

## Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on the Coffee Industry in Indonesia

Deasy Carolina

Universitas Kristen Satya Wacana, Indonesia

Email: deasy.carolina@uksw.edu

**Abstract.** The background of this research originates from the phenomenon of Indonesian coffee market dynamics, characterized by increasing price instability and performance fluctuations due to climate change and sustainability challenges. In this context, the level of consumer tolerance for brand performance is one of the important factors in maintaining consumer loyalty and market stability. This study aims to analyze the relationship between the co-creation process, tolerance to brand performance, and conservation knowledge based on local wisdom as a moderating variable. This study uses an explanatory quantitative approach, with a population of 3,178 social media followers from local coffee brands that apply conservation principles based on local wisdom. The number of respondents successfully collected was 358, with the characteristics of a majority of men (193 respondents), aged 29–43 years (millennial generation), and from Central Java (190 respondents). Data were collected through an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test the relationships between variables. The results of the analysis show that the acceptance of value creation has a positive effect on price tolerance. Furthermore, conservation knowledge based on local wisdom has been shown to positively moderate the relationship between performance tolerance and repurchase intention. This research makes an important contribution to the development of the theory of equal value creation in the context of sustainable marketing, especially by integrating the conservation aspect of local wisdom as a cultural factor that can strengthen the relationship between consumers and brands.

**Keywords:** Shared value creation, price tolerance, repurchase interest, local wisdom conservation knowledge, sustainable marketing

### INTRODUCTION

Coffee has become one of Indonesia's leading commodities and plays an important role in the national economy (Lubis & Lubis, 2024). According to the Central Statistics Agency (2023), Indonesia is the fourth largest coffee-producing country in the world after Brazil, Vietnam, and Colombia. This is evidenced by the foreign exchange value of coffee reaching 1.4 billion USD (Mohamed, 2018). The coffee industry not only provides economic value but also holds strong social and cultural value in Indonesian society (Purnomo, Yuliati, Shinta, & Riana, 2021). The culture of drinking coffee has now become part of the lifestyle of people of various ages, especially among millennials (Sudarman, 2023). The growth of coffee consumption in Indonesia reached 7.7% per year, higher than the global consumption growth of 2.06% (Zargustin, Harmaidi, Nurwati, & Susi, 2025). However, Indonesia's coffee industry tends to fluctuate due to the influence of climate change, pest attacks, and extreme weather phenomena (Ramadhillah & Masjud, 2024). USDA data (2023) show that Indonesia's coffee production in the 2023–2024 period has decreased by 18%. This decrease in production is caused by the La Niña phenomenon, which causes high rainfall, thereby increasing the risk of over-fermentation and a decrease in the quality of coffee beans (Giles et al., 2019). Rahayu and Wiryadiputra (2019) stated that climate change causes the emergence of coffee fruit pests that can reduce crop yields by up to 10%. This condition has caused coffee prices in both domestic and global markets to increase sharply (Massrie, 2025).

The increasing price of Indonesian coffee is a challenge for Indonesia. Therefore, the right marketing strategy is needed to face the challenges of the Indonesian coffee industry (Ashardiono & Trihartono, 2024). The marketing strategy that needs to be carried out must not only attract new consumers but also retain customers to encourage repeat purchases (Ye & Grant, 2017). One effort that can be made is to provide a positive experience and relationship

between the brand and consumers. According to McKinsey (2023), consumers who have a positive experience and an emotional connection with a brand are 2.5 times more likely to make a repeat purchase. One strategic effort to retain customers and increase repurchase is to create value with customers (Trianto & Novani, 2022).

Creating shared value with customers in the coffee industry is a business strategy that emphasizes collaboration between companies and consumers in generating mutually beneficial value (Biswas-Tortajada & Biswas, 2015). In the context of the coffee industry, this phenomenon is carried out through innovation based on consumer participation, where consumers not only play the role of product recipients but also partners in shaping consumption experiences (Sabatini, Pascucci, & Gregori, 2023). Consumer demand for a more personalized coffee experience drives companies to provide a variety of options according to individual preferences (Dessie, 2025). These developments show that coffee businesses in Indonesia are trying to build a reputation through the provision of educational and emotional value-oriented experiences (Tan & Sitikarn, 2018). Currently, the coffee business is not only focused on selling products but also on providing education to consumers (Ornelas Sánchez & Vera Martínez, 2021). This experience- and knowledge-based approach contributes to the formation of consumer loyalty. The process of creating shared value based on education and experience can ultimately foster a sense of price tolerance and consumer loyalty to coffee brands (Mansur, 2024).

