

CONSUMER ATTITUDE ON THE PEOPLE'S COFFEE OF PROCESSED ROBUSTA IN SOME REGENCIES OF JEMBER, LUMAJANG AND MALANG

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Abstract

Consumer has an important role in determining whether one product can attract him or not seen from several attributes available. This research aims at analyzing the main attributes possessed by processed product of people's coffee 'Robusta' in several regencies of Jember, Lumajang and Malang. Meanwhile, the data required in this research were primary data which could be obtained by conducting a deep interview through questionnaire. Furthermore, this research was descriptive quantitative. The questionnaire was given to 180 respondents of coffee's consumers taken from the three regencies (Jember, Lumajang and Malang) employing accidental sampling method. The data obtained were then processed by employing behavior's method of consumer's trust to multi attributes of Fishbein Model. Based on the data analysis, it showed that the highest score was aroma attribute (1,254), then taste (1,106), obtaining easiness (0,804), price (0,739), packaging design (0,661), label (0,535), brand (0,527), storage length (0,452), packaging size (0,077), and the lowest was color's sharpness (0,063). This result showed that the consumer of people's coffee Robusta would prefer coffee's aroma as their priority, taste, ease of obtaining, price, packaging design to the other attributes.

Keywords: Robusta, behavior, consumer, Model Fishbein.

BACKGROUND

Coffee is one of the most important commodities in the world. Indonesia becomes one of the big groups of coffee exporters in the world. East Java is one of the most prospective areas to cultivate the people's coffee Robusta. Several of them belongs to this criteria have a big potency to cultivate this kind of coffee reaching up to 50.362 Ha of the total area of 102.660 Ha (Dinas Perkebunan Provinsi Jawa Timur, 2016). Furthermore, Suciati *et al* (2008) said that coffee's cultivation Robusta was not only dealing with biophysical aspect but also social economic one, especially dealing with the farmer's interest. Therefore, there should be a good cooperation among stakeholders. So far, in this modern era, drinking coffee has become the community's lifestyle. This condition makes the demand for coffee to consume tend to increase from year to year. Therefore, it needs some efforts to produce some coffee having a good quality and safe to consume. However, attitude or manner has an important role in establishing consumer's behavior besides the decision to buy some certain product required to satisfy his appetite, taste, quality and even with a certain brand. Attitude takes an important role in establishing behavior to decide what brand to choose. Meanwhile, a shop as a seller to be evaluated has become the most profitable. Furthermore, attitude can also help to evaluate marketing (Engel et al, 1995). Moreover, Kirezeli and Kuscu (2012) said that attitude in a fair trade might be empowered by expanding its access to trading product which could be taken as a basic principal of marketing. Nadanyiova (2015) said that consumers in Slovakia, when they wanted to buy food product, they would prefer considering with the

