

## The Behavior Of Student Coffee Connoisseurs

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### *Abstract*

This research is motivated by the phenomenon of young people with an attached *coffee shop*. This research is intended to find out and analyze consumer behavior factors in making purchasing decisions at Coffee Break State University of Surabaya (Unesa). This study uses qualitative research that takes the phenomenology case that occurs among young people, namely students. This study uses triangulation methods and informants from the study amounted to 5 people using purposive sampling. From the results of the study found that each informant has a different opinion and basis on each factor of the purchase decision on Coffee Break Unesa. The conclusion from this study found that the factors of consumer behavior making purchasing decisions are based on internal and external factors influencing the buying activity at Coffee Break Unesa

**Keywords:** Consumer Behavior, Purchasing Decisions, and *Coffee Shop*

### A. INTRODUCTION

Increasing competition has colored the conditions in the business world today. The emergence of very fierce competition in the business world has caused entrepreneurs to plan mature strategies and compete in the face of highly competitive business competition. According to Kotler (2009) consumers will consider all the offers and products offered by consumers that make competition in all aspects. Companies must carry out the right marketing strategy to reach the intended market share to maintain a positive perception in the minds of consumers. Especially companies must know about how consumer behavior in order to build the right strategy.

The number of new competitors in the business world, followed by technological developments creates an impetus for companies to always innovate and know how consumers behave at this time so that the company's goals can reach the company's targets to the maximum. Various strategies are carried out by the company to create and develop its business. Likewise with the culinary business sector in the field of *coffee shop* in Indonesia. Tight competition in the field is also caused by consumer behavior (Leonita & Tulistyantoro, 2017).

Some of the character of youth now days as millennial generation is internet (Mutiani, R, 2016) and hanging out at Coffee Shop. The first coffee shop in the world is known to appear in 1475 under the name Kiva Han and located in the City of Constantinople (now Turkey). This *coffee shop* is known to be the first *coffee shop* to open and serve visitors with Turkish specialties. Serving coffee in Turkey is enjoyed using *ibrik* (Turkish-style pot) and is still applied today (Yuliandri, 2015).

The lifestyle of the people about drinking coffee is followed by an increase in business in the field of *coffee shops*. *Coffee shops* that used to be simple located on the side of the road as a coffee shop, in its development the coffee shop changed its name to a *coffee shop* which is now included in the middle and upper community areas such as malls or star-rated hotels with attractive names. One type of modern *coffee shop* now serves practically selling heavy food as well, but also serves consumers who order drinks and snacks (Leonita & Tulistyantoro, 2017). *Coffee shop* is designed with an interesting concept that will make

visitors not only enjoy a variety of coffee offerings, but also enjoy the surrounding atmosphere that surrounds it. Consumers must have their own instincts so consumers will choose which *coffee shop* is suitable and comfortable for enjoying coffee. There are so many *coffee shop* concepts in presenting products from classic to modern.

Stressed mind stress and a lot of business causes young people to want time to relax. The opportunity to relax and refresh the mind is that most people choose coffee dishes with a comfortable place like a *coffee shop* (Said, 2017) . One young person is like a student who is one of the actors of change indirectly. Students are an elite layer as an educated group who can show their status through certain behaviors. This behavior can be seen from the way of life of students who come from various areas gathered in urban areas that tend to have a consumptive behavior. Students who were not familiar with malls, lifestyle hangouts and nights out began to change their behavior due to stimulus factors. Starting from how to dress, talk, habits and especially the consumption of such conditions occur in students (Pambudi Handoyo, 2014) .

The life of students who feel bored every day due to time spent studying and almost no time to look for entertainment, makes students to look for things that make it relaxing. The presence of this phenomenon makes entrepreneurs make *coffee shops* a promising business opportunity and offer *one stop shopping*. *Coffee shop* entrepreneurs who target students primarily develop strategies to facilitate students to innovate in their activities to study, interact, discuss, and other activities, but with a relaxed atmosphere with the presence of a *coffee shop* (Leonita & Tulistyantoro, 2017) .

**Table 1 :** Statements of some coffee consumer students in the *Coffee shop*

Informant	Statement
Student A	"Well, what else can I do, drinking coffee there is delicious, making my mind fresh"
Student B	"Who doesn't drink coffee? talk about anything good at a coffee place"
Student C	I actually don't like to drink coffee because I'm sure I gather with smokers. It's usually like I'm just with friends."