There is a phenomenon where coffee brands adhere to a concept adopted from *local wisdom* (Pratama, Jati, & Lazuardi, 2021). The *local wisdom* raised by the coffee business concerns conservation and nature preservation (Maspul & Almalki, 2024). The principle of *local wisdom* related to conservation is that "humans are part of nature, live with nature, and depend on nature." The implementation of these principles in carrying out development of houses, villages, and agriculture must be based on a uniform direction, structure, composition, and layout (Huang et al., 2024). Almost all indigenous areas have prohibited forests (conservation forests) and village forests (utilization forests) on top of housing, settlements with farmland parallel to settlements, agricultural land located below settlements, and fieldland in the middle of settlements (Imamulhadi, 2021). The *local wisdom* adopted by this coffee brand is not only implemented but also taught to consumers, inviting them to be involved (Maspul, 2023).

Based on this phenomenon, this study aims to: (1) analyze the effect of *value creation acceptance* on price tolerance in the Indonesian coffee industry; (2) examine the influence of price tolerance on repurchase intention; and (3) investigate the moderating role of *local wisdom*-based conservation knowledge in the relationship between price tolerance and repurchase intention. This research contributes theoretically by extending shared value creation theory through integration of cultural dimensions, specifically *local wisdom*-based conservation knowledge as a moderating mechanism in consumer behavior. Practically, this study provides strategic insights for coffee business practitioners regarding sustainable marketing approaches that leverage cultural values to build consumer loyalty amid price volatility. Furthermore, this research offers policy implications for supporting sustainable coffee industry development that balances economic interests with environmental conservation and cultural preservation.

## RESEARCH METHOD

This study uses an explanatory quantitative research design, which aims to examine the relationship between co-creation variables, performance tolerance, repurchase intention, and local wisdom conservation knowledge as moderation variables. The population in this study consisted of 3,178 social media followers of a coffee brand based on the conservation of local

# *Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on The Coffee Industry in Indonesia*

wisdom. The sampling technique used was non-probability sampling with a judgment sampling method to determine respondents who were in accordance with the research criteria. The sample size was determined using the Slovin formula, so 355 respondents were obtained as a research sample.

Data were collected using structured and open-ended questionnaires. The research instrument was measured using a seven-point Likert scale, which consisted of: strongly disagree, disagree, somewhat disagree, neutral, somewhat agree, agree, and strongly agree.

In this study, data was analyzed using Structural Equation Modeling – Partial Least Square (SEM-PLS). The analysis carried out includes validity and reliability tests. In addition, the data analysis process also includes descriptive analysis, reflective external model analysis (convergent and discriminant validity tests), reliability tests, formative model analysis, structural model analysis, and hypothesis testing.

Based on the theoretical framework and literature review, this study tests the following hypotheses:

H1: Value creation acceptance has a positive effect on price tolerance.

H2: Price tolerance has a positive effect on repurchase intention.

H3: Local wisdom-based conservation knowledge moderates the influence of price tolerance on repurchase intention.

## **RESULTS AND DISCUSSION**

### **Result**

After collecting data from a questionnaire distributed to a total of 358 respondents, the data was analyzed to identify the relationship between the variables studied and conduct descriptive statistical analysis. The results can be seen in the following tables.

**Table 1. Coffee Consumption Frequency by Age**

		Coffee Consumption Frequency				Total
		Less than a week	A few time a week	One Day	Several times a day	
Age	17 – 28 years old	3	29	45	50	127
	29 – 43 years old	1	32	94	73	198
	44 – 64 years old	0	5	14	12	30
Total		4	66	153	135	355

Source: Processed data, 2025

As shown in Table 1, the majority of respondents are millennials (Generation Y) with an age range of 29–43 years, and they also show a high level of coffee consumption.

Furthermore, the data were analyzed to identify the relationship between knowledge about local wisdom conservation. The results of the analysis can be seen in the following tables.