qualified product, price, brand, what country the coffee was produced, as well as the recommendation from a friend. Feng Kao and Chan Tu (2015) said that the consumption score of Green had a close correlation with attitude and behavior which could be predicted through functional score, novelty and attitude. Then, Bernritter, Verlegh and Smith (2016) said that the positive effect which could also affect to the easiness of a brand to get some support from an on-line consumer. It was said that the newer one brand, the easier to get a support from social media. Furthermore, Pelt and Hey (2011) developed one product to offer to the consumers by employing TRIZ method (Theory from Resheniya Izobretatelskikh Zadatch). This theory said that to satisfy consumers, it did not only need how to provide some tools or instruments but also understand as well as had to learn from the consumers about a simple functionality, especially dealing with the meaning of system. Meanwhile Pantano and Priporas said that a marketer had to share his experience to his consumers by providing an interesting application which had to be up-to dated and always involved them including to provide the newest things, such as collections, new offer and some other offers which had to be personalized. Next, Calin (2015) said that the perception of consumers to the quality change from time to time as the effect of the increase of information, competitors, and expectation change to the product category, a marketer has to be capable of teaching the consumers how to evaluate the quality of one product. Grunert, Hieke and Wills (2014) said that understanding and use were influenced by some demographical characteristics, human values and nation's difference. Later, Signoria and Forno (2016) collaborated with the consumer's group having solidarity who could not only change their consumption but also collaborate dealing with their trustfulness as well as having an effective increase of social's sense. Kurajdova, Petrovicova and Kascakova (2015) said that to provide a good marketing strategy to the saturated market, to convince and change the consumer's mind, it needs some efforts to eliminate any hindrance faced. Shirae (2017) said that the use of UP (Unit Pricing-based information) became the most beneficial for consumers. However, the difference between the use of UP-based and TRP (Temporal Reframing of Prices) was not so significant. Macaka, Regnerovaa and Toth (2014) said that solidarity principle and social responsibility of a company or organization had a close relation with the volume product which tended to increase permanently both the structure and selling system which was implemented to change dynamically. Vanharanta, Kantola and Seikola (2015) said that a new trend of International big company that it had a strong brand and served its consumers specifically. Furthermore, Moraru (2013) said that everybody of us had to appreciate diversity and tradition credibility without ignoring some values and global symbol, did not differentiate between domestic and international aspects. This condition indicated that it was good to face globalization. Stancu (2015) said that the cultural model of each country could affect the consumption system through principles of each religion referring to the kind of food which would be consumed. Cor and Zwolinski (2014) said that the relation model between the use of behavior's variable and environmental impact during the phase of procedure's usage used, this could help develop the intervention's strategy. Mechtcheriakova and Gurianova (2015) developed the action in efforts to minimize the function of cost in order to achieve a high competitiveness in a market place. However, this depended on the effective capability to develop value chain of a company or organization. Vera and Trujillo (2017) said that self identification with the brand and quality obtained tended to become a variable having a big effect to its loyalty's measurement in all product categories. Then Sorqvist, Haga, Langeborg, Halmgren, Wallinder, Nostl Seager and Marsh (2015) said that as a whole the effect of eco-labeling was a strong phenomenon. However, it depended much on the interaction between the type of product and evaluation dimension. Furthermore, Reczkovaa, Sulaiman and Bahari (2013) said that consumers had to show their preferences through their wants which they paid for eco-labeled fish. Evangelista, Silvia, Da Cruz Miguel, De Souza Cordeiro, Pinheiro, Duarte and Schwan (2014) said that coffee with a specific aroma of caramel, concoction with fruit flavor could be produced by using starter culture of *C. parapsilosis* UFLA YCN448 and *S. cerevisiae* UFLA YCN727 of coffee processed with dried method. Domingues, Paauli, De

Abreu, Massura, Cristiano, Santos and Nixdorf (2014) said that manure detection and unusual thing could become a specific attention in terms of verification because it was very difficult to know it with naked eyes in roasted coffee's sampling and coffee powder. Wikoff, Welsh, Henderson, Brorby, Britt, Myers, Goldberger, Lieberman, O'Brien, Peck, Tinenbein, Weiver, Harvey, Urban and Doepker (2017) said that consuming up to 400 mg caffeine / day, the healthy adult persons did not affect to their cardiovascular significantly and neither did affect to their behaviors, reproduction and growth as well as not harmful. Onaolapo, Akanmu and Olayiwola (2016) said that consuming caffeine repeatedly and or lack of sleeping could significantly change someone's behavior. Sekeroglu (2012), his research showed that several traditional herbal coffee contained about 16 different minerals (B, Ca, Cd, Cr, Cu, Fe, K, Mg, Mn, Mo, Na, Ni, P, Pb and S) which could be found in coffee sample. Vignoli, Viegas, Bassoli and de Toledo Benassi (2014) said that the coffee which was grilled or roasted with light or glow showed that the capacity of anti oxidants and pollyphenol content was higher. In fact Coffee Robusta had more AA (Anti oxidant Activity) than coffee Arabica. Song, Oha, Won Lee and Sook Cho (2016) said that consuming coffee with the right proportion might make a good effect in efforts to help the risk factor of a certain metabolic such as Abdominal obesity, hypertension, and high glucose. Furthermore, Astuti and Hanan (2012) said that consuming some certain food was not only as a basic need but also as the need of social function. Consuming food was a kind of symbolic system, so that this activity was becoming one commodity. Khaleka (2014) said that the Government and the other related institutions or organizations had to think about some factors that could influence someone's attitude and consumer's awareness of Halal food and halal certificate. Lixia Ma and Wang (2014) said that the packaging materials of food could ensure that the food would be safe to eat, would extend shelf life of food and packaging waste. Zhengjune Li (2012) said that green packaging was the change era of packaging concept. Furthermore, the development of green packaging was a step forward in packaging technology.

