
**A QUALITATIVE STUDY OF BEHAVIORAL SEGMENTATION
ON BLACKCUP COFFEE HOUSE MANADO**

*STUDI KUALITATIF TENTANG SEGMENTASI PERILAKU DI RUMAH KOPI
BLACKCUP MANADO*

By:

Stephen Rotinsulu¹

Linda Lambey²

Farlane S. Rumokoy³

¹²³Faculty of Economics and Business, International Business Administration, Management Program
University of Sam Ratulangi Manado

E-mail:

¹stvn.rotinsulu@yahoo.com

²lindalambey@yahoo.com

³prince_farlent@live.com

Abstract: The objectives of this study are to identify how behavioral segmentation factors influence the segmentation of specialty coffee house market especially BlackCup Coffee House in Manado and to identify effective strategies developed by specialty coffee house business in Manado in accordance with behavioral segmentation approach. This is a qualitative study, 10 respondents were chosen by purposive sampling. They are all customers who ever visited BlackCup Coffee House Manado. The findings from this research are: Coffee houses with specialty coffee as the main product began to be the choice for many people, especially for coffee-drinkers in Manado. Also, considering the coffee house industry with specialty concept are still relatively new, then business actor should start to make this as business opportunity to specialty coffee house industry more widely known in Manado.

Keywords: market segmentation, behavioral segmentation, consumer behavior, black cup.

Abstrak: Latar belakang dari penelitian ini adalah untuk mengetahui bagaimana faktor segmentasi perilaku mempengaruhi segmentasi pasar rumah kopi spesial khususnya Rumah Kopi BlackCup di Manado dan untuk mengidentifikasi strategi efektif yang dikembangkan oleh usaha perkebunan kopi spesialti di Manado sesuai dengan pendekatan segmentasi perilaku. Ini adalah penelitian kualitatif, 10 responden dipilih secara purposive sampling. Mereka semua adalah pelanggan yang pernah mengunjungi BlackCup Coffee House Manado. Temuan dari penelitian ini adalah: Rumah kopi dengan kopi spesialti mulai menjadi pilihan bagi banyak orang, terutama bagi peminum kopi di Manado. Selain itu, mengingat industri warung kopi dengan konsep rumah kopi spesialti masih tergolong baru, pelaku usaha harus mulai menjadikannya sebagai peluang bisnis untuk lebih banyak dikenal di Manado.

Kata Kunci: segmentasi pasar, segmentasi perilaku, perilaku konsumen, black cup.

INTRODUCTION

Research Background

A coffee-drinking has become a new lifestyle of a lot of citizens of the world every day. Many people are always looking for a coffee of their waking up, during the day, until the evening. In Indonesia, the number of coffee drinkers continues to increase every year. The increase was also influenced by economic growth that triggered an increase in the number of middle-class society.

According to the survey of the International Coffee Organization (ICO) in 2015, Indonesia ranks fourth in producing and exporting coffee beans in the world. Coffee from Indonesia has also been acclaimed by the world, such as Java Arabica, Mandheling Sumatra, Sulawesi Toraja, and Kopi Luwak being the most expensive coffee in the world. Coffee also has a classification, such as specialty coffee and regular coffee. Regular coffee is also commonly called commercial coffee, the difference between the two is the packaging: Commercial coffee comes in little bottles of instant or is already ground and packed in a tin or a collapsed, plastic-encased brick. Specialty coffee is stored or delivered as whole beans, either in one-pound bags or in bulk, and needs to be ground before it is brewed.

Specialty coffee shop industry in Indonesia has begun in 2010, when a new specialty coffee shop opened in Jakarta and Bandung. and when the increased knowledge and public awareness of specialty coffee, specialty coffee shop industry started to spread to other major cities of Indonesia such as Surabaya, Jogjakarta, Medan, Makassar to Manado city.