**Table 2. Local Wisdom Conservation Knowledge by Age**

		Conservation Knowledge			Total
		Low	Moderate	High	
Age	17 – 28 years old	2	9	116	127
	29 – 43 years old	1	15	182	198
	44 – 64 years old	0	2	28	30
Total		3	28	327	355

Source: Processed data, 2025

As shown in Table 2, respondents in the age group of 29–43 years showed a higher level of knowledge about the conservation of local wisdom compared to other age groups.

**Table 3. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Acceptance of Value Creation	355	1.00	7.00	5.8790	0.96946
Price Tolerance	355	2.00	7.00	5.5705	1.12891
Conservation Knowledge Based on Local Wisdom	355	1.39	7.00	6.0503	0.93723
Valid N (listwise)	355				

Source: Processed data, 2025

Table 3 shows that respondents' assessments of co-creation and tolerance for relative performance have similar characteristics to normal distributions and do not show bias. In addition, the variability of knowledge about the conservation of local wisdom among respondents was also quite significant.

**Table 4. Description of Value Creation Acceptance**

Indicators		Mean	Interpretation
Acceptance of Creating Value 1	I am happy to be actively involved in exchanging ideas with coffee businesses that carry out conservation based on local wisdom	5.48	Quite High
Acceptance of Creating Value 2	I feel helped by the information on coffee businesses that carry out conservation based on local wisdom that can be accessed with the internet	5.62	Quite High
Acceptance of Creating Value 3	I feel happy if the coffee business that conserves the basis of local wisdom provides transparent information about the risks that I will receive if I buy the product	5.96	Quite High
Acceptance of Cipta Nilai 4	Coffee businesses that carry out conservation based on local wisdom transparently provide information on their products and business systems	5.72	Quite High

Based on the table, the highest score of the four indicator statements in the questionnaire to measure consumer acceptance with value creation is "I am happy if a coffee business that conserves the basis of local wisdom provides transparent information about the risks I will receive if I buy the product". This shows that Indonesian coffee consumers have a tendency to see information about the risks that will be received if they buy coffee products from brands that carry out conservation based on local wisdom. Next, the following is a table about the description of the price tolerance variable.

**Table 5. Price Tolerance Description**

Indicators		Mean	Interpretation
Price Tolerance 1	I am willing to pay coffee brands that carry out conservation based on local wisdom at a high price	6.06	Tall
Price Tolerance 2	Even though the price is expensive, I still buy from coffee brands that do conservation based on local wisdom	6.11	Tall

*Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on The Coffee Industry in Indonesia*

Indicators		Mean	Interpretation
Price Tolerance 3	I want to buy a coffee brand that does conservation based on local wisdom even though the price is higher than other coffee brands	6.06	Tall
Price Tolerance 4	I still buy coffee brands that do conservation based on local wisdom and do not switch to other brands even though the prices offered by other brands are lower	6.08	Tall
Price Tolerance 5	I pay attention to the brand's message about conservation based on local wisdom and still want to buy at a high price	5.99	Quite High
Price Tolerance 6	I saw an ad for a brand that does conservation based on local wisdom even though the price is high and I still buy it	6.1	Tall

Based on the six price tolerance indicators, the statement "Even though the price is expensive, I still buy from a coffee brand that does conservation based on local wisdom" is the indicator with the highest value. This shows that Indonesian coffee consumers tolerate the price of coffee from conservation brands based on high local wisdom and are still willing to buy their products. Based on the six indicators, the statement "I pay attention to the brand's message about conservation based on local wisdom and still want to buy at a high price" is the lowest indicator. This means that the price tolerance of Indonesian coffee consumers is not based on the message conveyed by the brand. Next, the following is a descriptive table of repurchase interest.

**Table 6. Description of Repurchase Interest**

Indicators		Mean	Interpretation
Repurchase Interest 1	I tend to buy products from coffee sellers who do conservation based on local wisdom	6.19	Tall
Interest in Repurchase 2	I refer to coffee products from brands that do conservation based on local wisdom	6.24	Tall
Interest in Repurchase 3	Coffee products from brands that carry out conservation based on local wisdom are my main preference when choosing coffee products	6.13	Tall
Repurchase Interest 4	I am always looking for information to support positive things from coffee products that carry out conservation based on local wisdom	6.05	Tall

Based on the four indicators of repurchase interest, the statement "I refer coffee products from brands that carry out conservation based on local wisdom" is the indicator with the highest value. This shows that Indonesian coffee consumers who make repeat purchases tend to refer products from conservation coffee brands based on local wisdom to others. Based on the four indicators of interest in rebuying, the statement "I always look for information to support the positives of coffee products that carry out conservation based on local wisdom" is the lowest indicator. This shows that to make a repurchase, Indonesian coffee consumers do not need to look for information that supports the positives of conservation coffee brands based on local wisdom. Next, the following is a description of conservation knowledge based on local wisdom.