Meanwhile, consumer's attitude is a kind of product multi attribute description of processed people's coffee which was influenced by several aspects, such as price, taste, aroma, label, shelf life, packaging size, ease of obtaining and packaging design. For coffee's lovers, the enjoyment in consuming coffee is not only dealing with aroma and taste but they also want some other inner satisfaction such as where the product comes from, packaging, ease of obtaining, the content, storage length, even its packaging size. Having finished evaluating all attributes of coffee produced by people's coffee Robusta then consumers start to buy and consume it.

The Aim of Research, In line with the introduction stated above, this research aimed at analyzing the trust attitude of consumers on people's coffee of processed Robusta in some regencies of Jember, Lumajang and Malang based on some prominent multi attributes.

METHODS

This research was conducted purposively at some chosen areas (regencies) of Jember, Lumajang and Malang. These three areas were chosen because they belonged to the centers of people's coffee Robusta and had units of coffee processors as well as sale's places of processed coffee product which had been produced. Meanwhile the sampling or respondents were chosen by providing the consumer's trust and using accidental sampling method. For the attitude of consumer's trust, there were several attributes dealing with processed coffee product to analyze, covering price, taste, aroma, label, storage length, packaging size, ease of obtaining and packaging design.

Moreover, the data used in this research were primary data obtained through observation technique, deep interviewing with the aid of questionnaires given to consumers of people's coffee of processed Robusta. Meanwhile the Fishbein model described that the consumer's attitude on one product or brand was determined by 2 (two) factors: 1) The trust

to one attribute of product or brand (component bi); 2) The importance of attribute evaluation of one product (component ei). This model was formulated as it was stated below:

$$A_o = \sum_{i=1}^n b_i e_i$$

A_o = Attitude to one object

b_i = Strength of trust that one object has an attribute i

e_i = evaluation dealing with Attribute i

n = the number of dominant attribute

Source: Engel *et al.*, 1995

Attribute was different from the consumer's interest. The importance of attribute could be defined as the general evaluation of someone to the significance of attribute on one product or a certain service (Sangaji and Sopiah, 2013). Furthermore, there were 10 (ten) attributes to analyze in this research, They were price, taste, aroma, label, storage length, packaging size, ease of obtaining and packaging design, brand and the sharpness of color.

Results and Discussion

Attitude was a very useful aspect in marketing. For example, attitude was often used to evaluate the effectiveness of marketing activity. Attitude could also be used to help evaluating marketing activity before it was undertaken in the market. Besides, Attitude would also be successful in obtaining a market share and choosing a target share. The decision about packaging was an example to determine which version to take among the other alternative packaging which could encourage the most profitable attitude for the consumers (Engel *et al.*, 1995). Furthermore, besides some aspects dealing with multi attributes of people's coffee product Robusta, the analysis result was also based on several aspects of demography, such as gender (male/female), age, education, profession/occupation, income, the wife's role to buy people's coffee Robusta.

Table 1. Frequency Distribution of Research Subject Based on Gender (N = 180)

No.	Gender	Frequency	Percentage (%)
1.	Female	80	44,00
2.	Male	100	56,00
	Total	180	100,00

Source: Primary Data (to be Processed)

Table 1 showed that the coffee's consumption of male was 56,00% and the female was 44,00%. Based on this data, it showed that the male's consumption of coffee in the three regencies of Jember, Lumajang and Malang was more dominant than the female. In general, the coffee's consumers were men/male but recently women/female also did consuming due to many variants of coffee to choose and consume. Therefore, the female's consumers tended to increase from time to time although male/men still dominated. Li (2013) said that motivation reflected the consumer's willingness to show themselves, to perform their effect to get some prestige through the brand's community, especially the male's consumers.