The specialty coffee house industry is steadily increasing in Manado, there have been some specialty coffee houses such as Black Cup, MDC Coffee House, Old Coffee House, Countour and more and continuously visited by many people. Especially with the increase of tourists both domestic and overseas, the specialty coffee house need to be increased so that consumers can begin to distinguish between regular coffee house and a specialty coffee house.

Research Objective

1. The research aim to identify customer behavioral characteristics based on behavioral segmentation approach of BlackCup Coffee House Manado.
2. The research aim to identify effective strategies developed by BlackCup Coffee House in accordance with behavioral segmentation approach.

THEORETICAL FRAMEWORK

Marketing

Marketing as defined by Gundlach (2005: 112) is organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. The Functions of Marketing according to Wijayanto (2012: 34) is to initiate, negotiate and manage exchange relationships with key interest groups in order to create sustainable competitive advantage in specific markets.

Market Segmentation

Market segmentation can be defined as the process of identifying and analyzing buyers in the product market, analyzing the differences between buyers in the market (Oentoro, 2012: 131). Market segmentation is intended to direct marketing activities in the selected segment on the basis of certain needs and characteristics.

The background of the importance of segmentation for the company according to Kertajaya (2003: 78) is due to: First, because segmentation allows companies to focus more on allocating resources. Second, segmentation is the basis for determining the components of strategy, tactics and value as a whole. Third, segmentation is a key factor to beat competitors.

Behavioral Segmentation

Behavioral segmentation is based on the customers' attitude toward, use of, or response to a product. Many marketers believe that the behavioral variables such as occasions, benefits, user status, usage rate, buyer-readiness stage, loyalty status and attitude are the best starting points for constructing market segments.

Behavioral segmentation classifies organizations and individuals into different categories based on how they act or behave towards products. It involves classifying consumers or grouping them based on frequency with which they use or buy the company's product. Behavioral segmentation enables the company to adapt their marketing approach to target groups, so that they can learn more about consumers overall needs. By doing this, a company can strengthen its marketing message or brand recall in the target group.

According to Armstrong and Kotler (2005: 95) the target consumers for a product or a campaign can be grouped on the basis of their behavioral characteristics which can be as follows:

Occasions

Occasions are when the customers are divided into segments based on the time of day, week, month and year. People is therefore being grouped according to the time (occasions) on which they get the idea to buy, make their purchase or use the purchased item.

User status

By segmenting according to nonusers, ex-users, potential users, first-time users and regular users of a product a company can customize its marketing for each group.

Usage rate

The usage rate segmentation divides the customers according to how much they use a product. They are divided into groups of non-users, light, medium and heavy product users and companies often seek to target one heavy user rather than several light users.

Benefit Sought

Benefit Sought (Benefit segmentation) is widely acknowledged as one of the best ways to segment markets. Benefit Sought divides the customers according to the different benefits they may seek from a product. Benefit segmentation seeks to find the benefits people look for in a certain product, the kinds of people who look for each benefit and the brands that deliver each benefit. The segmentation based on sought benefits is an approach with which it is possible to identify market segments through more causal factors than descriptive factors. Benefits better predict behavior rather than personality and lifestyle variables, demographic and geographic measurements that simply describe the behavior without explaining them (Haley, 1968: 30). Segmentation based on benefit sought is the consumer segmentation based on what special benefit from the product is attracting them. Different consumers require different benefits and marketers need to understand every segment and based on that develop their communication for each group. Benefits that people look for in a particular product are the basic reasons for the existence of real market segmentation. Benefit sought segmentation is a technique that segments consumers based on benefit sought or required desires. These benefits when they are present as the attribute of the product, service or market supply, make consumers buy these products -rather than the simple description of who are the consumers in social-economic, demographic or psychographic terms.

The benefit sought segmentation offers more benefits than traditional methods because it explains the reason why customers choose to buy a particular product or to hold to a particular supplier or a provider of services. For example, the snack food market, can be divided into six benefits: nutritional snackers, weight watchers, guilty snackers, party snackers, indiscriminate snackers, and economical ones.