**Table 7. Description of Conservation Knowledge Based on Local Wisdom**

Indicators		Mean	Interpretation
Conservation Knowledge 1	The values taught by coffee brands are about conservation and preservation of nature	6.24	Tall

*Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on The Coffee Industry in Indonesia*

Indicators		Mean	Interpretation
Conservation Knowledge 2	Coffee brands that carry out conservation and nature preservation based on local wisdom give me knowledge about the balance of nature. This knowledge makes me want to make a repurchase	6.14	Tall
Conservation Knowledge 3	Coffee brands that carry out conservation and nature preservation based on local wisdom always look at natural signs before using land to grow coffee. This made me want to make a repurchase	6.11	Tall
Conservation Knowledge 4	Coffee brands that do conservation and nature preservation based on local wisdom taught me that they do not use protected forests to grow coffee. This knowledge makes me want to make a repurchase	6.15	Tall
Conservation Knowledge 5	Coffee brands that do conservation and nature preservation based on local wisdom taught me to care about the needs of other living things such as animals, plants and creatures that are invisible to the eye. This knowledge makes me want to make a repurchase	6.31	Tall
Conservation Knowledge 6	Coffee brands that do conservation and nature preservation based on local wisdom taught me that we must live simply. This knowledge makes me want to make a repurchase	5.87	Enough is enough.

Based on the six indicators of changing conservation knowledge based on local wisdom, the statement "Coffee brands that carry out conservation and nature preservation based on local wisdom teach me to care about the needs of other living things such as animals, plants and creatures that are invisible to the eye. This knowledge makes me want to make a repurchase" is the indicator with the highest value. This shows that actually Indonesian coffee consumers strongly agree with the principle of adequate utilization. Indonesian coffee consumers want to make a repurchase when they receive the knowledge that humans must care about the needs of other living things such as animals, plants and invisible creatures. Statement "A coffee brand that does conservation and nature preservation based on local wisdom taught me that we must live simply. That knowledge makes me want to make a repeat purchase" is the indicator with the lowest value. This means that Indonesian coffee consumers do not agree with the principle of simple living, so they do not make repurchases.

**Table 8. Hypothesis Test**

Hypothesis	Path Coefficient (OO)	T Statistics ( O/STDEV )	P Value	Conclusion
H1 Value Creation Acceptance - > Price Tolerance	8.252	2,667	0,008	Positive and significant effect
H2 Price Tolerance - > Repurchase Interest	1.404	5,201	0,000	Positive and significant effect
H3 Price Tolerance -> Conservation Knowledge Based on Local Wisdom - > Interest in Repurchase	36.55	2,174	0,030	Positive and significant moderation

Source: Processed data, 2025

Based on table 8, the magnitude of the direct influence between variables in this study is obtained from the original sample (OO) value. The greater the positive or negative value, the stronger the influence. The original sample (OO) results on the relationship between value creation receipts and price tolerance showed a value of 8,252. This shows that the acceptance of value creation has a positive effect on price tolerance. The significance can be seen in the P Values. If the P value of the P Values  $< 0.05$  or the T statistical  $T > \text{table}$  (1.96), then it can be said to be significant. Based on the results of the hypothesis test, the effect of joint value creation on price tolerance has a P Values of  $0.008 < 0.05$  and T statistic of  $2,667 > 1.96$ . This shows that the creation of shared value has a significant effect on price tolerance. In this study, it was proven that customers involved in the value creation process were more likely to accept pricing errors made by brands. This is in line with previous research that stated that customers involved in shared value creation will be more tolerant of pricing errors made by brands (Michael et al, 2017; Tu et al., 2018; Lee et al, 2018; Nunes et al, 2021; Chen et al, 2022; Hsu., 2024).

