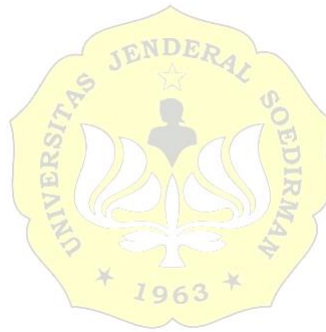
RINGKASAN

Pesatnya pertumbuhan industri kopi di Indonesia yang tidak hanya sebagai produsen besar keempat dunia, tetapi juga mengalami peningkatan konsumsi domestik melalui *platform marketplace*. Meskipun luas areal perkebunan dan produksi kopi terus meningkat, serta penetrasi internet di Indonesia mencapai 221 juta pengguna pada tahun 2024, terdapat kesenjangan pemahaman tentang faktor-faktor yang mempengaruhi keputusan pembelian kopi melalui *marketplace*. Permasalahan utama yang dihadapi adalah kekhawatiran konsumen terkait kualitas produk yang tidak sesuai harapan, kesegaran yang menurun akibat proses distribusi, variasi harga dan merek yang beragam, kepercayaan terhadap keamanan bertransaksi *online*, pelayanan yang lambat, serta kurangnya promosi yang mendorong pembelian *online*. Penelitian terdahulu lebih banyak berfokus pada produk nonpangan dan pembelian kopi di kedai fisik, sehingga penelitian khusus tentang keputusan pembelian kopi melalui *marketplace* di Indonesia masih terbatas. Oleh karena itu, penelitian ini bertujuan untuk mengetahui karakteristik konsumen yang membeli kopi melalui *marketplace* di Indonesia serta menganalisis pengaruh faktor kualitas produk, harga, kepercayaan, promosi, dan pelayanan terhadap keputusan pembelian kopi melalui *marketplace* di Indonesia.

Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif yang dilaksanakan secara *online* di seluruh Indonesia selama 35 hari, yaitu pada 10 September hingga 15 Oktober 2025. Teknik pengambilan sampel menggunakan non probability sampling dengan metode *quota sampling*, dengan jumlah sampel sebanyak 100 responden yang telah melakukan pembelian kopi minimal satu kali pada toko Sakha Coffee, JnC Coffee, Kieta Roastery, atau Arutala Coffee melalui *marketplace* dalam tiga bulan terakhir. Data primer dikumpulkan melalui kuesioner *online* menggunakan *Google Form* yang berisi variabel karakteristik konsumen, kualitas produk, harga, kepercayaan, promosi, pelayanan, dan keputusan pembelian dengan pengukuran menggunakan skala *Likert* lima kategori. Data ordinal ditransformasikan menjadi data interval menggunakan metode *Successive Interval* (MSI) sebelum dianalisis. Analisis data meliputi uji validitas dan reliabilitas menggunakan SPSS, analisis deskriptif untuk menggambarkan karakteristik responden, uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), serta analisis regresi linear berganda untuk menguji pengaruh variabel independen terhadap variabel dependen. Pengujian hipotesis dilakukan melalui uji F (simultan), uji t (parsial), dan uji koefisien determinasi (R^2) dengan tingkat signifikansi 5%.

Hasil penelitian menunjukkan bahwa karakteristik konsumen yang membeli kopi melalui *marketplace* di Indonesia didominasi oleh pria (65%) dengan kelompok usia 25-59 tahun (78%), berasal dari Jabodetabek (22%), berpendidikan S1 (67%), berprofesi sebagai pegawai swasta (37%), memiliki pendapatan Rp2.169.349-Rp5.396.761 per bulan (64%), dengan frekuensi pembelian jarang yaitu 1 kali per bulan (61%), dan menggunakan *marketplace* Shopee (70%). Hasil analisis regresi linear berganda menghasilkan persamaan $Y = 5,801 + 0,148X_1 + 0,135X_2 + 0,084X_3 + 0,263X_4 + 0,166X_5$ dengan nilai Adjusted R^2 sebesar 0,691,

