

## THE IMPACT OF COVID-19 ON READY-TO-DRINK COFFEE CONSUMER BEHAVIOR FOR PEOPLE IN SITUBONDO



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### ABSTRACT

Drinking coffee has become a lifestyle for students. Various coffee drinks are available, including coffee-processed and instant coffee. Instant coffee In December 2019, the COVID-19 disease epidemic appeared, which changed the behaviour of coffee consumers. The purpose of the study was to find out the effect of the disease after COVID-19 on the behaviour of instant coffee consumers in Situbondo, to find out the effect of lifestyle on the behaviour of instant coffee consumers in Situbondo and to identify the effect. Post-COVID-19 edition of Situbondo instant coffee consumer lifestyle. This research method is a kind of quantitative descriptive research, and the data analysis method is Partial Least Square (PLS). The variables of this research are: after covid-19 ( $X_1$ ), lifestyle ( $X_2$ ) and consumer behaviour ( $Y_1$ ). The results of this study are as follows: After Covid-19 ( $X_1$ ) has a significant effect on consumer behaviour ( $Y_1$ ) with a positive original sample value (0.77) with a p-value of 0.000 (<0.05) and t. -statistics of 12.49 (>1,96), lifestyle ( $X_2$ ) has no significant effect on consumer behaviour ( $Y_1$ ), the original sample value is positive (0.13) with a p-value of 0.09 (>0.05), and t Statistic 1.72 (<1,96) and post-Covid-19 ( $X_1$ ) has a significant impact on lifestyle ( $X_2$ ), with the original sample value being positive (0.64) with a p-value of 0.000 (<0.05) and a t-statistic of 8.00 (>1,96). This study concludes that post-Covid-19 has a significant effect on consumer behaviour (H1 accepted), lifestyle does not have a significant effect on consumer behaviour (H2 rejected) and post-Covid-19 effect on lifestyle (H3 taken).

**Keywords:** coffee ready to drink; consumer behavior; post covid-19; lifestyle.

### INTRODUCTION

Coffee is one of the most popular drinks in Indonesia because of its taste and aroma. Coffee is the most sold plantation product in the world. One of the coffee-producing and exporting countries of the world is Indonesia. The success of coffee cultivation requires the support of all parties involved in the production process of coffee processing and marketing of coffee products.

The increase in domestic coffee consumption is because drinking coffee has become a lifestyle for Indonesians. This has led to the emergence of many new coffee shops. This is supported by data showing an increase in the number of coffee shops in Indonesia, which has tripled in the past three years from tripled in the past three years from an initial 1,083 outlets to 3,000 outlets at the end of 2019 based on a quote from [beritasatu.com](http://beritasatu.com) submitted by the Head of Marketing of PT Toffin Indonesia.(Mustofa et al., 2022)

Based on previous research, 92% of university students consume caffeine, and coffee drinks are their primary source of caffeine intake. The biggest reason for students to consume coffee is to eliminate drowsiness. Other causes include that coffee tastes good, can improve concentration, increase physical energy, improve mood and reduce stress (Mahoney et al., 2019). People who want to collaborate, meet new people informally, build relationships and socialize make coffee shops the right place for a community (Fauziyah, 2019).

Coffee shops are becoming a trendy place for Indonesians to visit. Now, you can enjoy high-quality coffee at Starbucks or Coffee Bean. But at the beginning of 2020, a new phenomenon



shocked the world with the appearance of a new virus, namely the severe acute respiratory syndrome coronavirus-2 outbreak, and the disease is called the 2019 Coronavirus disease, abbreviated as COVID-19. This virus originated in the Chinese city of Wuhan and was discovered at the end of December 2019. (In WHO Data, March 1, 2020).

The COVID-19 pandemic made the government issue a Large-Scale Social Restrictions policy, abbreviated as PSBB phase I, in March - April 2020. This large-scale social restriction policy that implements work-from-home, study-from-home and social distancing has resulted in changes in consumer behaviour. This also ultimately impacts ready-to-drink coffee consumption in 2020, where the data below shows that ready-to-drink coffee consumption in Indonesia has decreased significantly in 2020.