Furthermore, the price tolerance relationship to repurchase interest shows a value of 1,404. This shows that price tolerance has a positive effect on repurchase interest. Based on the results of the hypothesis test, the effect of price tolerance on repurchase interest has a P Value of  $0.000 < 0.05$  and a statistical T of  $5,201 > 1.96$ . This shows that price tolerance has a significant effect on repurchase interest. This is in line with previous research that states that price tolerance positively affects repurchase interest (Usman & Aryani, 2019; Clarissa & Bernarto, 2022).

Finally, in relation to price tolerance to repurchase interest moderated by conservation knowledge of the local wisdom base. showed a value of 36.55. This shows that price tolerance has a positive effect on repurchase interest through the conservation knowledge of the local wisdom base. Based on the results of the hypothesis test, the effect of price tolerance on repurchase interest moderated by conservation knowledge of the local wisdom base has a P Values value of  $0.0230 < 0.05$  and T statistic  $2.174 > 1.96$ . This shows that the pathway has a significant influence indirectly. This can be interpreted as price tolerance increases the conservation knowledge of the local wisdom base which further increases the interest in buying again. When consumers can tolerate pricing errors, consumers are more likely to seek out or understand information about brands and knowledge of the conservation of local wisdom bases contributing to consumers' decision to make a repurchase. Based on the results of the analysis of moderation variables, it is shown that the knowledge of conservation of the local wisdom base strengthens the influence of price tolerance on repurchase interest. This can be interpreted that when consumers have high knowledge of local wisdom base conservation, the influence of price tolerance becomes greater on repurchase interest. Therefore, the knowledge of conservation of the local wisdom base strengthens the relationship between the influence of price tolerance on repurchase interest.

## **Discussion**

The Indonesian coffee market is characterized by a high level of consumer tolerance, which is one of the key factors in the dynamics of the market. Given that the coffee industry is vulnerable to market fluctuations and performance challenges, the development of a conceptual model that can accurately predict repurchase interest is critical. Consumer tolerance plays a significant role in encouraging repurchase intent, and increasing this tolerance can be facilitated through the process of accepting value creation.

This study found that the acceptance of value creation has a positive influence on price tolerance. In addition, the results show that price tolerance has a positive effect on repurchase interest, which confirms the important role of tolerance in building consumer loyalty.

## *Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on The Coffee Industry in Indonesia*

Furthermore, the knowledge of local wisdom conservation has the potential to empower consumers, encouraging consumers to be more tolerant of price problems in brands. This research provides theoretical implications for the development of the theory of value creation acceptance, where the role of local wisdom conservation knowledge can be utilized in the implementation of the process of shared value creation. In addition, this research also provides managerial implications for coffee business people in Indonesia, namely by providing education about conservation based on local wisdom and creating value together with consumers through this process.

## CONCLUSION

This study concludes that *value creation acceptance*, price tolerance, and *local wisdom*-based conservation knowledge significantly influence repurchase intention in Indonesia's coffee industry. Consumers who actively engage in value creation with a brand tend to accept higher prices, which strengthens their intention to repurchase. Importantly, *local wisdom*-based conservation knowledge positively moderates this relationship by deepening consumer connection to the brand and enhancing loyalty despite price increases. Future research should overcome the current geographical limitations by including diverse samples from Indonesia's major islands and compare consumer behaviors between B2C and B2B segments. Additionally, exploring other moderating factors such as sustainability dimensions or brand trust could yield deeper insights into repurchase dynamics in this sector.