Table 2. Frequency Distribution of Research Subject Based on Age (N = 180)

No.	Age (Years)	Frequency	Percentage (%)
1.	20 - 28	21	11,67
2.	29 - 38	57	31,67
3.	39 - 48	59	32,78
4.	49 - 58	28	13,55
5.	> = 58	15	8,33
	Total	180	100,00

Source: Primary Data (Processed)

Table 2 showed that based on the age, the highest consumers of coffee were those between 39 and 48 years old, reaching up to 32,78%, the second was the ages of 29 – 38 (31,67), then 49 – 58 (13,55%), the next was 20 – 28 (11,67%) and the last was 58 years old (8,33%). This result could be said that there was an increase of age dealing with consuming processed coffee which started from the age of 20 to 28 years and an increase also happened although it was only to the age group of 39 – 48 and then continued decreasing at the age of older than 58. Meanwhile at the age group of 20 – 28 years although it was only 11,67%, this case became a signal that the consumers people's coffee Robusta was becoming a potential age group. In other words, in the future this group would become a potential market or consumers. Therefore, it had to be maintained and supported. Furthermore, Vlahovic, Jelocnik, and Potrebic (2012) said that most of the respondents (66%) consumed coffee 2 – 4 times a day and based on their survey only 8% of the people consumed coffee once in a while. Most of the people used to drink coffee at their own houses (59%). Meanwhile, some other respondents (the younger ones, between 20 - 25) would prefer drinking coffee at the restaurant (20%)

Table 3. Frequency Distribution of Research Subject Based on Education (N = 180)

No.	Education	Frequency	Percentage (%)
1.	Elementary	4	2,22
2.	Junior High School	17	9,44
3.	Senior High School	83	46,11
4.	Diploma/Under Graduate	15	8,33
5.	Scholar/Graduate	58	32,22
	Total	180	100,00

Source: Primary Data (Processed)

Table 3 showed that the respondents from Senior High School dominated the coffee's consumers (46,11%) the second was the Graduate group (32,22%), then Junior High School (9,44%), Under Graduate (8,33%), and the lowest was Elementary Group (2,22%). The Senior High School group took the highest position because they had already known and got their knowledge and experience how to enjoy and consume coffee Robusta and also the Under Graduate group, they always consumed this kind of coffee due to its taste, aroma and benefits. Moreover, Dorea and da Costa (2005) noted that the people all over the world who liked drinking coffee could not be separated from their social relations, recreation, performance improvement and prosperity. However, that condition was depended on how much coffee they consumed and this could influence the intake of mineral such as K, Mg, Mn, Cr, niacin and antioxidants. Epidemiologically, this experimental research showed that drinking coffee's habit had a positive effect on our health, such as psychoactive responses (vigilance and the mood change), neurological aspect (hyperactive baby, Alzheimer disease and Parkinson) and metabolism intrusion (diabetes, gallstones, Cirrhosis of the liver) and liver function.

Table 4. Frequency Distribution of Research Subject Based on Profession (N = 180)

No.	Type of Work	Frequency	Percentage (%)
1.	Odds	5	2,78
2.	Private Employee	74	41,11
3.	Entrepreneur	49	27,22
4.	Government Employee - Teacher	42	23,33
5.	Army/Military/Police	10	5,55
	Total	180	100,00

Source: Primary Data (Processed)

Based on Table 4, it showed that based on the type of work, Private employees dominated the coffee's consumers, reaching up to 41,11%, the second was Entrepreneur (27,22%), then Government Employee/Teacher (23,33%), Then Army/Police (5,55%) and the lowest was Odd (2,78%).

Table 5. Frequency Distribution of Research Subject Based on Income (N = 180)

No.	Income	Frequency	Percentage (%)
1.	≤ Rp. 1.500,-	2	1,11
2.	> Rp. 1.500.000,- - Rp. 3.000.000,-	14	7,78
3.	> Rp. 3.000.000,- - Rp. 4.500.000,-	52	28,89
4.	> Rp. 4.500.000,- - Rp. 6.000.000,-	88	48,89
5.	≥ Rp. 6.000.000,-	24	13,33
	Total	180	100,00

Source: Primary Data (Processed)

Table 5 above showed that the respondents with their income of > Rp. 4.500.000,- - Rp. 6.000.000,-. dominated coffee consumption/purchase, reaching up to 48,89%. The second was the income of > Rp. 3.000.000, - Rp. 4.500.000,- (28,89%), then the income group of higher than Rp. 6.000.000,- 13,33%, the next was that of Rp. 1.500.000, - Rp. 3.000.000,- and the lowest was the income of Rp. 1.500.000 (1,11%).