Source: Interview (2019)

From the table above it can be described that these informant students use the *coffee shop* as a media for their activities. There are indeed students who indeed make the *coffee shop* as a place to continue their activities, relax and some are encouraged from their friends. This phenomenon is proof that students who enjoy coffee in a *coffee shop* are not only caused by one factor, but every student who consumes coffee has their respective factors.

Related to student life patterns, there is an interesting thing that is the habit of drinking coffee as a mandatory routine. Even students who often have a lifestyle far more often coffee than during college because they feel heavy with the study time. This potential is able to be an attraction for food and beverage businesses to target students who have consumer behavior or hangout behavior by presenting different concepts from coffee shops in the campus environment, so that students have a place to rest, hang out, discuss and chat while enjoying coffee offerings shop.

Consumptive behavior by students who consume coffee indicates the potential for the potential number of people who buy and consume coffee. Purchasing behavior by students is influenced by several factors that influence consumers to buy and consume coffee. Factors that influence students in consuming and buying coffee are supported by Kotler and

Armstrong's (2010) theory which mentions factors that influence consumer behavior consisting of cultural, social, personal, and psychology. In understanding consumer behavior, companies can anticipate consumer behavior in the future and what consumers want. The company will know when the consumer first analyzes the category and product, what is the consumer's brand trust, how satisfied after making a purchase and what the next customer wants (Suryani T., 2008) .

The purchase decision is one of the important things to consider, because the purchasing decision will be a consideration of a marketing strategy undertaken by the company going forward. The success of a company caused by purchasing decisions also cannot leave the process of purchasing decisions caused by factors that stimulate consumer behavior. The buying decision processes occur from when consumers before buying to after buying a product.

## **B. THEORETICAL FRAMEWORK**

### **1. Consumer Behavior**

Consumer behavior is the behavior shown by consumers in the process of finding, exchanging, using, assessing, and managing a product that satisfies their needs (Wibowo & Supriadi, 2013). Every marketing activity aims to satisfy the wants and needs of consumers. Therefore, in the consumer company has an important position for the continuity of the company's activities. In understanding consumer behavior is not easy, because every consumer in buying a product has a different income, age, education, and taste background. .

### **2. Factors that Influence Consumer Behavior**

Consumer behavior can not be separated from consumer buying behavior. Some factors that influence consumer purchasing behavior include cultural, social, personal and psychological factors (Kotler & Keller, 2009) .

### **3. Purchase Decision Process**

The purchasing decision process is the stages of the consumer's decision to buy. To facilitate the company in knowing the purchasing decision process, the model of the purchase decision process stage is used. According to Kotler and Keller (2009) there are five stages of consumers in making a purchase decision on a product or service, namely: introduction of problems, finding information, evaluating alternatives, purchasing decisions, post-purchase behavior.

### **4. Types of Purchasing Decision Behavior**

Behavior in buying decisions by consumers is very different for each product to be bought, the more complex the decision, usually the more consideration, evaluation and the more parties involved. Kotler (2009) distinguishes four types of consumer behavior based on the level of buyer involvement, namely complex buying behavior, purchasing behavior aimed at reducing *desonation*, purchasing behavior according to habits and buying behavior seeking variation

### **5. Research Framework**

The research framework starts with observing the field first before finding the focus of the problem that is taken for research because the study uses a qualitative approach. After the researchers conducted field observations, namely the Coffee Break *coffee shop* which is a place for students to enjoy coffee, the focus of the problem was found in the form of research questions that could be described as follows: 1) What is the behavior of students of coffee consumers in the Coffee Break *coffee shop* ? 2) What are the factors that cause students to buy coffee at Coffee Break *coffee shop* ? . The research aims to find out more deeply and get

information about the implementation of consumer behavior in consuming coffee and find out what factors influence consumers in buying coffee at Coffee Break *coffee shop* .

