

THE FACTORS INFLUENCING TEA CONSUMERS' ATTITUDE IN BANYUMAS REGENCY

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Abstract: Tea producers need to understand consumer perceptions of product attributes and consumer attitudes to face tough competition. The large selection of products marks the lifestyle of the people in Banyumas Regency consuming tea every day. The research objective was to analyze the effect of scent, taste, brew color, brand, and price on consumer attitudes. The research locations were selected using purposive method, namely Sokaraja District and South Purwokerto Regency because they have the largest population and housing development in Banyumas Regency. The data collection through interviews with 175 tea consumer respondents was selected by convenience sampling, namely consumers who consumed black tea in packs of original tea bags and/or jasmine tea and made purchasing decisions within the household. The analytical method uses structural equation modelling to analyze the factors that influence consumer attitudes. Mostly, tea consumers are women with an average age of 43 years, are married with an undergraduate level of education, and have a household income above IDR 1,970,000. The results showed that floral scent, astringent taste, reddish brown brew color, brand popularity, and affordability price could explain consumer-perceived product attributes, and consumers' evaluation of various product choices could explain consumer attitudes. Consumer perception of taste and brand positively influences consumers. Tea producers should pay attention to consumers' perceived astringent taste of brewed tea and brand popularity because the consumer considers tea's two indicators important attributes.

Keywords: consumer perceptions, tea scent, tea taste, tea brew colour, consumer attitudes

Abstrak: Produsen teh perlu memahami persepsi konsumen terhadap atribut produk dan sikap konsumen untuk menghadapi persaingan kompetitif. Gaya hidup masyarakat di Kabupaten Banyumas mengonsumsi teh setiap hari ditandai dengan banyaknya pilihan produk. Tujuan penelitian untuk menganalisis pengaruh aroma, rasa, warna seduhan, merek, dan harga terhadap sikap konsumen. Lokasi penelitian dipilih menggunakan metode purposive yaitu Kecamatan Sokaraja dan Kabupaten Purwokerto Selatan karena memiliki jumlah penduduk dan pembangunan perumahan terbesar di Kabupaten Banyumas. Pengumpulan data melalui wawancara dengan 175 responden konsumen teh dipilih secara convenience sampling, yaitu konsumen yang mengonsumsi teh hitam dalam kemasan teh celup varian teh asli dan/atau teh melati serta melakukan keputusan pembelian dalam rumah tangga. Metode analisis menggunakan structural equation modelling (SEM) untuk menganalisis faktor-faktor yang mempengaruhi sikap konsumen. Konsumen teh sebagian besar perempuan memiliki usia rata-rata 43 tahun, sudah menikah, memiliki tingkat pendidikan sarjana dan tingkat pendapatan rumah tangga di atas Rp 1.970.000. Hasil penelitian menunjukkan bahwa aroma bunga, rasa sepat, warna seduhan coklat kemerah-merahan, popularitas merek, dan keterjangkauan harga dapat menjelaskan persepsi konsumen terhadap atribut produk, serta konsumen menilai berbagai pilihan produk dapat menjelaskan sikap konsumen. Persepsi konsumen terhadap rasa dan merek mempengaruhi secara positif sikap konsumen. Produsen teh perlu memperhatikan persepsi konsumen terhadap rasa seduhan teh yang sepat dan popularitas merek yang dinilai penting oleh konsumen.

Kata kunci: persepsi konsumen, aroma teh, rasa teh, warna seduhan teh, sikap konsumen

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INTRODUCTION

National tea consumption in 2021 reached 44.333 tonnes/capita/year and increased by 1.24% in 2022 to 44.833 tonnes/capita/year. Indonesia's average weekly tea consumption in 2022 is 0.027 kilograms of brewed tea and 1.651 kilograms of tea bags. The average national tea consumption increases by 0.42% per year (Badan Pusat Statistik, 2023).

The lifestyle of the Indonesian people consuming tea has led to an increase in consumption marked by producers offering a large selection of products based on type, scent, shape, and benefits (Bappeda Jawa Barat, 2019). Indonesia's people have different goals for consuming tea, including health, reducing weight, freshness, and warming the atmosphere when gathering with family and friends. They consume tea together with eating activities. Tea is one of the drink ingredients various groups favor regardless of social status.

Consumers not only consider product attributes when making purchasing decisions but also consider the product experience they have consumed (Song et al. 2020). Consumers assess product attributes according to their wishes and needs of consumers (Chang & Pathiassana, 2017). Marketers need to understand consumer attitudes which are psychological factors because consumer attitudes have a positive correlation and are the most effective indicators for knowing how consumers behave (Shahbandi & Farrokhsad, 2021).