Data from 2015 to 2019 shows a reasonably good growth rate, but in 2020, Indonesia experienced a COVID-19 attack where the government imposed large-scale social restrictions. People stayed at home without exception until a time limit that the government could not confirm. Apart from this, the consumption patterns of previously very consumptive people suddenly decreased dramatically due to these restrictions, so producers experienced abnormal limitations in supporting efforts to prevent virus transmission. It turns out that it has become common for all people to be able to adapt to a limited environment.

People tend to be more concerned with fulfilling basic needs that can support survival. This situation has changed people's perceptions to a new psychological level in determining their decisions to make purchases of necessities. Drinking coffee consumption is not an exception, as the data for 2020 has decreased. Coffee consumption, initially 249 million litres in 2019, has rapidly declined in 2020 when instant coffee consumption was 214 million litres. Since the Pandemic was present, it has changed consumer behaviour from consumptive behaviour to unlimited consumption, buying something excessive, less necessary, and unplanned to being limited and afraid to consume coffee outside the home.

It also changed the behaviour of coffee consumers in consuming coffee, which led to a decrease in ready-to-drink coffee consumption data in 2020. Of course, as a researcher, I want to see how COVID-19 can impact coffee consumer behaviour in Indonesia, especially in Situbondo Regency. This is quoted from the video conference of the Minister of Industry Agus Gumiwang Kartasasmita. [www.jawapos.com](http://www.jawapos.com) 2020, said that COVID-19 has hit the Indonesian economy, for example, small and medium industries in the coffee sector, whose turnover has decreased by 90 per cent during the Pandemic. This movement restriction will undoubtedly change people's consumption habits, and the industry must respond to changes and look for alternative activities, including implementing health protocols in production activities. This is our concern: optimization of marketing Sales must be done mainly through online marketing.

Presidential Secretariat (2023) President Joko Widodo (Jokowi) announced the end of the COVID-19 pandemic status after facing it for several years. Today, the community enters an endemic period after three years of a 19-year pandemic. Jokowi noted that this decision took into account many aspects. Especially the state of development of cases, which is approaching zero daily. "This decision was taken considering the daily confirmation rate of COVID-19 is approaching zero," Jokowi also said that the World Health Organization (WHO) had previously revoked the status of public health emergency of international concern. "After more than three years of struggling together to face the COVID-19 pandemic, on Wednesday, June 21, 2023, the government decided to revoke the pandemic status and enter the endemic period," he explained.

Post-COVID-19 is a challenge and opportunity for the industrial sector to make changes because consumer behaviour has changed due to COVID-19. On the other hand, the lifestyle that usually often brews or gathers at coffee shops has again experienced a shift after COVID-19. Situbondo Regency is one of the areas with many coffee shops or coffee shops, with 54 coffee shops or coffee shops spread across Situbondo Regency. Of course, this will make several ready-to-drink coffee shops ready to adapt quickly to meet consumers' changing needs and preferences in this post-pandemic era.

This is what makes researchers so interested in conducting post-19 COVID research, whether this research finds some answers to changes in the behaviour of ready-to-drink coffee consumers in Situbondo Regency after the occurrence of COVID-19. Several research objectives include identifying the post-covid-19 influence the behaviour of ready-to-drink coffee consumers in Situbondo; to determine the influence of lifestyle on the behaviour of prepared to drink coffee consumers in Situbondo; to identify the post-covid-19 influence on the lifestyle of ready to drink coffee consumers in Situbondo.