### **C. RESEARCH METHOD .**

This type of research uses a qualitative approach. This research focuses on something that is experienced in individual consciousness, which is called intentionality. Intentionality describes the relationship between the processes that occur against consciousness with the object of concern in the process. In terms of phenomenology, experience or awareness of something, seeing is seeing something, remembering is remembering something, evaluating is valuing something. Something that is an object of consciousness that has been stimulated by the perception of an object that is " *real* " or through the act of remembering or creativity (Smith *et al* 2009: 12 ) namely to find out the phenomenon about the behavior of female consumers or mothers and the shopping motives of these consumers.

In this study the sampling technique using purposive sampling is the sampling technique of data sources with certain considerations. Data sources used in this study are primary sources, and secondary sources, while data collection techniques are by means of observation, interviews ( interviews ) with informants . Data analysis techniques used are data reduction with open coding and axial coding, both data are categorized and analyzed. In testing the validity of the data the researcher uses source triangulation techniques and uses various theories.

### **D. RESULTS AND DISCUSSION**

#### **1. Overview of Research Objects**

This *coffee shop* was founded in 2017. The Coffee Break business is a family. In the beginning, the coffee shop had 4 outlets spread out in Sidoarjo and Malang. Until the early of 2018, the shop was able to establish as many as 14 outlets spread across Sidoarjo, Malang, Mojokerto, Pasuruan, and Kediri City which were all located in the gas station. In Surabaya, the outlet is in the food court area of the State University of Surabaya which addressed at Jln. Ketintang Surabaya. The consumers of Coffee Break are the students who are in the current era of young people enjoying coffee products with different qualities. Coffee Break products are original coffee from various variants such as coffee latte and coffee from various archipelago, Coffee Break also provides iced coffee variants with various toppings and also non-coffee menus such as Taro ice and milshake ice so consumers who don't like coffee can join with friends who are coffee lovers.

#### **2. Description of the Informant**

In the beginning of August 2019, researchers conducted interviews (*in-depth interviews*) and direct observation of informants. Each informant in the interview has a different age, status, income level, and character or personality from each informant. A brief description of the informant's profile can be seen in table 2 (two) below:

**Table 2:** Brief informant profile

No	Name	Age	Status	Income
1	DCY informant	23	MHS	1,500,000
2	PSL informant	22	MHS	2,000,000
3	ANN informant	23	MHS	1,800,000
4	AFR informant	20	MHS	2,500,000
5	YNR informant	22	MHS	1,500,000

Source: Interview (2019)

### 3. Research Analysis and Results

Through consumer behavior theory (Kotler & Keller, 2009) , in this study students or young people are described as consumers who choose, use, and how an item or experience to satisfy needs. In this study, students are also described as consumers who carry out purchasing activities that are stimulated by consumer behavior factors making purchases, so that coffee purchasing decisions in Coffee Break will occur when a person's need for coffee becomes strong enough for consumers to allocate time, money and an effort to visit and buy coffee at Coffee Break (researcher analysis).

The following results of the analysis of *open coding* and *axial coding* behavior of coffee connoisseurs in Figure 1 :