yang menunjukkan bahwa 69,1% variasi keputusan pembelian dapat dijelaskan oleh kelima variabel independen. Uji F menunjukkan nilai F hitung sebesar 45,298 dengan signifikansi $0,000 < 0,05$, yang berarti kualitas produk, harga, kepercayaan, promosi, dan pelayanan secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian. Uji t parsial membuktikan bahwa seluruh variabel independen berpengaruh signifikan terhadap keputusan pembelian, dengan variabel promosi memiliki pengaruh paling besar (0,263), diikuti pelayanan (0,166), kualitas produk (0,148), harga (0,135), dan kepercayaan (0,084). Temuan ini memberikan implikasi praktis bagi pelaku usaha kopi untuk mengoptimalkan strategi promosi, meningkatkan kualitas pelayanan, mempertahankan kualitas produk, menetapkan harga kompetitif, serta membangun kepercayaan konsumen untuk meningkatkan keputusan pembelian kopi melalui *marketplace* di Indonesia.



SUMMARY

This research was motivated by the rapid growth of Indonesia's coffee industry, which is not only the world's fourth largest producer but also experiencing increased domestic consumption through marketplace platforms. Despite continuous growth in plantation areas and coffee production, along with internet penetration in Indonesia reaching 221 million users in 2024, there existed a gap in understanding factors influencing coffee purchasing decisions through marketplaces. The main problems faced were consumer concerns regarding product quality not meeting expectations, freshness degradation due to distribution processes, diverse price and brand variations, trust in online transaction security, slow service, and insufficient promotions encouraging online purchases. Previous studies focused more on non-food products and coffee purchases at physical cafes, thus research specifically on coffee purchasing decisions through marketplaces in Indonesia remained limited. Therefore, this study aimed to identify consumer characteristics who purchased coffee through marketplaces in Indonesia and analyze the influence of product quality, price, trust, promotion, and service factors on coffee purchasing decisions through marketplaces in Indonesia.

This study employed a survey method with a quantitative approach conducted online throughout Indonesia for 35 days, from September 10 to October 15, 2025. The sampling technique used non-probability sampling with quota sampling method, with a total sample of 100 respondents who had made at least one coffee purchase from Sakha Coffee, JnC Coffee, Kieta Roastery, or Arutala Coffee stores through marketplaces within the last three months. Primary data were collected through online questionnaires using Google Forms containing variables of consumer characteristics, product quality, price, trust, promotion, service, and purchasing decisions measured using a five-category Likert scale. Ordinal data were transformed into interval data using the Successive Interval (MSI) method before analysis. Data analysis included validity and reliability tests using SPSS, descriptive analysis to describe respondent characteristics, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis to test the influence of independent variables on dependent variables. Hypothesis testing was conducted through F-test (simultaneous), t-test (partial), and coefficient of determination test (R^2) with a 5% significance level.

The research results showed that consumer characteristics who purchased coffee through marketplaces in Indonesia were dominated by males (65%) in the 25-59 age group (78%), from Jabodetabek (22%), with undergraduate education (67%), working as private employees (37%), having income of Rp2,169,349-Rp5,396,761 per month (64%), with infrequent purchase frequency of once per month (61%), and using Shopee marketplace (70%). Multiple linear regression analysis produced the equation $Y = 5.801 + 0.148X_1 + 0.135X_2 + 0.084X_3 + 0.263X_4 + 0.166X_5$ with an Adjusted R^2 value of 0.691, indicating that 69.1% of purchasing decision variation could be explained by the five independent variables. The F-test showed an F-value of 45.298 with significance $0.000 < 0.05$, meaning that product quality, price, trust, promotion, and service simultaneously had a

significant effect on purchasing decisions. The partial t-test proved that all independent variables significantly influenced purchasing decisions, with promotion having the greatest influence (coefficient 0.263), followed by service (0.166), product quality (0.148), price (0.135), and trust (0.084). These findings provided practical implications for coffee business actors to optimize promotional strategies, improve service quality, maintain product quality, set competitive prices, and build consumer trust to increase coffee purchasing decisions through marketplaces in Indonesia.