Buyer-Readiness stage

Buyer-readiness stage refers to people's awareness and interest of the product. Some people are unaware of the product, some are aware, some are informed, some are interested, some desire the product and some intend to buy (Kotler and Keller, 2009: 264). The purpose is to lead the customer along so he or she will purchase the product in the end. Thus the company should seek to design their marketing strategy according to these factors. For example, people from the USA may have limited knowledge about a product from the UK. So

in order for the product to be successful in the USA, the company should adapt their marketing strategy according to the limited knowledge an American may have.

Loyalty status

A market can also be segmented according to the loyalty of the customers. It is assumed that customers are always loyal by buying the same product. These customers are referred to as hard-core loyals. Other people that are loyal toward two or three brands and buy these on a random basis are referred to as being split loyals. A third group of people are those who shift from one brand to another and staying with that brand for a period of time until they shift to another brand. These customers are referred to as shifting loyals. The fourth and final group of loyals are those who do not show loyalty or preference towards one particular brand, but rather buy a product or 13 brand that is on sale or available at the time of the occasion. These customers are referred to as switchers (Kotler and Keller, 2009: 264).

Attitude

As a final variable to the behavioural segmentation is attitude toward a product. People can be divided into segments based on whether they have an enthusiastic, positive, indifferent, negative or hostile attitude toward a product. By considering the customers' attitudes toward a brand or product the company will get a wide-ranging view of the market and its segments (Kotler and Keller, 2009: 265). By combining the different behavioural variables, it is possible for marketers to get a view of a market and its segments and thereby the marketer can enhance its targeting strategies (Kotler and Keller, 2009: 265). In conclusion to defining the target audience it is important for the marketer.

Previous Research

Behavioral-Based Segmentation And Marketing Success: An Empirical Investigation Of Fast Food Industry by Amue Gonewa John, Abieye Horsefall, Igwe Sunny. By examining the measures of marketing success from a behavioral perspective, the authors conceptualize three dimensions of behavioral technique that are critical for superior marketing success in the fast food industry: benefit sought, usage rate, and loyalty status. The result show that benefit sought and loyalty status affect marketing success. While Mobility Behavior Of The Elderly: An Attitude-Based Segmentation Approach For A Heterogeneous Target Group reveals behavior-based personalization change under alternative market conditions, such as firms' better knowledge about their own customers, consumer loyalty and inertia, consumer self-selection, and the need for classic designs.

Conceptual Framework

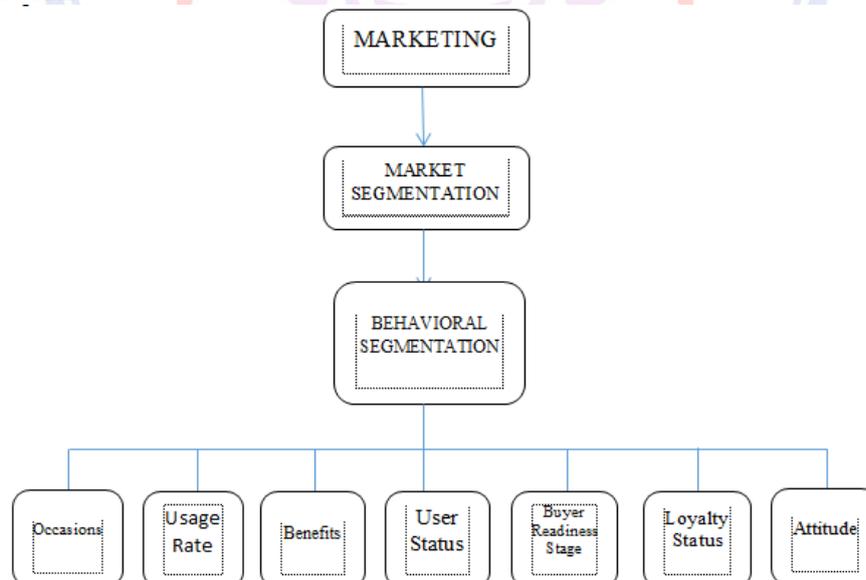


Figure 1. Conceptual Framework

RESEARCH METHOD**Type of Research**

The type of this research is qualitative research methodology. The method used in this research is Purposive Sampling.