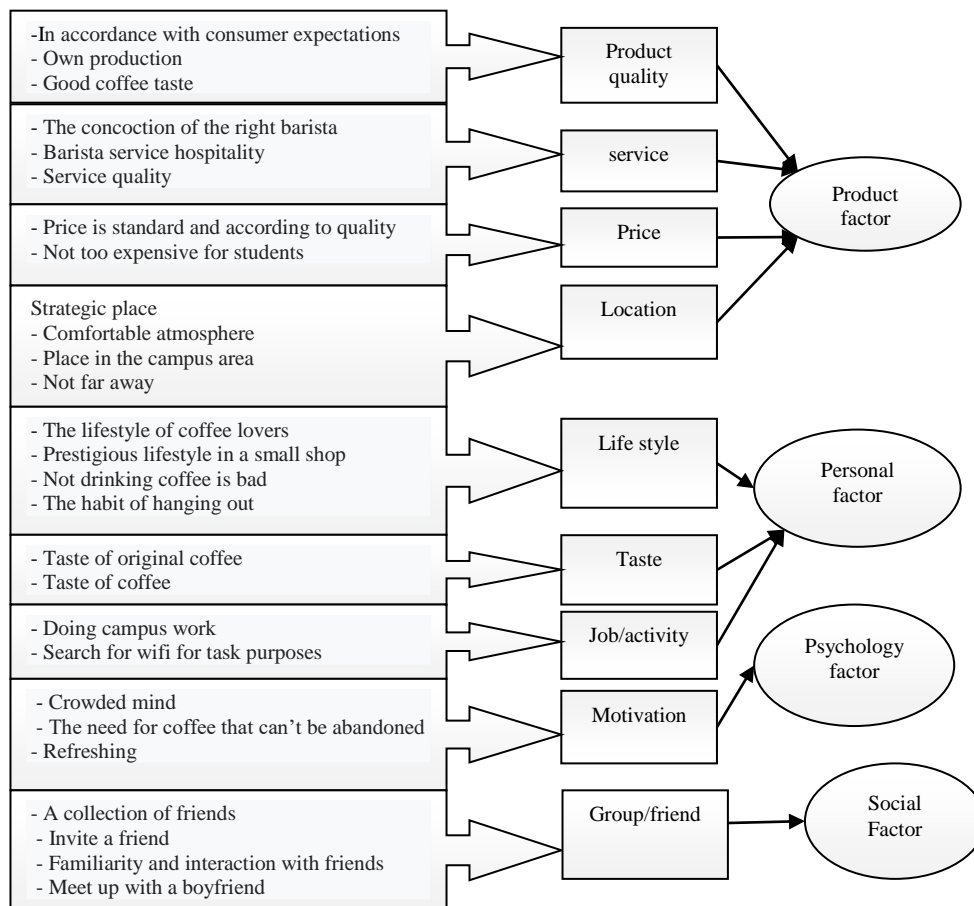


Figure 1: analysis results of *open coding* and *axial coding* behavior of coffee connoisseurs

#### 4. Analysis of Coffee Behavior Research Student Results

Purchases made by each consumer are to fulfill needs. Needs become the starting point for the problems that exist in every consumer, so consumers will do everything they can to make those needs met. Meeting the needs of consumers is for consumption activities. The view of consumption according to the researchers is not only rational but also non-rational or subjective (Schiffman and Kanuk, 2008). This emphasizes that a consumer has consumption not only oriented to the product but also to the environment and the pleasure obtained while carrying out activities to obtain the product. The following are the factors of purchasing decisions made by Coffee Break coffee consumers :

##### a. Personal Factors

Personal Factor is a factor from within and attached to an individual who can influence the behavior of coffee buying decisions at Coffee Break , including:

##### 1. Lifestyle

A person's life patterns embodied in activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation) and opinions that are more than just one's social class and personality, lifestyle displays patterns of reacting and interacting with someone as a whole in the world. Kotler (2009) states that lifestyle influences a person's buying decision.

According to Dedy Cahyo, one of the informants in this study revealed that lifestyle affects a person's purchasing decisions. The following is an excerpt of the answer that reads:

*"The prestige factor is that it makes me want to have coffee at this place. If I do coffee somewhere else, the coffee is cheap and it doesn't taste good."*

Opinion Dedy Floreal is in line with the opinions of other informants that Julio to quote the answer is as follows :

*"For me, that is a lifestyle. Even though my lifestyle is relaxed and not too spree-frugal and economical, it still has to match the coffee..."*

Opinion in the Julio quote reveals that, lifestyle not spree with economical savings indicates that his lifestyle is also associated with prices that influence coffee buying decisions at Coffee Break. The statement was supported by Putri Salsabila who expressed her opinion in the lifestyle of students who hang out resulting in them buying coffee at Coffee Break as in the following quote :

*As a campus student, the life style is hanging out...*

The hanging habits of the students such as the answer from Putri Salsabila indicates that the hangout lifestyle that occurs in students indicates as a factor that causes the hangout is done at Coffee Break and buy coffee at the place.

