

**FACTORS INFLUENCING CONSUMER CHOICE OF TOMORO COFFEE
OVER OTHER BRANDS (A GROUNDED THEORY RESEARCH STUDY)**

***FAKTOR-FAKTOR YANG MEMPENGARUHI PILIHAN KONSUMEN
TERHADAP KOPI TOMORO DIBANDINGKAN MEREK LAIN
(STUDI PENELITIAN GROUNDED THEORY)***

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ABSTRACT

The research aims to capture the voices of Indonesian coffee consumers and develop a nuanced understanding of their preference for Tomoro Coffee. This will contribute valuable knowledge to the existing body of research on consumer behavior in the Indonesian coffee market and provide actionable insights for Tomoro Coffee's future marketing strategies. The approach utilized in this research employs a qualitative method based on grounded theory principles, enabling researchers to develop constructs and theories directly from data collected firsthand, rather than relying on pre-existing theories. Furthermore, the classification of categories into broader themes was carried out to identify the relationships among the compiled categories. Based on the study results, three major themes emerged from interviews with three business actors: Product Characteristics, Brand Image and Marketing, and Price and Value Perception. It can be concluded from the study results that the factors influencing consumer choice of Tomoro Coffee over other brands include the price and the value of the service and products obtained from Tomoro Coffee. Brand image and marketing also influence consumer choice because attractive marketing and promotions draw consumers to purchase Tomoro Coffee. Meanwhile, the variety of the menu, although not dominant, still serves as a reference for consumers to purchase Tomoro Coffee, particularly due to the delicious coffee flavors and affordable prices for consumers. In summary, the research highlights that the key factors driving consumer preference for Tomoro Coffee are competitive pricing, perceived value, effective marketing, and the quality of the product offerings. These insights can help Tomoro Coffee refine its marketing strategies and product development to better meet the needs and preferences of Indonesian coffee consumers.

Keywords: Indonesian Coffee Market; Tomoro Coffee; Marketing Strategies; Qualitative Research; Grounded Theory.

INTRODUCTION

In 1699, the Dutch East Indies government commenced cultivating coffee plants in Indonesia, capitalizing on the tropical climate conducive to the thriving growth of diverse vegetation, coffee included (Rahardjo, 2012). The prosperous cultivation of many coffee plants in Indonesia was exported and researched in the Netherlands in 1706. Studies revealed the high quality of this coffee. As a result, plantations throughout Indonesia, spanning Central Java, East Java, Sumatra, Sulawesi, Flores, Bali, and other islands, started propagating coffee seedlings (Afriliana, 2018).

Indonesia holds the position of the

world's fourth-largest coffee producer, trailing behind Brazil, Vietnam, and Cambodia. Coffee, celebrated for its unique taste and aroma, remains one of the most popular beverages worldwide (Campanha, Dias, & Benassi, 2010). Coffee from Indonesia is exchanged in diverse formats, encompassing green coffee beans, roasted coffee, ground coffee, instant coffee, and an array of other product variations (Sativa, Yuwana, & Bonodikun, 2014). Coffee, as an agricultural commodity, holds considerable economic importance globally when contrasted with other crops grown on plantations (Marhaenanto, Soedibyo, & Farid, 2015). Coffee contributes to enhancing the country's foreign currency earnings, bolstering

farmers' income, promoting regional development, creating job opportunities, and catalyzing the growth of agribusiness and agro-industry, all spurred by its increasing demand and annual popularity (Sudjarmoko, 2013).

Indonesia boasts a rich coffee culture, with a growing domestic market for specialty and ready-to-drink coffee options. Among these, Tomoro Coffee, a new player founded in 2022, has emerged as a popular brand with ambitious growth plans. Understanding the factors influencing consumer preference for Tomoro Coffee over established brands can provide valuable insights for marketers and contribute to the development of grounded theory in consumer behavior within the Indonesian coffee market.