Place and Time of Research

This research was conducted in Manado, from September to October 2017.

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2010). In qualitative research the population is not used, but by Spradley called it as "Social Situation" which consists of three elements place, actor, activity. The social situation in this research is Black Cup Coffee House Manado.

Sugiyono (2007: 15) stated that sample in qualitative research is not called as respondent but as a source, participant, informant, friend, and teacher in research process. Sample in qualitative research is also not in form of statistical sample, but instead theoretical sample because the objective of qualitative research is to find theories. This research used purposive sampling that relies on the judgement from the researcher. The main goal of purposive sampling is focused on particular characteristics of a population who are willing to participate that are interested. Sample of this research is the customers who ever visited BlackCup Coffee House.

Data Collection Method

According to Hair et al, (2006) primary data are the result of conducting some type data needed for this research were gathered through interview and observation in the social situation. Within this study, primary data were taken from interviews and observations, and Secondary data were taken from books, journals, articles, relevant literature from library, internet, and all related information to this study.

Operational Definition of Research Variable

Behavioral segmentation is important for specialty coffee house because by knowing the behavioral segmentation of specialty coffee drinkers in Manado, specialty coffee house owners can establish their marketing strategies to attract new customers and also retains the old ones.

Data Analysis Method**Validity and Reliability**

To ensure reliability and validity of qualitative research, it is helpful to uses triangulation. Triangulation is the effort to check the accuracy of data or information obtained by researchers from a variety of different perspective by reducing as much as possible the differences that occur when the author collecting data analysis (Moleong, 2006: 132). Triangulation involves using multiple data sources in an investigation to produce understanding.

Qualitative Data Analysis

According to Hair (2007: 87), there are several steps in qualitative data such as:

- a) Data collection is the process where researcher found information or data from any kind of source as books, internet website and gather deeper information from information
- b) Data reduction, involves selecting, simplifying and transforming the data to make it more and understandable
- c) Data display, helps qualitative researcher to organize information and view it in a way than enable them to identify linkages and develop explanation that relate their findings to existing theories.
- d) Drawing and verifying conclusion, drawing conclusion involves deciding what identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusion is realistic, supportable and valid.

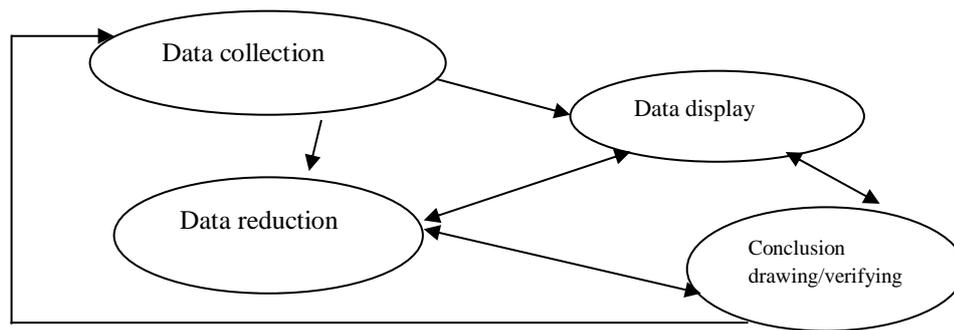


Figure 2. Steps in qualitative data analysis
 Source: *Research Method for Business* (2007)