## MATERIALS AND METHODS

The research site method was purposefully applied, which is a way of thinking across research areas, considering the known causes of the research area (Singarimbun, 1991). According to the population of 688,337 thousand in 2021, it naturally also has enough coffee lovers. This is evidenced by the growth of modern cafes and coffee shops scattered throughout Situbondo Regency. Information about the location of coffee shops and coffee shops in Situbondo Regency in 2023: there are 54 coffee shops, and five different places have been selected, such as Male Coffee, Sip Toast Situbondo Coffee, S-Dulur Coffee, Belikopi, Kedai Kopi Bol, considering. The high presence of consumers. This study lasted 15 days, from September 6, 2023, to September 20, 2023.

This study uses descriptive and quantitative research methods. According to Sugiyono (2013), the descriptive method is a method of analyzing data by describing or describing the collected data without drawing general conclusions or generalizations.

According to (Chin & Bauer, 2002), the sample used in PLS-SEM research is 30-100 sample sizes, so researchers in this study chose a maximum sample of 100 people. Random sampling is a sampling technique based on random sampling. That is, anyone who happens to meet the researcher can be used as a sample if the person killed is found suitable as a source of information (Sugiyono, 2001).

This study lists three variables to examine: Post Covid-19, Lifestyle, and Consumer Behavior.

Table 1. Conceptual and operational definitions of exogenous and endogenous

Variable	Conceptual Definition	Operational Definition	Variable Scale
Post Covid-19 X <sub>1</sub>	Corona Virus Disease 2019, or COVID-19, is an infectious disease caused by the newly discovered coronavirus and is known as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).	Post-covid-19 is a condition that changes the behaviour of many coffee consumers. Ordinal Scale	Ordinal Scale
Post Covid-19 Indicator X <sub>1</sub>	X <sub>1.1</sub> Digital media X <sub>1.2</sub> The existence of attractive promotions X <sub>1.3</sub> The atmosphere of the coffee shop		
Lifestyle X <sub>2</sub>	A way of life is identified by how other people spend their time (activities).	Habits or ways of life of consumers that can influence behaviour	Ordinal Scale
Lifestyle Indicator X <sub>2</sub>	X <sub>2.1</sub> Activity X <sub>2.2</sub> Interests X <sub>2.3</sub> Opinion		
Consumer Behavior Y <sub>1</sub>	Actions directly involved in obtaining, consuming, and spending products or services, including the decision processes that precede and follow these actions.	Behavior that can change due to conditions that occur around the consumer environment	Ordinal Scale
Consumer Behavior Indicator Y <sub>1</sub>	Y <sub>1.1</sub> Individual consumers Y <sub>1.2</sub> The environment that affects consumers Y <sub>1.3</sub> Marketing stimuli or marketing strategies		

Structural equation analysis is the value of the regression coefficient to test the correlation between the dependent variable and the variable data collected (Ghozali, 2013). Research analysis using Smart PLS 3.0 analysis. Hypothesis testing is performed based on the results of internal model (structural model) testing, which includes r-squared output, parameter coefficients, and t-statistics. To see if the hypothesis can be accepted or rejected, pay attention to the significance value between the constructs, t-statistics and p-values, among others. This study used SmartPLS (Partial Least Square) 3.0 software to test the hypothesis. PLS-SEM analysis tools are more flexible than other methods, such as path analysis or factor analysis. It allows researchers to model different relationships between variables, including non-linear relationships and interactions between variables. The value of these values can be seen from the bootstrap results. The thumb rules used in this study are t-statistics and > 1.96 p-values with a significance level of 0.05 (5%) and a positive beta coefficient. It can be concluded that the path coefficient is significant and vice versa. (Hair et al., 2011)

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondents who are the subject of this research are ready-to-drink coffee consumers in several coffee shops in Situbondo, which selected as many as 100 consumers. The characteristics of the respondents can be seen in the following table:

Table 2. Descriptive of ready-to-drink coffee respondents

No	Characteristics	Total	Percentage
1.	Gender		
	a. Male	40	40
	b. Female	60	60
	Total	100	100
2.	Age		
	a. < 20 Years	20	20
	b. 21 – 30 Years	77	77
	c. 31 – 40 Years	3	3
	d. 41 – 50 Years	-	-
	Total	100	100
3.	Education		
	a. Junior High School	-	-
	b. High School	14	14
	c. Bachelor degree	86	86
	d. > Bachelor's degree	-	-
	Total	100	100
4.	Intensity of visits to coffee outlets/coffee shops in a month		
	a. Two times	17	17
	b. 3 – 5 times	61	61
	c. 6 – 8 times	9	9
	d. > 9 times	13	13
	Total	100	100
5.	Consumer District of Origin		
	a. Arjasa	1	1
	b. Asembagus	1	1
	c. Banyuglugur	1	1
	d. Banyuputih	2	2
	e. Besuki	4	4
	f. Bungatan	3	3
	g. Jangkar	3	3
	h. Jatibanteng	-	-
	i. Kapongan	9	9
	j. Kendit	2	2
	k. Mangaran	9	9
	l. Mlandingan	1	1
	m. Panarukan	12	12
	n. Panji	19	19
	o. Situbondo	32	32
	p. Suboh	-	-
	q. Sumber Malang	1	1
	Total	100	100

In Table 2, women are predominant among the respondents, which shows that drinking instant coffee is generally more attractive for women than men, with an average age of 21-30 years, a predominance of students and the intensity of visits of 3-5 times a month. Respondents themselves mostly come from the Situbondo sub-district. This is based on the close access to locations with ready-to-drink coffee consumers in the centre of Situbondo city.

## Consumer Behavior of Coffee Ready to Drink

### a. Convergent Validity Test and Reliability Test

Convergent validity determines the validity assessed based on the correlation between indicators and latent variables. Convergent validity can be seen from each indicator's outer loading value and the AVE (average variance extracted) value.

Table 3. Convergent validity test

Indicator	X <sub>1</sub> . Post Covid-19	X <sub>2</sub> . Lifestyle	Y <sub>1</sub> . Consumer Behavior	Description
X <sub>1.1</sub>	0,84			Valid
X <sub>1.2</sub>	0,74			Valid
X <sub>1.3</sub>	0,93			Valid
X <sub>2.1</sub>		0,85		Valid
X <sub>2.2</sub>		0,86		Valid
X <sub>2.3</sub>		0,84		Valid
Y <sub>1.1</sub>			0,93	Valid
Y <sub>1.2</sub>			0,89	Valid
Y <sub>1.3</sub>			0,86	Valid

Based on Table 3. above shows that the outer loading value for each indicator (X1.1, X1.2, X1.3, X2.1, X2.2, X2.3, Y1.1, Y1.2, Y1.3) is more than 0.7. Thus, the research instrument can be declared valid (green numbers). The concurrent validity test using the Average Variance Extracted (AVE) value is presented as follows:

Table 4. Convergent validity test (AVE) and reliability test

Research variables	Convergent Validity Test (AVE)		Reliability Test	
	Average Variance Extracted (AVE)	Description	Cronbach's Alpha	Description
X <sub>1</sub> . Post Covid-19	0,73	Valid	0,81	Reliable
X <sub>2</sub> . Lifestyle	0,71	Valid	0,79	Reliable
Y <sub>1</sub> . Consumer Behavior	0,80	Valid	0,87	Reliable

Based on Table 4, the analysis results show that the Average Variance Extracted value is above 0.5 (green-coloured numbers). It can be interpreted that the instrument used in the study is said to be "Valid".

The reliability test in this study used Cronbach's alpha. The research instrument is reliable if it has a value greater than 0.70 and reaches a composite reliability above 0.70. The Construct Reliability and Validity output it is further presented in Table 4 below:

The data analysis results in Table 4 above show that Cronbach's alpha is more significant than 0.70, so the instrument used is reliable.