This research study adopts a grounded theory approach to explore the motivations and decision-making processes behind Indonesian consumers' choice of Tomoro Coffee. Grounded theory is particularly suited for this investigation as it allows for the emergence of new themes and factors that influence consumer preference, rather than imposing pre-defined hypotheses.

This study aims to identify the key factors that contribute to consumers choosing Tomoro Coffee. Despite its recent arrival, Tomoro Coffee has experienced rapid growth, boasting over 271 stores in Indonesia and aiming for a staggering 1,500 locations by the end of 2024. Their focus on fresh-roasted 100% Arabica coffee, app-based ordering for efficiency, and potentially competitive pricing may be contributing to this success.

By delving into the lived experiences of Indonesian coffee drinkers, the research will shed light on the interplay of various influences, potentially including:

1. Place: The study will investigate how the physical location or environment

where consumers purchase and consume coffee influences their preferences and perceptions.

2. Menu: The research will examine how the variety, presentation, and pricing of coffee offerings on Tomoro Coffee's menu affect consumer choices and perceptions.
3. Marketing and price: The study may explore how Tomoro Coffee's brand positioning influences consumers' perception of its pricing in relation to perceived quality and brand value.

Through in-depth interviews and potentially focus groups, the research will capture the voices of Indonesian coffee consumers and develop a nuanced understanding of their preference for Tomoro Coffee. This will contribute valuable knowledge to the existing body of research on consumer behavior in the Indonesian coffee market and provide actionable insights for Tomoro Coffee's future marketing strategies.

METHOD

The approach employed in this research is qualitative, utilizing grounded theory methodology. This enables researchers to develop constructs and theories directly from the data they gather, rather than relying on pre-existing theories. Grounded theory is valued for its ability to offer a comprehensive perspective (Givianty, Kurniawan, Julian, & Heikal, 2024). The study involved immersing in the community and conducting observations to foster a thorough and profound comprehension (Sainuddin & Hajar, 2020).

The respondents for this study were selected using purposive sampling, aligning with the research objectives and the characteristics of the sample. In grounded theory analysis, various steps are undertaken to reach conclusions, starting with coding, categorization, and theme generation. Coding involves creating brief phrases from interview transcripts that capture key information. These codes are

then grouped into categories during the categorization process, with each group linked to a corresponding theme. Themes, in turn, encapsulate more substantial and implicit processes within phrases or sentences (Fauzan & Heikal, 2024). Consequently, grounded theory research demands systematic and carefully planned procedures or steps (Budiasih, 2014).

RESULT AND DISCUSSION

The data collection process commences with the open coding method. Open coding involves systematically organizing and incorporating various concepts identified during data collection into thematic segments (Williams & Moser, 2019).

After obtaining several codes through the interview process, we identified and grouped them into categories. Based on the results of interviews from 5 sources, we obtained several pieces of information such as the store being easily found, promotions offered by Tomoro Coffee, and also the variety of menus offered by Tomoro Coffee. From these interview results, we identified them into 34 codes (Table 1), which were then developed into 8 categories;

1. The store is easily found/affordable,
2. Affordable price,
3. The atmosphere of the store,
4. Menu variations,
5. Promotion programs in the application,
6. Good service,
7. The taste of the menu, and
8. Attractive packaging.

SOURCE PERSON	CODING	CATEGORY							
		Easy to Find/Affordable Store	Affordable Price	Store Ambiance	Menu Variety	Promotional Programs in the Application	Good Service	Taste of the Menu	Attractive Packaging
Icha	Buy at the store	1							
	Order online	1							
	Cool place and atmosphere			1					
	A menu that is different from other places				1				
	Menu variety				1				
	The taste of the coffee is rich and delicious							1	
	The price is affordable		1						
	Can get a discount					1			
Anjana	There are many stores, and they are easy to find	1							
	The seating facilities are comfortable			1					
	Privacy is highly respected by the servers						1		
	The store atmosphere is conducive to working			1					
	The packaging looks classy								1