Table 6. Frequency Distribution of Research Subject Based on the Wife's Role in Purchasing People's Coffee of Processed Robusta (N = 180)

No.	The Wife's Role	Frequency	Percentage (%)
1.	Not very Dominant	3	1,67
2.	Not Dominant	20	11,11
3.	Usual / Common	69	38,33
4.	Dominant	70	38,88
5.	Very dominant	18	10,00
	Total	180	100,00

Source : Primary Data (Processed)

Table 6 above showed that the wife's role in purchasing people's coffee of processed Robusta was not very dominant (1,67%); not dominant (11,11%); usual (the wife does not have any role in purchasing: 38,33%), dominant (38,88%); and very dominant (10%). In this case, whether the wife's role was very dominant or dominant was due to the increase of the woman's coffee's consumers. This fact could be seen that the 44% respondents were female/women.

Table 7. Evaluation Score (ei) and Trust (bi) of People's Coffee of Processed Robusta.

No.	Attribute	ei	bi	Ao
1.	Price	0,985	0,750	0,739
2.	Taste	1,311	0,844	1,106
3.	Aroma	1,411	0,889	1,254
4.	Brand	0,832	0,634	0,527
5.	Storage time	1,044	0,433	0,452
6.	Packaging size	1,267	0,061	0,077
7.	Ease of obtaining	0,883	0,911	0,804
8.	Packaging design	0,717	0,922	0,661
9.	Color's sharpness	0,919	0,069	0,063
10.	Labeling	0,867	0,617	0,535

Source : Primary Data (processed)

Table 7 above showed that based on multi-attributed analysis of Fishbein, aroma obtained the highest score: 1,254; followed by taste with 1,106; ease of obtaining with 0,804; price with 0,739, and packaging design with 0.661. On the other hand, label paced sixth with 0,535; followed by brand with 0,527; storage time with 0,452, packaging size with 0,077 and the last was color's sharpness with 0,063.

Coffee's aroma was the smell (scent) emitted by coffee when it was brewed. In this research, aroma was measured by the consumer's trust's attitude on coffee's aroma started from the most un flavorful to the most flavorful. Coffee's aroma with the attitude's score of trust: 1,254 from which the respondents still wanted the coffee Robusta have a specific aroma. Therefore, coffee lovers of Robusta positioned the attitude score of aroma trust as the highest position because they thought that aroma became the first consideration before they chose one coffee product. The highest extra point of coffee processing conducted was roasting process. This made the small scale coffee producers needed to know the condition that aroma became one of the most important considerations to produce the processed coffee Robusta. Barbin, de Souza Madureira Felicio, Da-Wen Sun, Nixdorf, and Hirooka (2014) developed a quality evaluation system based on spectral infrared information to evaluate or assess the parameter of qualified coffee and to ensure the authenticity which would bring the economic benefits for coffee industry by increasing the consumer's trust on the qualified product. Meanwhile, Wood (2007) said that the most important attribute of a product was based on some sensory aspects. Furthermore, positioning this brand could be regarded as functional characteristics and its brand image because it would have the most significant effect on purchasing. Davies, Doherty, and Knox (2010) said that product quality and company's identity, if they were combined with a strong distribution and consumer's awareness had proved that they were more important in obtaining greater market share and sales growth.