### b. Goodness of Fit (GOF) Test

The goodness of fit (GOF) test aims to determine whether a data distribution from a sample follows a certain theoretical distribution. In Smart PLS 3.0, this test uses three model fit measures: SRMR (Standardized Root Mean Square Residual), Chi-Square and NFI (Normed Fit Index). The research model is suitable if the structural concepts built into the research follow the facts in the field so that the research results can be accepted from a theoretical and practical perspective. Furthermore, it is presented in Table 4 Goodness of Fit Test as follows:

Table 5. Goodness of fit (GOF) test

	Saturated Model	Estimated Model	Cut Off	Model Description
SRMR	0,09	0,09	< 0.09	Good
Chi-Square	136,10	136,10	Expectedly Small	Good
NFI	0,78	0,78	> 0,5 (close to 1)	Good

Table 5 shows that the research model fits because the structural concepts built in the study follow the facts that occur in the field.

c. Structural Equation Analysis (Inner Model)

The purpose of the internal model is to specify and test the relationship between the hypothesized exogenous and endogenous constructs. Presentation of Table 6 Structural Equation Analysis (inner model) can be seen as follows:

Table 6. Structural equation analysis (inner model)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X <sub>1</sub> . Post Covid-19 Consumer Behavior → Y <sub>1</sub> . Consumer Behavior	0,77	0,77	0,06	12,49	0,00
X <sub>2</sub> . Lifestyle → Y <sub>1</sub> . Consumer Behavior	0,13	0,13	0,07	1,72	0,09
X <sub>1</sub> . Post Covid-19 Lifestyle → X <sub>2</sub> . Lifestyle	0,64	0,64	0,08	8,00	0,00

From the results of the exploratory analysis, structural equations were then compiled using Smart PLS (partial least square) analysis. Structural equation (internal model) The results of the statistical test can then be transformed into a linear equation of the internal model as follows:

$$Y_1 = b_1X_1 + e = 0,77X_1; Y_1 = b_2X_2 + e = 0,13X_2; X_2 = b_3X_1 + e = 0,64X_1 \quad (1)$$

The linear equation shows the meaning and can be explained as follows: b<sub>1</sub> (0,77): Post-Covid-19 regression coefficient (X<sub>1</sub>) to test the effect on Consumer Behavior (Y<sub>1</sub>), meaning that an increase in the Post-Covid-19 variable by 1 (one) unit, then Consumer Behavior increases by 0.77 assuming other variables (Lifestyle) are constant. b<sub>2</sub> (0,13): Lifestyle regression coefficient (X<sub>2</sub>) to test the effect on Consumer Behavior (Y<sub>1</sub>), meaning that an increase in the Lifestyle variable by 1 (one) unit, then Consumer Behavior increases by 0.13 assuming other variables (Post Covid-19) are constant. b<sub>3</sub> (0,64): The Post Covid-19 regression coefficient (X<sub>1</sub>) to test the effect on Lifestyle (X<sub>2</sub>), meaning that an increase in the Post Covid-19 variable by 1 (one) unit, then Lifestyle increases by 0.64 assuming other variables (Consumer Behavior) are constant.

d. Research Hypothesis Test

A research hypothesis test aims to discover whether the independent variable affects the dependent variable in regression analyses. Regression analysis measures the strength of the relationship between two or more variables and shows the direction of the relationship between the independent and dependent variables. The structural model test image in PLS is presented as follows:

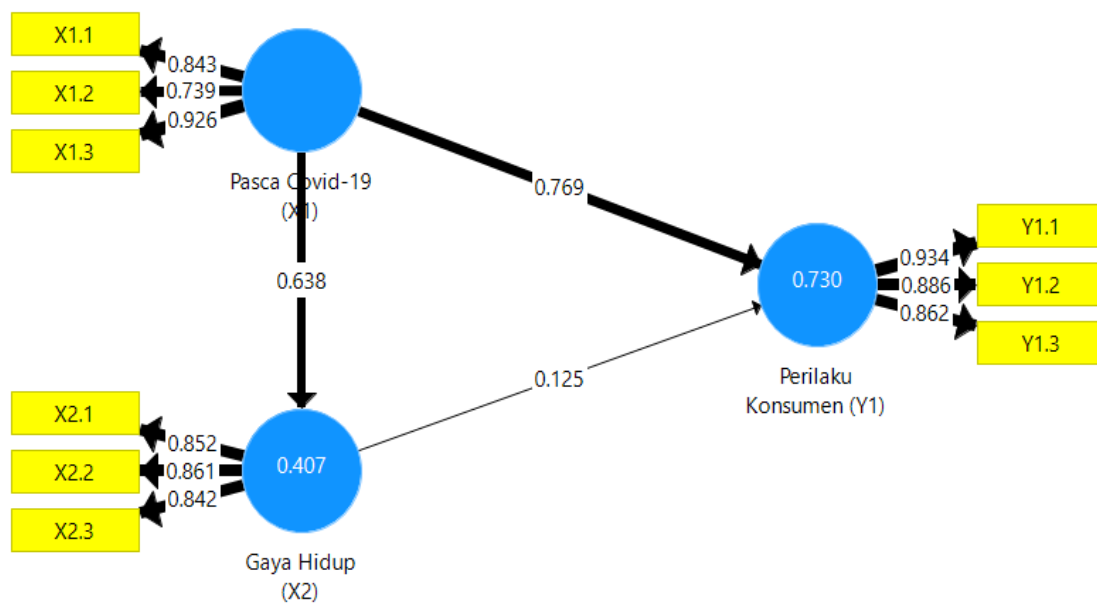


Figure 1. PLS structural model test results

Based on Figure 1 above, the results of hypothesis testing with the Smart PLS application are shown in Table 6 as follows:

Table 6. Structural equation analysis (inner model)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X <sub>1</sub> . Post Covid-19 Consumer Behavior → Y <sub>1</sub> .	0,77	0,77	0,06	12,49	0,00
X <sub>2</sub> . Lifestyle → Y <sub>1</sub> . Consumer Behavior	0,13	0,13	0,07	1,72	0,09
X <sub>1</sub> . Post Covid-19 Lifestyle → X <sub>2</sub> .	0,64	0,64	0,08	8,00	0,00

Based on Table 6 above, the hypothesis test results are presented as follows: 1) Hypothesis 1. Post-COVID-19 (X<sub>1</sub>) significantly affects Consumer Behavior (Y<sub>1</sub>). The results of the first hypothesis test concerning the original sample value are positive (0.77) with a p-value of 0.000 (<0.05) and t Statistics of 12.49 (>1.96), it can be concluded that Post Covid-19 (X<sub>1</sub>) has a significant positive effect on Consumer Behavior (Y<sub>1</sub>). Thus, Hypothesis 1 is accepted. 2) Hypothesis 2. Lifestyle (X<sub>2</sub>) does not significantly affect Consumer Behavior (Y<sub>1</sub>). The results of the second hypothesis test concerning the original sample value, which is positive (0.13) with a p-value of 0.09 (>0.05) and t Statistics of 1.72 (<1.96), it can be concluded that Lifestyle (X<sub>2</sub>) has no significant effect on Consumer Behavior (Y<sub>1</sub>), thus Hypothesis 2 is rejected. 3) Hypothesis 3. Post Covid-19 (X<sub>1</sub>) significantly affects Lifestyle (X<sub>2</sub>). The results of the third hypothesis test concerning the original sample value, which is positive (0.64) with a p-value of 0.000 (<0.05) and t Statistics of 8.00 (>1.96), it can be concluded that Post Covid-19 (X<sub>1</sub>) has a significant positive effect on Lifestyle (X<sub>2</sub>), thus Hypothesis 3 is accepted.