## REFERENCES

- Ashardiono, F., & Trihartono, A. (2024). Optimizing the potential of Indonesian coffee: A dual market approach. *Cogent Social Sciences*, 10(1), 2340206.
- Biswas-Tortajada, A., & Biswas, A. K. (2015). *Sustainability in coffee production: Creating shared value chains in Colombia*. Routledge.
- Dessie, T. (2025). *Designing personalized coffee experiences in modern e-commerce for enhanced user engagement and sales*.
- Giles, J., Macandog, P. B., Sova, C., Digal, L., Balgos, C., Loquias, M., Orbeta, M. L., Astronomo, I. J. T., Palao, L. K., & Balanza, J. G. C. (2019). *Climate-resilient agriculture in the Philippines: Climate risk profile, Mindanao*.
- Huang, Y., Zhang, C., Xiang, H., Xiang, X., Liu, X., & Chen, J. (2024). Development types and design guidelines for the conservation and utilization of spatial environment in traditional villages in Southern China. *Journal of Asian Architecture and Building Engineering*, 23(5), 1699–1716.
- Lubis, S. N., & Lubis, A. (2024). Enhancing Indonesian coffee trade: Strategies for navigating and reducing trade barriers. *International Journal of Innovative Research and Scientific Studies*, 7(3), 1248–1267.
- Mansur, N. S. Y. (2024). Coffee shop loyalty model: A review. *Co-Value Jurnal Ekonomi Koperasi dan Kewirausahaan*, 15(4).
- Maspul, K. A. (2023). A harmonious symphony of fourth-wave coffee culture: How the relationship between coffee and local wisdom contributes to sustainability and ethical practices in community. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 2(5), 1896–1922.
- Maspul, K. A., & Almalki, F. A. (2024). Preserving local wisdom: Unaizah's coffee culture and dates farming sustaining cultural heritage. *J-CEKI: Jurnal Cendekia Ilmiah*, 3(4), 956–982.
- Massrie, K. D. (2025). Why is the price of coffee rising globally? Future prospects for Ethiopian coffee. *Frontiers in Sustainable Food Systems*, 9, 1545168.
- Mohamed, O. S. (2018). *Exchange rate volatility and export of coffee in Uganda (1992–2016)*.



*Value Creation Acceptance, Price Tolerance, and Local Wisdom-Based Conservation Knowledge as Determinants of Repurchase Intention: A Study on The Coffee Industry in Indonesia*

Kampala International University, College of Economics and Management.

- Ornelas Sánchez, S. A., & Vera Martínez, J. (2021). The more I know, the more I engage: Consumer education's role in consumer engagement in the coffee shop context. *British Food Journal*, 123(2), 551–562.
- Pratama, R., Jati, A., & Lazuardi, P. (2021). Coffee from cultural perspectives: Inventorying the local wisdom behind coffee industries in Wonosobo. *E3S Web of Conferences*, 317, 1039.
- Purnomo, M., Yuliati, Y., Shinta, A., & Riana, F. D. (2021). Developing coffee culture among Indonesia's middle-class: A case study in a coffee-producing country. *Cogent Social Sciences*, 7(1), 1949808.
- Ramadhillah, B., & Masjud, Y. I. (2024). Climate change impacts on coffee production in Indonesia: A review. *Journal of Critical Ecology*, 1(1), 1–7.
- Sabatini, A., Pascucci, F., & Gregori, G. L. (2023). Customer involvement in technological development of smart products: Empirical evidence from a coffee-machine producer. *Journal of Business & Industrial Marketing*, 38(6), 1345–1361.
- Sudarman, D. (2023). Cultural shifts and social impacts of coffee shops on millennials: Pergeseran budaya dan dampak sosial coffee shop pada generasi milenial. *Santhet (Jurnal Sejarah Pendidikan dan Humaniora)*, 7(2), 318–326.
- Tan, C. C., & Sitikarn, B. (2018). *Coffee-and-tea based and social entrepreneurship-oriented community-based tourism (CBT) in Northern Thailand: Contributing towards a theory*. International Multidisciplinary Research Foundation.
- Trianto, A. S., & Novani, S. (2022). Improving Indonesia's cross-border marketplace business through the value co-creation process. *Journal of Integrated Systems*, 5(1), 1–15. <https://doi.org/10.28932/jis.v5i1.4292>
- Usman, O., & Aryani, Y. (2019). The effect of brand ambassador, brand image, product quality, and price on purchase intention. *Brand Image, Product Quality, and Price on Purchase Intention*.
- Ye, H., & Grant, B. (2017). *An investigation of the appropriate marketing strategies to attract more customers, more repeat business, and to launch a new organic product*.
- Zargustin, D., Harmaidi, D., Nurwati, N., & Susi, N. (2025). Analysis of Indonesian coffee production, area, and consumption trends in 2022–2026: Opportunities and challenges in maintaining the sustainability of the national coffee sector. *Enrichment: Journal of Multidisciplinary Research and Development*, 2(12).