##### 2. Taste

Consumer taste in goods and services can affect the amount of goods requested. If consumer tastes toward certain goods increase, the demand for these goods will also increase. For example, today many people are looking for original coffee that is equipped with a comfortable place , because consumers' appetite for the item is high, the demand for coffee places equipped with original coffee and a comfortable place will increase (Rachmat, 1994: 251). Based on this description, it can be analogous that if more people are looking for original coffee , then the greater the decision to purchase consumers on the original coffee at Coffee Break. The statement shows that consumer tastes influence purchasing decisions. The results of interviews about the influence of tastes on purchasing decisions with Al Faraby are revealed as stated in the following quote :

*"..my taste in coffee doesn't need to be questioned anymore so when I go to the coffee shop tomorrow, I go coffee again I have to order the espresso. "*

A statement that was not much different was also expressed by Putri Salsabila, one of the research informants who was also a student with a habit of hanging out with different tastes as contained in the following quotation :

*"Like the menu it tastes noncoffee and it tastes like a lot of tasty treats. ..."*

The same thing was also expressed by Yanuar regarding taste factors that can influence as the following quote :

*"If I had a coffee at Sturbuck, I wouldn't be able to afford it, and I found the taste of things to taste"*

Based on excerpts from interviews with all the informants above it can be concluded that all informants stated that tastes do indeed influence purchasing decisions. This opinion is in accordance with the statement expressed by Rachmat, (1994) that consumer tastes towards goods and services can affect the amount of goods requested. If consumer tastes toward certain goods increase, the demand for these goods will also increase. This means that higher and diverse tastes of consumers, resulting in a tendency more and more consumers make purchases of coffee at Coffee Break , or in other words one takes into consideration factors before making a purchase decision tastes of coffee at Coffee Break .

### **3. Job / Activity**

Someone who works primarily has a busy life as a student , his knowledge will be broader than someone who does not work, because by working and busy with activities on campus someone will have a lot of information and experience. This means that students have more information about the various characteristics of the items to be bought, or even the items to be purchased are tailored to their needs . This shows that work or activities as a student influence a person's buying decision on coffee at Coffee Break. The answer of the job informant as a student to the purchase decision was expressed by Putri Salsabila, namely:

*"If I had a coffee at Sturbuck you wouldn't be able to afford it, and I found the taste of things to taste"..*

Yanuar as one of the informants in this study also expressed a relatively similar opinion with Putri Salsabila , namely a job as a student whose many tasks influence purchasing decisions as described in the following interview excerpt :

*"I hang out here often to do my tasks and paper.. "*

Work is sometimes used as consideration by certain people to decide to buy an item or service. This is in line with the opinion of Putri Salsabila who is one of the research informants contained in the quotation from the interview, which is :

*"You know.. ?? if I do my task there, it's good for me because there is free wifi facility.. "*

The excerpt from the research informant above shows that work is one of the things that can influence a person's or consumer's purchasing decisions. This means that the more specific or specific a person's job is, the more a person buys goods or services according to his job. This statement is in accordance with the opinion of Kotler (200 9 ) that work is one dimension of personal factors that influence consumer behavior in making a purchase.

### **b. Psychological Factors**

Psychological factors are factors that are related to the psychological condition of consumers that influence the behavior of coffee purchasing decisions in Coffee Break , namely :

## 2. Motivation

Consumer needs will direct consumers in finding ways to satisfy their needs. In order of importance there are two needs, namely *psychogenic and biogenic* needs. Psychogenic needs are needs arising from pressures such as a sense of belonging, appreciation, or recognition. While *biogenic* needs are needs caused by personal stresses such as hunger, thirst, and discomfort. These needs will be motivated when the pressure and needs exceeds the intensity so as to pressure consumers to act. Motivated consumers will take action, how consumers act is influenced by the situation. In this study, researchers found that coffee consumers were driven from biogenic motivation caused by discomfort and consumers showed a desire for mind refreshing, as shown in Dedy Cahyo's informant quote:

*"It is common for me to hangout here, to refresh my mind after a lot of task.."*

The opinion of Dedy Cahyo above is revealed again by the statement from the Yanuar informant as follows:

*"I'm getting dizzy again because of many problem, then I want to refresh, finally come here, especially if there are many campus assignment, I always I come here"*

This can be defined that the factors of biogenic motivation of consumers are able to encourage consumers in purchasing activities at Coffee Break.

### c. Social Factors

#### 1. Group / Group Factors

A group or group is a direct influence on a person. That is because if someone often interacts with friends, automatically all input, suggestions and information from friends tends to be taken into consideration for making a purchase decision. This is consistent with the opinion of Private and Irawan (2003: 109) that family and friends influence someone's behavior and determine the decision in buying. This is evidenced by the following excerpt from the interview with Dedy Cahyo .