Taste was a kind of sensory response towards nerve stimulation such as sweet, bitter, sour, and salty to the sense of taste (*organoleptic*) or hot, cold, painful, to the sense of taste. Pranala (Link): <http://kbbi.web.id/rasa/11/12/2015>. In this research, taste was measured based on the consumer's trust attitude to the coffee's taste, starting from the very bad taste to the most enjoyable. Coffee with its score of 1,106, it had a specific taste of coffee Robusta, a little bit bitter and tart. Respondents dominated with men/male still had their trust on this coffee Robusta. As the coffee lovers, taste was becoming one of the most important things to consider. They wanted the coffee they consumed had a very nice and sensational taste on the first brewing. Jamaluddin, Hanafiah, and Zulkifly (2013) said that the relationship among the five senses and brand's loyalty was very important because sense of sight, touch, taste, hearing, and smell was capable of affecting the evaluation towards the brand. Kim and House (2014) said that human's behavior was very complex and it was affected by many factors. However, in the health perception, behavior was considered as the main (key) variable if it was connected with consumer's decision in both purchasing and consuming foods and drinks. Ting and Thurasamy's research (2016) was stated that quantitatively they found out that the qualified product, service quality and experience showed that they had positive effect to the value perception and trend of intention to come back to the coffee shop. Moreover, it was found that experience quality had a greater effect compared with the other qualities. Tirelli and Marti'nez-Ruiz (2014) said that there were three factors underlying food attribute and affecting decision making process of all purchasing stages of food. Those three factors were called sustainable production: performance / appearance, accessibility and taste.

Furthermore, ease of obtaining meant to obtain something easier. Pranala (Link): <http://kbbi.web.id/mudah/11/12/2015>. In this research the ease of obtaining people's coffee of processed Robusta could be measured from the trust attitude of consumers of the ease of coffee obtaining, started from very difficult to very easy to obtain the coffee they wanted to purchase. The ease of coffee obtaining had its attitude's score of trust from the consumers: 0,804. This showed that the people's coffee consumers of processed Robusta would rather have got the ease of obtaining in coffee repurchasing. Consumers who had consumed the coffee routinely or fanatically, they would find it difficult to move to another type of coffee. For the consumers, the ease of obtaining the desired product could save their time, cost, and energy. Meanwhile for the producer, the condition like this had to be well responded by opening more sales booths or shops to make the customers/consumers easier to repurchase the same product. Cazacu, Rotsios, and Moshonas (2014) said that some

knowledge about product, nutrition benefits, attitude and social relations affected positively to purchase intention of WBMPs (Water Buffalo Milk Product) as it was stated in TPB model (Theory of Planned Behavior). Furthermore, Consumer's education on product attributes and nutrition characteristics was very important to increase the demand of WBMPs. Martinez-Lopez, Esteban-Millat, Argila, Rejon-Guardia (2014) stated that shopping satisfaction in an online shop had a strong effect to consumer's eagerness to buy one of his desired items. However, Khuong and Hong (2016) found that not all of those factors had a direct and indirect effect to the consumer's intention to repurchase for several both subjective and objective reasons. Furthermore, in efforts to encourage the consumer's intention to repurchase, milk beverages manufacturers for example, had to own a good product packaging design (especially the shape, colors combination and packaging materials).

Price was close related with money. As a means of purchasing transaction, money had to be paid for goods or services at a certain time and at a certain market. Pranala (Link): <http://kbbi.web.id/harga/11/12/2015>. In this research, price was measured from the attitude of consumer's trust on price started from the most expensive to the cheapest. It was stated that the coffee's price got its attitude score: 0,739. This meant that the respondents in this research did not position the price as the main reason to buy coffee Robusta. They had already considered coffee to be one of their daily needs. Therefore, they had made coffee to be included as their monthly shopping budget. Furthermore, Hadzich, Veynandt, Delcol, Hadzich, Perez, and Vergara (2014) said that most of the extra value of coffee was lied on the roasting process. In Peru for instance, coffee producers committed to provide solar energy to do roasting the coffee. Solar energy was chosen because it could reduce cost production and increase local producer income in efforts to improve their life's quality through this roasting system. In other words, by using solar energy system, local coffee producers were capable of increasing their incomes as well as their life's quality. Coppola, La Barbera, and Verneau (2015) stated that social demographic variable affected to the consumer's behavior in Italy. To provide some illustration about consumer's profile of fair trade, a certain/specific market segmentation was required to make in accordance with each role of the consumer's private values.