RESULT AND DISCUSSION

Interview Result Informant 1

Informant 1 is a customer of Black Cup Coffee House, and the owner of a coffee shop in Manado. He lives in Batu Kota. According to informant 1, he usually goes to Black Cup Coffee House once a week. He first got information about Black Cup Coffee House from just looking at the coffee house. He visited the coffee house with his girlfriend. He usually visits the coffee house at night. When visiting Black Cup Coffee House, he always consumes specialty coffee as the main product of the coffee house. He got the information about the specialty coffee at Black Cup by asking the barista about the coffee recommendations at Black Cup. He really started liking specialty coffee after first consuming the specialty coffee in Black Cup. He had his own reason that specialty coffee is a coffee that fits perfectly with his taste and tastes very different from commercial coffee; therefore, he wants to consume the product continuously. One benefit he felt after consuming the product was that he could become more focused in working on his project because of the effect of the coffee. His preferred type of coffee is the single origin of kintamani Bali. He is also interested in trying specialty coffee somewhere other than Black Cup because he wants to make a comparison between specialty coffee sold in Black Cup and other coffee shops. He felt happy and was satisfied after trying the product because it fits his taste.

Informant 2

Informant 2 is a customer who lives in Batu Kota. He goes to the Black Cup Coffee House three to four times a week. He got information about the Black Cup Coffee House from his friend's recommendation. He usually goes to Black Cup with friends. He visits Black Cup more often at night. When visiting the Black Cup Coffee House, he often consumes specialty coffee although there are also other products he commonly consumes. He also got information about specialty coffee sold in Black Cup from his friend's recommendation. He also started liking specialty coffee when he tried the product for the first time. The benefits he felt after consuming the product is that he became more relaxed and happy when socializing and hanging out with his friends. He prefers that type of milk coffee because it felt good according to him. He wants to try that specialty coffee because he feels satisfied with its taste.

Informant 3

Informant 3 is a customer who lives in Kleak. He got information about the coffee house from social media, Instagram, through friends who have visited Black Cup. He often went to the Black Cup coffee house with his friends. In a week he usually goes to Black Cup about 2 times usually in the late afternoon. According to Informant 3, he often consumes their main product, specialty coffee, because of his friend's information and his interest in coffee. Informant 3 tasted the taste of coffee other than the coffee he used to consume elsewhere, and it made him satisfied with the coffee. He is also interested to try different types of specialty coffee after he

found out that there are many different types of coffee beans from various regions in Indonesia and outside of Indonesia. According to Informant 3, the benefits that he felt after consuming specialty coffee at Black Cup are that he can be more focused, and he could lose some weight. His favorite type of coffee is single origin extracted from Temanggung coffee beans. Besides consuming specialty coffee, he could also learn a lot about specialty coffee in Black Cup, but the main reason that made him satisfied with the specialty coffee in Black Cup is the taste that fits perfectly with his taste.

Informant 4

Informant 4 is a consumer who lives in Bahu. According to Informant 4, she first got information about the Black Cup Coffee House from his friend's recommendation. According to the explanation of informant 4, the frequency he visits Black Cup are very high, about 4-5 days a week. She usually goes to the place more often at night along with his college friends. When asked about how she got information about specialty coffee in Black Cup, she answered through her friend's recommendation, and she also asked the baristas directly. According to informant 4, the thing she felt when she first consumed a specialty coffee was that it had strong taste, but she did not find a reason that interested her to try it again because she was not used to drinking coffee like it was made in Black Cup. The benefit that the informant felt when drinking the specialty coffee is that she felt happy again after her campus duties, and she can also focus more on doing her tasks. The preferred coffee by informant 4 is milk coffee.

Informant 5

Informant 5 is a customer who lives in Sario. The coffee house was recommended by her college friends. She usually visits Black Cup Coffee House at night with college friends and also with her boyfriend. She also said that she often consumes specialty coffee available in Black Cup after hearing recommendations from her friends. The first thing she feels when first consuming the product is that specialty coffee has a distinctive taste. She also became interested in consuming the product again. According to informant 5, the benefit she felt was that specialty coffee made her not sleepy and became more eager in socializing with her friends. She likes drinking a lot of types of coffee when she visits Black Cup, but she mainly prefers milk coffee because it suites her taste. She also felt happy and satisfied with the service of the barista in the matter of serving the specialty coffee.