Research results on ready-to-drink coffee consumer behaviour in Situbondo Regency found problems that need to be studied in several aspects, including post-COVID-19, Lifestyle, and Consumer Behavior in consumers who come to coffee shops in Situbondo Regency. Later, it is also hoped that the meaning of this research will be revealed, which other researchers can use to improve and develop their research better, paying attention to the variables of this research as a basis or an opportunity to increase research sales ready to drink coffee at Situbondo Regency.

a. Post Covid-19 on Consumer Behavior of Coffe Ready to Drink in Situbondo Regency

The results of the first hypothesis test concerning the original sample value are positive (0.77) with a p-value of 0.000 (<0.05) and t Statistics of 12.49 (>1.96), it can be concluded that Post Covid-19 (X<sub>1</sub>) has a significant positive effect on Consumer Behavior (Y<sub>1</sub>). Thus, Hypothesis 1 is accepted. Based on testing, it can be seen that post-COVID-19 has had a significant influence on consumer behaviour. This is because post-COVID-19 triggers consumer behaviour in consuming ready-to-drink coffee. The presence of digital media, the transition from a COVID-19 environment to a post-COVID-19 era, attractive campaigns by coffee shops to entice consumers to drink more coffee, and a coffee shop atmosphere returning to pre-Covid-19 conditions that tend to change consumer behaviour itself.

The results of this study support and strengthen the findings of previous research conducted by (Sorrentino et al., 2022) (Mawaddah, 2023.); (Kusmulyono et al., 2022). These changes in consumption behaviour, trends, and post-pandemic coffee business opportunities are a breakthrough to help understand the post-pandemic situation from the coffee consumers themselves. The absence of significant practitioners or coffee observers in this research aims to provide an accurate perception of something that exists in the market with reviews that are present without interest. Therefore, the utilization of this research must be optimized because, referring to the reviews of the three questions given to the interviewees, post-pandemic digital media will provide significant growth potential with various arguments that have been conveyed ranging from technological advances in processing and ordering, longing for a return to coffee shops, the emergence of new coffee fans, the need for value-added coffee businesses that are calorie-friendly and care about health protocols, to economic improvements that are expected to encourage consumption levels to a better level (Kusmulyono, 2022).

b. Lifestyle on Consumer Behavior of Coffe Ready to Drink in Situbondo Regency

The results of the second hypothesis test concerning the original sample value are positive (0.13) with a p-value of 0.09 (>0.05) and t Statistics of 1.72 (<1.96), it can be concluded that Lifestyle (X<sub>2</sub>) has no significant effect on Consumer Behavior (Y<sub>1</sub>). Thus, Hypothesis 2 is rejected. Based on

testing, it can be seen that lifestyle does not influence consumer behaviour. This is because the lifestyle carried out by consumers is not only carried out in coffee shops. There are so many places to fulfil the lifestyle of consumers themselves.

This is inversely proportional to the research conducted by (Adiwinata et al., 2021) (Fitri & Basri, 2021); (Deviana & Realize, 2023), which shows that the lifestyle phenomenon affects habits that previously bought coffee or hanging out in coffee shops, turning into a specific routine. The results of this study are also not in line with previous research, which found that style affects consumption behaviour (Pristian & Astuti, 2016). This happens when lifestyle is a form of a person's life shown in routine daily activities. The higher a person's lifestyle, the person's consumption behaviour will also increase. On the contrary, in this study, lifestyle does not impact the behaviour of ready-to-drink coffee consumers in Situbondo. Coffee consumption behaviour has become a global culture of life coupled with the emergence of many coffee shops spread across Indonesia, especially in Situbondo, so people tend to consume coffee not only because of the lifestyle factors of modern society (Demartoto et al., 2015).

### c. Post Covid-19 on the Lifestyle of Coffe Ready to Drink in Situbondo Regency

The results of the third hypothesis test concerning the original sample value are positive (0.64) with a p-value of 0.000 (<0.05) and t Statistics of 8.00 (> 1.96), it can be concluded that Post Covid-19 ( $X_1$ ) has a significant positive effect on Lifestyle ( $X_2$ ). Thus, Hypothesis 3 is accepted. Based on testing, it can be seen that post-COVID-19 has a considerable influence on the lifestyle of ready-to-drink coffee consumers in Situbondo Regency. This is because COVID-19 has changed the habits of consumers who shop more online to avoid crowds and physical contact during COVID-19. This habit was also carried over until COVID-19 ended.