*"This is what happens next ... My friend go there, and so do I..."*

Julio Susanto also stated the same thing as in the following excerpt answer

*"... for example, if you are invited to work with your friends, of course you'll join so..."*

Julio Susanto returned the same thing as the statement above that friends can encourage coffee buying activities at Coffee Break

*"My first experience here was invited by Ahmad and then, I often come here"*

While Al Faraby also gave a similar answer as the following quote.

*"I did not just like coffee, but also how to make friendship to be closer"*

All of the quoted answers from the informant indicate that friends and group factors that are part of the reference group can influence purchasing decisions. Thus, this is in accordance with the opinion of Private and Irawan (2003: 109) that family and friends influence someone's behavior and determine the decision in buying. This means that the friend persuade or encourage someone to buy *coffee*, then somebody the greater the purchasing decisions of the coffee in the Coffee Break .

#### d. Product Factor

Product is anything that can be offered to the market / buyer to get attention, be bought, used, or consumed that can satisfy their wants or needs (Kotler and Armstrong, 2009). In relation to buying decisions, product factors have a very important role because they are related to the benefits and value offered to consumers. If the benefits and values of consumers after consuming the product are in line with or even greater than their expectations, the possibility of buying or using the product again will be greater and vice versa (Kotler, 2010). The factors found in this research are several factors in terms of products which include:



## 1. Product quality

Product quality is the quality of all the components that make up the product, so that the product has added value (Kotler, 2009). In order for a business or company to survive in the face of competition, especially competition in terms of quality, companies need to continue to improve the quality of their products or services. Because improving product quality can make consumers feel satisfied with the product or service they buy, and will influence consumers to make purchases and repurchases. This is in line with the opinion of Kotler and Armstrong (2008) that the better the quality of the product produced will provide an opportunity for consumers to make purchasing decisions. Informants' answers about the effect of product quality on purchasing decisions are presented in the following quotation.

Quote of the answer from Dedy Cahyo as follows :

*" The coffee I enjoyed here is nice and fit with my taste..."*

An excerpt from the answer from Julio Susanto as follows

*"... the product was delicious first, and the coffee can be costumed according our pleasure and not like instant coffee.. It's good quality here"*

Quote of the answer from Al Faraby as follows

*"In addition, the quality here is suitable with the price and not like the coffee at traditional coffee shop.*

Quote excerpts from Yanuar as follows

*"...Hmm..., from the quality is equal with the price.. "*

Based on the statements from the informants above, it can be seen that the quality of the product influences the purchasing decision. This is in line with the opinion of Kotler and Armstrong (2008) that the better the quality of the product produced will provide an opportunity for consumers to make purchasing decisions. In other words seem a kin good quality coffee at Coffee Break , the greater the buying decision of the coffee in Coffee Break , and vice versa.

## 2. Service

Quality of service is the overall characteristics and nature of a service that affects its ability to satisfy expressed or implied needs (Tjiptono, 2000). However, in this study only one dimension of service quality is used, namely service from Barista Coffee Break . The informants' answers about the influence of service quality in this study were limited to only one indicator, namely the service of the presenter's barista on the purchase decision presented in the following quotation.

Excerpt from the answer from Dedy Cahyo as follows

*"Bro... original coffee without sugar here is really wonderful for me. Fit on my tongue.. I often come here because of the service.."*

Excerpts from Julio Susanto stated three times with the following decisiveness

*" , The barista is friendly and polite, there we can interact with the baristas, and chit chat many thing like how to make espresso.. "*

*"the quality and service are good "*

*"Here, the service, it's really good if it's different with other place. The waiter/waitress here smile and greetings first. ..."*

Quote reply from Al Faraby declared atmosphere of friendly services as follows

*"Then in addition is, the atmosphere of the service,so friendly.."*

*"Yes, the quality and the service, it's satisfying enough even though the price is cheap, but the quality of the service is totally same, bro.."*

Based on quoted answers from some of the informants above, it can be seen that the quality of service represented by the services of the barista influences a person's purchasing decision on goods or services.