Vita	The atmosphere is comfortable for meetings			1					
	Purchases through the app receive discounts					1			
	The menu is not available elsewhere							1	
	There are many stores, and they are easy to find	1							
	The price is cheap		1						
	The packaging is good								1
	The promotion is vigorous					1			
Amelia	Can get discounts with the app					1			
	The taste is just right, and there are non-coffee options on the menu				1				
	There are special Ramadan menus				1				
	The store location is strategic	1							
	The location is right in the office area	1							
	Service through the app is quick and efficient						1		
	Premium packaging								1
Oksa	The taste has the distinctive characteristic of Tomoro Coffee							1	
	Diverse and delicious menu				1				
	There are many branches	1							
	The branding is easily recognizable with a unique logo					1			
	The employees are neat and in uniform						1		
	The employees are polite and helpful						1		
	Premium packaging								1
		7	2	4	5	5	4	3	4

Furthermore, the classification of categories into broader themes was carried out to identify the relationships among the compiled categories. Based

on the study results, three major themes were obtained from interviews with three business actors. The themes are Place, Menu, and Marketing (Table 2).

CATEGORY	SCORE	THEME		
		Place	Menu	Marketing
Easy to Find/Affordable Store	7	7		
Affordable Price	2			2
Store Ambiance	4	4		

Menu Variety	5		5	
Promotional Programs in the Application	5			5
Good Service	4	4		
Taste of the Menu	3		3	
Attractive Packaging	4			4
	34	15	8	11

Based on the above results regarding the most dominant theme in making purchasing decisions for Tomoro Coffee products, "place" has the highest value, which is 15 points. This means that customers purchase Tomoro Coffee products influenced by the place obtained from Tomoro Coffee. In addition, brand image and marketing also influence because with attractive marketing and promotions, consumers are also attracted to purchase Tomoro Coffee. Meanwhile, variant menu, although not dominant, still serves as a reference for consumers to purchase Tomoro Coffee, namely with delicious coffee flavors and affordable prices for consumers.

CONCLUSION

From the study, we found 34 codes from the 5 people we interviewed. From these codes, we generalized them into 8 categories: The store is easily found/accessible, Affordable price, The atmosphere of the store, Menu variations, Promotion programs in the application, Good service, The taste of the menu, and Attractive packaging. These eight categories were then grouped into 3 themes: Place, Menu, and Marketing. The categories of easy-to-find store, store ambiance, and good service fall under the theme of Place. Menu variations and taste of the menu fall under the theme of Menu. Affordable price, promotional programs, and attractive packaging fall under the theme of Marketing.

It can be concluded that the factors influencing consumer choice of Tomoro

Coffee over other brands are primarily related to the place characteristics provided by Tomoro Coffee. This indicates that the location and ambiance of the store, along with the quality of service, are significant determinants in attracting consumers. A store that is easy to find and provides a pleasant atmosphere enhances the overall customer experience, making it more likely for customers to choose Tomoro Coffee over its competitors.

In addition, brand image and marketing efforts play a crucial role in influencing consumer choices. Attractive marketing campaigns and promotional programs effectively draw consumer attention and encourage purchases. These marketing strategies help to create a strong brand image and reinforce the perceived value of Tomoro Coffee, making it a preferred choice among consumers.

Meanwhile, the variety of the menu, though not the most dominant factor, still serves as an important reference for consumers. The availability of different menu options caters to diverse consumer preferences and enhances customer satisfaction. The delicious coffee flavors and affordable prices make Tomoro Coffee appealing to a broad customer base, further solidifying its competitive edge in the market.

In conclusion, the study reveals that the key factors influencing consumer preference for Tomoro Coffee include the strategic location and inviting atmosphere of the stores, effective marketing and promotional strategies, and a diverse menu with high-quality coffee at affordable prices. These elements collectively contribute to the brand's appeal and success in attracting and retaining customers

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