Packaging design was pack protector of goods in efforts to attract the consumers to buy the wrapped product. Pranala (Link): <http://kbbi.web.id/kemas/11/12/2015>. In this research, packaging design was measured as the trust attitude of consumer to coffee packaging starting from the very unattractive to the most attractive. Packaging design had its trust attitude score/value : 0,661. This meant that respondents still considered that attribute of packaging design had to be made as attractively as possible but without ignoring the other attributes. There were various types of coffee packaging sold in the market, made from plastic, paper, aluminum foil, or a combination of plastic and paper with its various shapes and attractive pictures and many kinds of various letters on it. For the producers, this condition had to be responded as soon as possible because most of the coffee's consumers of processed Robusta demand the coffee the consumed had an attractive packaging. Wyrwa and Barska (2017) stated that besides functioning as a protector and transportation function, packaging could also fulfill as a source of information especially when there was no marketing staff during the sales as well as to provide nutrition information to accommodate the consumer's demand in accordance with their nutrition awareness. Harith, Ting, and Zakaria (2014) noted that it was important for every coffee producer to design a coffee product packaging to attract the consumers or market and consumers to be. Raheem, Nawaz, Vishnu, and Imamuddin (2014) said that packaging was one of the most important means of communication from which informed about the product, packaging color, materials, design, and innovation with sharp and attractive picture to make the customers feel pleased and interested so that they would buy the product offered. Lixia Ma and Wang (2014) stated that food packaging materials had to be made and considered with food safety, storage length and the packaging waste had to be capable of recycling or reused. Djatna and Kurniati (2015) said that packaging design of tea powder with a strategy of eye catching design had the highest

score of R^2 , so that it was highly recommended to be a good model design of adaptive packaging both quantitatively and qualitatively.

Label was a piece of paper (cloth/fabric, metal, wood, etc.) which was attached on some goods and explained about the name of goods, trade mark and a short direction or instructions dealing with some substance contained in one product, etc. Pranala (Link): <http://kbbi.web.id/label/31/9/2016>. In this research, label was measured from the attitude of consumer's trust on the label of coffee product from the very incomplete to very complete. Furthermore, label with its attitude's score of 0,535 was very important because label could remind the consumers about the product they wanted to buy. Label could also provide complete information especially dealing with the expired date, ingredients contained in the coffee and any other important information. However in general, respondents paid attention on the expired date only, not until checked the other information in details because most of the respondents were the people's coffee lovers of processed Robusta who had already been familiar and had known the benefits of drinking coffee. Schollenberg (2012) gave some interesting facts dealing with market function and responsibility for the sustainable labeled product due to the increase of consumer's awareness in an open trade. Finally, Kanama and Nakazawa (2017) concluded that many of IBF (Ingredient Branding Food) had been introduced to the market and they had conducted some diversification into various product categories.

Brand was a sign marked by an entrepreneur or businessman (manufacturer, producer, etc.) on the goods they produced as an identifier; marker or specific sign which became an identifier to state the name, etc. Pranala (Link): <http://kbbi.web.id/merek/31/9/2016>. In this research, it was stated that the meaning of 'Brand' was a sign to differentiate or distinguish between goods or services of the same kinds produced or sold by someone or a group of people or legal institution and other goods or services of the same kind produced or traded by other people or companies as a distinguished power to be the guarantee for its quality used in goods and services trading or business activities. Pranala (Link): <http://www.pengertianpakar.com>. In this research, brand was measured by seeing the attitude of consumer's trust on the brand rather than processed coffee product started from the very unattractive to the very attractive one. Brand with its attitude score of 0,527, based on some observation, either male or female respondents they did not take the brand as big problem because based on their experiences, the brand's difference was not so significant between people's coffee of processed Robusta and another. Actually Brand was only a kind of identification sign to make the consumers easy to identify and recall the product so that they would repurchase the same product with the same brand the following day. However, the consumers of people's coffee of processed Robusta neither complained nor questioned about the brand. Jamaluddin, Hanafiah, and Zulkifly (2013) said that brand had been proved in accordance with its characteristics, life style, and human's preferences. Glaser (2008), stated that empirically the role of brand played the dynamics of value chain, and its practical implication was becoming the responsibility of marketing management focused on the requirements of supply chain. Based on commercial perspective, emotional impact of brand was very important because in deciding whether they had to approach or avoid the product, this choice became a dimension of consumer's behavior which was rarely recognized. Erkollar and Oberer (2016) said that brand played a significant role in the product development and always needed to find an important factor which could influence the brand for various purposes such as obtaining greater market share and customer's retention.