The results of this study support and strengthen the findings of previous research conducted by (Roosita Cindrakasih, 2021), which states that the use of technology and internet networks after COVID-19 is also increasingly necessary and increasing. The use of technology and the internet post-COVID-19 is a communication tool in line with the Industrial Revolution 4.0. This is also a factor in post-COVID-19 influencing coffee consumers' lifestyles. According to Emile Durkheim (1964), technology determines everything. The COVID-19 condition makes society more advanced because it uses more technology. The existence of science and technology is what is needed by society.

This research is also in line with (Martha et al., 2022), where COVID-19 has changed the consumptive lifestyle that must be lost during the Pandemic. Consumers must save more aggressively in uncertain conditions to prepare emergency funds needed during COVID-19. When COVID-19 no longer exists, the habits carried out during COVID-19 are carried over and require consumers to hold back all desires and start prioritizing needs.

This research is also in line with research conducted by (Akbarrizki & Zulfikhar, 2010), which states that with the development of the times at this time and the lifestyle of consumers, the habit that at first people only consumed coffee in the morning and at night, but nowadays people can sip coffee anytime and where consumers want and become a contemporary lifestyle. This also causes an increase in coffee consumption, especially ready-to-drink coffee itself.

Limitations of this Research: Limited Sample, Access limitations and social regulations can make it challenging to obtain a sample that represents a variety of consumers. This may affect the generalizability of the findings. Access Limitations: Research may find obtaining data from consumers who avoid stores or public environments challenging. This may result in bias in the sample. Dependence on Self-Data: Consumer behaviour research often relies on data provided by respondents. This can be subjective and tends to conform to self-perceptions.

The novelty of this research is the increase in In-Home Consumption. There may be an increase in the consumption of ready-to-drink coffee at home due to working from home and restricted access to cafes and restaurants. Online Purchasing Behavior, Social distancing policies and physical store closures during the Pandemic have encouraged consumers to purchase ready-to-drink coffee products online, thus driving the growth of online businesses. Price and Promotion Changes: Economic changes related to the Pandemic may affect consumer decisions regarding pricing and promotion of ready-to-drink coffee products. Product Innovation: Research may track product innovations in the ready-to-drink coffee category that respond to changing consumer behaviour and market needs.

## **CONCLUSIONS AND SUGGESTION**

Conclusions: 1. Post Covid-19 significantly affects Consumer Behavior (H1 accepted). This is because post-COVID-19 triggers consumer behaviour in consuming ready-to-drink coffee. The

presence of digital media that transitions from the atmosphere of COVID-19 to the post-covid-19 era, the campaigns carried out by coffee shops can attract consumers to enjoy the coffee they drink more often, and the atmosphere of the coffee shop can restore the consumer's interest of consumers to return to visit the place. 2. Lifestyle does not significantly affect Consumer Behavior (H2 accepted). This is because consumer lifestyles are not only carried out in coffee shops. There are many places to fulfill the consumer's lifestyle. I am not making a lifestyle of consuming ready-to-drink coffee as a primary need but prioritizing what is a need. If a product or activity is deemed unnecessary, it is not necessary to finish it first. 3. Post Covid-19 significantly affects Lifestyle (H3 rejected). This is because COVID-19 changes the lifestyle of consumers, who tend to buy more ready-to-drink coffee online to avoid crowds and physical contact during covid-19. This sense of comfort will also be carried over until COVID-19 ends. Suggestion: The results of this study are expected to help provide input and reference ideas or materials for conducting research that has to do with the behaviour of ready-to-drink coffee consumers, especially post-covid-19 and more linking other factors that can also affect the behaviour of ready-drink coffee consumers or other types of coffee drinks.

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