Informant 6

Informant 6 is a consumer who lives in Tomohon. According to informant 6, he has visited Black Cup since the coffee house was still in the campus area until the coffee house relocated to Sario, and he usually visits the coffee house in the afternoon with friends. When visiting Black Cup Coffee House, he often consumes specialty coffee through information from baristas. Since the first time he tried coffee, he thought the taste of the coffee is excellent according to Informant 6. According to him, there are many reasons to try another specialty coffee because it feels very suitable with his taste. One benefit according to Informant 6 as it can be used to relax with friends and make him more focused when he goes back to his house. He also became interested in consuming more specialty coffee even though it does not have to be consumed in Black Cup. His feeling after consuming specialty coffee was happy and satisfied because it suits his taste.

Informant 7

Informant 7 is a customer who lives in Tomohon. According to informant 7, he visited Black Cup Coffee House because of the recommendations of his classmates. The frequency he visits Black Cup Coffee House is about 1 time to 2 times a week. Information about specialty coffee available in Black Cup Coffee House was obtained from his friend who has already become a loyal customer of Black Cup Coffee House. After his first time trying the coffee, he felt the coffee was very different from the coffee he used to consume before, but according to informant 7, he visited Black Cup Coffee House more often after several times visiting the place. The benefit he felt was that he thought that the coffee can make him more relaxed while hanging out with friends. The preferred type of coffee informant 7 usually orders is single origin Aceh Gayo.

Informant 8

Informant 8 is a customer who lived in Malalayang. Informant 8 got information about the Black Cup Coffee House through social media and his friend's recommendations, and he now visits the place about 3 times a week with friends. He usually visits the place at night time. His first feeling when consuming the product was that the coffee has a distinctive taste. Although, according to his judgment, there is a shortage in the taste of coffee, but he still felt satisfied because of his eager and hobby for specialty coffee since a year ago. The most common type of coffee consumed by informant 8 is milk coffee, and he is still interested in consuming other types of coffee at Black Cup because of his love of coffee.

Informant 9

Informant 9 is a customer who lives in Winangun. Informant 9 gets informed about the Black Cup Coffee House through the recommendations of his friends. He often visits the place with his girlfriend as well as his friends at night. According to informant 9, he consumes specialty coffee more often since he first tried it. He thinks there are many differences with the coffee he used to drink elsewhere. The taste is more distinctive and more suited to his taste. He usually consumes specialty coffee although he also orders other drinks at the coffee house. The benefit felt by informant 9 during his experience at Black Cup is that the drink makes him more relaxed when he gathers with his friends. The type of coffee preferred by the informant 9 is milk coffee. He prefers to consume specialty coffee only at Black Cup. It is because according to him the taste of specialty coffee in Black Cup has more of a distinctive taste and more suited to his taste than in other places that sell specialty coffee.

Informant 10

Informant 10 is a customer who lives in Malalayang. According to informant 10, his reason for visiting the Black Cup Coffee House was because his friends have made the place as a gathering place. In a week he usually visits the Black Cup Coffee House about 4 to 5 times. There is no specific time he visits Black Cup according to him because he could go to the place during the day, afternoon or night. Informant 10 felt the coffee was perfect for him, so he wanted to consume the coffee while in the Black Cup Coffee House. He felt his mind become more focus in working on his project, or when he gathered with his friends. The preferred type of coffee by informant 10 is the single origin black coffee from various regions in Indonesia. In general, informant 10 was very happy and satisfied because specialty coffee is very tasty and fits with his taste.

Discussions**Occasions**

Based on the answers of the informants collected, there are different answers about the frequency of visits to blackcup. But if inferred from the answers, the average frequency of visiting from the informant is 3-4 times a week. While their time to visit the blackcup according to informants more dominant at night.