Expired time/storage time was the goods' capability to withstand from any external detrimental effect (such as disease, enemy attack, temptation, etc.). Pranala (Link): http://kbbi.web.id/umur_simpan/11/12/2015. In this research, it was stated that storage/expired time was measured from the attitude of consumer's trust towards the time length or shelf life rather than the processed coffee product started from the very long time to the shortest time. The storage time with its attitude's score of trust was 0,427, it was said

that most of the respondents did not want to have it kept a long time because it could affect the quality of coffee Robusta. Generally, these coffee lovers would prefer repurchasing the same coffee product to thinking about the storage time of coffee to make it more practical and easier. Packaging size showed the size of goods (whether it was big or small) wrapped with packaging materials. Pranala (Link): <http://kbbi.web.id/ukuran/11/12/2015>. In this research it was stated that Coffee packaging size was a kind of impression of ideal size of its packaging size. Packaging size was measured from its attitude consumer's trust towards coffee's size packaging from the biggest to the smallest. Furthermore, coffee's packaging size had its attitude's score of trust: 0,077. However, the respondents did not think this packaging size seriously. because they did not have many choices as there were only 3 size options sold at the market: 125 gram, 250 gram, and 400 gram. Based on the observation result, most of the respondents preferred buying the 125 gram ones with several various packages from 1 to 5 packages. They thought that coffee of 125 gram because coffee of this size was not only easier to bring but also easy to keep. Besides, it was meant to maintain its quality. Furthermore, Vlahovic, Jelocnik, and Potrebic (2012) said that based on their investigation it was found that 72% of the respondents would rather take the package of 200 gram. Therefore, the coffee producers adjusted their consumer's preference to produce the packaging size in accordance with the market's need.

Color was a kind image or impression caught by eyes from the light which was reflected by some certain objects around it, color's type, such as blue and green. Pranala (Link): <http://kbbi.web.id/warna/11/12/2015>. It was said that Coffee's color was a color's impression caught by eyes towards the object's color, in this case the ideal color of coffee in accordance with each respondent's interest. Furthermore, in this research color was measured from the attitude of consumer's trust towards the coffee's color started from the light brown to the dark or blackish brown. Coffee's color with its attitude score of trust: 0,063, in general, most of the respondents did not mind with the coffee's color because they only knew that coffee's quality was determined by its aroma, taste, and roasting time. The longer the coffee was roasted, the less antioxidants contained in the coffee. Liang Xue, Kennepohl, and Kitts (2016) said that the complexity of coffee blending or mixing especially the coffee produced from the roasting process, it could affect to the coffee's antioxidant's activity. This might be due to the significant roasting process of ($p < 0.05$) could affect to the content of chlorogenic acid (CGA). Furthermore, in line with the several brownish indexes and antioxidant's value of coffee, Alperet, Rebello, Hao Khoo, Tay, Ying Seah, Choo Tai, Emady-Azar, Jason Chou, Darimont, and Van Dam (2016) said that consuming coffee could reduce or lessen the risk of diabetes type 2 through biological contact by involving the insulin's sensitiveness.

CONCLUSION

Based on the research result about the attitude of consumer's trust towards people's coffee of processed Robusta, it could be concluded that multi-attributes existed in the people's coffee of processed Robusta were as follows: aroma, taste, ease of obtaining, and price became the priority for Robusta coffee product from which aroma and taste became the most dominant factor in deciding to choose the processed coffee. Furthermore, the ease of re-obtaining this processed coffee product became the third choice, and then followed by the price of coffee. Here, the consumers of coffee Robusta did not think of its price. Therefore, it could be concluded that consuming coffee had become the people's daily needs and it had to have been available at any time. The budgeting in efforts to fulfill those needs had been well prepared. Meanwhile, besides several attributes of packaging design, several other attributes which had also had been considered by consumers were such as attractiveness, color's sharpness, labeling, brand, storage time and packaging size were also the attributes having lower score compared with the other attributes. However, these attributes had also to be considered as parts of the producer's consideration because they still affected to the

repurchase of consumers. In line with gender, it was found out that female consumers were also quite potential to be coffee's consumers people's coffee product of processed Robusta although in fact, in general male consumers still dominated to be the most coffee consumers. Based on the research result, it was found that the female coffee lovers were reaching up to 44% of the respondents and 56% others were males or men.

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