### 3. Price

Price is the amount of money billed for a product / service, or the amount of value exchanged by customers to get the benefit of owning / using a product / service (Kotler and Armstrong, 2008), or in other words the price is the amount of money that must be paid someone to obtain goods or services to be consumed in order to meet the desires or needs. Price is one of the determining factors in brand selection related to consumer buying decisions (Kotler and Keller, 2009). When choosing between existing brands, consumers will evaluate prices not absolutely but by comparing several price standards as a reference for making a purchase transaction. Based on these statements it can be said that prices do influence consumer purchasing decisions and indeed in accordance with the statements of the informants as follows

An excerpt from the answer from Dedy Cahyo which confirms the price as a material consideration in buying coffee at Coffee Break as follows

*"The price here is average. Not too expensive or too cheap. It's standard"*

*"... and the place, service and always full of customer, make me cozy here..."*

An excerpt from the answer from Julio Susanto who also stated the price as a consideration in adjusting the price with the quality of the coffee taste as follows

*"And the second, the price is according to the product so I often come here to spend time with my friends"*

*"Well, that was the price according to the coffee"*

An excerpt from Al Faraby also stated the price corresponding to the coffee at Coffee Break which reads as follows

*"Price and quality is accordance "*

*"... it's not too expensive here, bro. For me who migrated from Madura, it's fit for my pocket.."*

An excerpt from a female informant, Putri Salsabila, stated that the price of coffee at Coffee Break is standard and the quality of the coffee reads as follows:

*"... then the price is great, the price is standard, the student is affordable, that's all."*

*"And for other menu, the prices of the products are accordance with the taste and quality, bro.."*

Quotations from all the informants above show that prices do influence a person's buying decision. This statement is supported by the opinion of Kotler and Keller, (2006: 203) which states that price is one of the determining factors in brand selection related to consumer buying decisions. This means that the more expensive the price of coffee at Coffee Break, then the decision to buy coffee by consumers is lower, conversely the cheaper or affordable coffee price, the greater the decision to purchase coffee at Coffee Break, but in accordance with the statement of the informants stating that the price is also appropriate with the quality of the product provided.

### 5. Discussion

The activity of consuming coffee at Coffee Break Unesa is carried out to fulfill their urgent needs so that student consumers will allocate time, money, and efforts to visit Coffee Break outlets. In this case, a knowledge can be drawn that satisfying the needs of students becomes the starting point of students going to enjoy coffee at Coffee Break with the needs of drinking coffee, gathering with friends, using wifi, doing assignments, and refreshing, as well

as other needs that are satisfying consumers. The term needs are not only in rational needs but also needs that can also be emotional.

The existence of these needs makes students have factors when going to coffee buying activities at Coffee Break. These factors are personal factors in the form of lifestyle of the students. Student lifestyles namely hanging out and drinking coffee make students encourage them to do coffee buying activities at Coffee Break. In addition to lifestyle factors, students are also driven by tastes that tend to have certain coffee tastes and match with the tongue of the students, and are driven by work or activity factors as students who have activities and assignments to hangout places such as Coffee Break for the choice of place to work assignments and discussion with a group of students.

Factors that encourage students to do coffee activities in Coffee Break are also motivated from psychological factors, namely biogenic motivation, which is a sense of discomfort and is indicated by the desire of students to do self-renewal due to busyness and fatigue in consumer psychology, then encourage the occurrence of refreshing in place hang out like Coffee Break. In addition, social factors in terms of friend invitations have a big influence on consumers' efforts in purchasing activities, where interactions occur that encourage one consumer to his friends to gather and interact which results in the purchase of coffee at Coffee Break.

The various factors ended with the factors from the side of the Coffee Break company that is the product factor which is the dominant factor of each item or service because consumers will sort out and choose goods or services to be used. The quality of services and products, prices and places become the dimensions of consumer choice in coffee buying activities at Coffee Break. So there are various factors above that make student consumers do coffee buying activities at Coffee Break.

## E. CONCLUSION

Based on the analysis and discussion in the previous chapter, it can be concluded that the factors motivate consumer behavior of Coffee Break Unesa are: 1) lifestyle, 2) appetite, 3) motivation, 4) groups and friends. The behavior of students' coffee purchasing activities is not just a form of making purchases, but to get pleasure from coffee activities. In each of the factors that influence coffee buying decisions at Coffee Break Unesa has different statements to each informant, but the different opinions have a meaningful meaning in each factor expression.

For the next researcher, wider and deeper statements from informants are needed to obtain further information.

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