Usage Rate

Based on the results of the interview, when they visited the coffee house Black Cup, when with friends, girlfriends, or just themselves, they quite often consume specialty coffee. Of the 10 informants interviewed, both informants 1,2,3,5,6,7,8,10 felt when visiting blackcup they would prefer to consume specialty coffee. While informants 4 and 9 feel that they can also consume specialty coffee, but not in frequent frequencies like other informants. According to informant 4, he prefers to consume other products contained in blackcup because he is not used to drinking coffee. While the informant 9 prefer not to often consume specialty coffee in blackcup because according to him specialties delicious coffee but he is not used to consume them.

Based on the answers from the informants, there is the most dominant answer from how often they consume specialty coffee when visiting blackcup is that they often consume specialty coffee when in Black Cup.

Buyer-Readiness Stage

According to the informants who were interviewed, there were several factors about how the informants received information about specialty coffee products contained in Black Cup. Informants 1 and 6 were informed about specialty coffee by asking the baristas. Informant 8 got the information about specialty coffee contained in

BlackCup from social media. While informants 2,3,4,5,7,9, and 10 got information about specialty coffee contained in BlackCup from friends recommendation. Based on answers from informants, almost all informants received information about the Black Cup coffee house from friends who first visited the place.

User Status

Based on the answers of informants, there is an indication that specialty coffee has a different taste than ordinary coffee, so it fits perfectly with their flavor after they trying it for the first time in BlackCup.

Benefit Sought

Based on informant answers, the benefits that the informants felt during consuming specialty coffee in Black Cup is that they feel more relaxed when hanging out with friends, as well as being more focused on working on their projects. And the preferred choice of coffee by informants while in blackcup is milk coffee

Loyalty Status

Based on interviews, almost all informants said interested when asked their interest to consume specialty coffee in Black Cup, only informant 4 who are less interested in consuming specialty coffee again because he did not really like to consume coffee.

Based on answers from informants, can be concluded that they are interested to consume more specialty coffee after they tried it on Black Cup.

Attitude

Based on the results of interviews, informants 1,2,3,6,8,9,10 feel satisfied after consume it because the coffee matches the taste of the informant. While informant 4 was happy but did not feel satisfied. While the reason of the informant to feel satisfied with specialty coffee in Blackcup is that they were satisfied with the way the coffee served in through many methods. Informant 7, felt happy because of unique taste of the coffee. The conclusion of the answers by the informants based on their general feeling after consuming specialty coffee in blackcup is that almost all informants are happy and very satisfied because the coffee fits their taste.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Costumer behavioral characteristics based on behavioral segmentation approach of BlackCup Coffee House Manado are the characteristics of behavioral segmentation are suitable with how their informants felt after they tasted the coffee in Black Cup.
2. The effective strategies developed by BlackCup Coffee House in accordance with behavioral segmentation approach are making more promotion, such as WOM promotion, Radio promotion, etc.
3. Coffee houses with specialty coffee as the main product began to be the choice for many people, especially for coffee-drinkers in Manado. This is evidenced by interviews with informants. According to them, in a week the average frequency of visits by some informants is 3-4 times. This is in line with the lifestyle of urban people who love to socialize in the coffee house with friends, colleagues and also with a partner. The average informant also visited the Black Cup coffee house at night.

Recommendation

1. For Black Cup Coffee House owners. As the owner, the owner must have the right marketing strategy in order to attract new customers and also retain the old customers.
2. Business actor should start to make this as business opportunity to specialty coffee house industry more widely known in Manado. Besides, business actor must think of new strategy and innovation in order to compete with coffee houses that have been there before.
3. Currently, specialty coffee houses sell more specialty coffee whose coffee beans come from outside of North Sulawesi. Therefore, the government needs to give attention to the welfare of coffee farmers who preserved coffee beans originating from North Sulawesi.
4. For universities, this study is intended to provide knowledge to other students and also lecturers to know about the specialty coffee house industry in Manado.

5. For future researchers, it is recommended to take research in larger population areas, more samples and more in-depth research on the behavioral segmentation in specialty coffee houses especially in other parts of Indonesia in order to introduce the specialty coffee to many people in Indonesia.

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