Attitude is an expression of the consumer's feelings of liking or disliking the product, and describes the consumer's trust in the product. Attitude and situational factors that cannot be anticipated influence consumer purchasing decisions (Sumarwan, 2011). Attitude factors are the intensity of consumer attitudes towards product choices and consumer motivations that affect consumer desire to buy products, while situational factors that cannot be anticipated affect consumer purchase intentions (Kotler & Armstrong, 2015). Consumers form a better perception of a product that can meet consumer wants and needs (Kotler & Keller, 2012).

Various researchers have conducted several previous studies related to product attributes and consumer attitudes. Mahmoudi et al.'s (2021) research results show that price factors influence consumer attitudes

towards products. If companies increase prices, consumer attitudes toward products will decrease. Research conducted by Abidenn & Latif (2011) shows that brand equity positively affects consumer attitudes because the existence of a brand affects consumer trust in products through experience and familiarity with products.

Citra et al. (2018) conducted research on the influence of internal attributes (steeping colour, taste, and scent) and external attributes (packaging design, packaging materials, information on packaging, packaging size, and packaging contents) on consumer attitudes towards tea products. Internal attributes are the variables that most influence consumers in considering the products to be consumed. Another study conducted by Willy & Nurjanah (2019) showed that consumers choose taste as the main factor influencing consumers to consider products.

Islam et al. (2012) research show that various products make it difficult to fulfill consumer needs for the scent and taste of tea because the tea brewing process affects the taste and brew colour. Consumers need help with the brewing process to get the taste and colour of the brew according to what consumers want. While research by Auralia (2021) shows consumers like the fragrant scent of tea because it can have a relaxing effect when enjoying tea before starting activities in the morning.

Most previous studies show that consumers have different attitudes toward tea products. This shows that it is necessary to research specific types of products in an area. For instance, researchers feel it is important to research consumer attitudes in choosing tea in packs of original tea bags and/or jasmine tea bags in Banyumas Regency. Therefore, this research will analyze the influence of attribute product that affect consumer attitudes of tea product.

Tea is one of the beverage ingredients consumed by the public every day. However, consumers have different preferences for tea products, and the competition between producers is increasing. Each tea producer undertakes to offer product variations by providing variations in the taste of tea products and carrying out various strategies to appeal to consumers. Tea producers must be able to develop the most effective and efficient marketing strategies in marketing tea products to save costs and production time.

In connection with the phenomenon, the authors intend to research the perception of consumers to attribute products that affect consumer attitudes toward tea products. This study aims to analyze the dimensions of product attributes, namely scent, taste, brew colour, brand, and price. The results of this study will help tea producers develop a strategy to increase consumer interest and attitudes toward their tea products.

METHODS

This research was conducted in January 2023 with 175 respondents from Sokaraja and South Purwokerto District. This research design is based on quantitative research, which will be utilized through a survey by distributing questionnaires filled in directly by the respondents to collect primary data. Respondents were conveniently sampled, and their characteristics were the decision-making of purchasing tea for the home. In addition, the respondents consume tea in original tea bags and/or jasmine tea and live in Sokaraja and South Purwokerto District.

The location of this study was elected with purposive methods considering having the largest population, namely 5.02% and 4.06% of the total population of Banyumas Regency, namely 1,776,918 people, and has the largest housing development, namely 16.7% and 16.2% of the total housing development in Banyumas Regency, namely 222 housing in 2019-2022. Respondents were asked about their perceptions of attributes of products, namely scent, taste, brew colour, brand, and price they had regarding the consumed tea product, especially related to consumer attitude. The whole number of substantial questionnaires collected was 175. The study raised the test measure utilizing the stipulation by Rusti et al. (2021) to 5 times the number of markers of all inactive factors, which is 105 tests.

The questionnaire utilized a five-level Likert scale. The Likert scale describes the degree level that suits the respondent with a layered choice. The five levels utilized in this survey are; 1) completely disagree, 2) disagree, 3) neutral between agreeing and disagreeing, 4) agreeing, and 5) strongly agreeing. This research comprises dependent and independent factors. The independent variables are scent, taste, brew colour,

brand, and price. The dependent variable is consumer attitudes. The operational variables can be seen in Table 1

Indicators of great variables must meet two necessities, specifically valid and reliable (Ghozali, 2018). To test the validity of indicators, a loading factor value is utilized. An indicator meets the criteria on the off chance that the value of the loading factor is more than 0.500 (Tabranick & L, 2007). The validity test appears that all indicators on latent variables have a value loading factor of more than 0.500, with values extending from 0,508 to 0,858. In this way, all indicators are great or substantial and are significant to the degree of each latent variable of the scent, taste, brew colour, brand, price, and customer attitudes.

After the validity test, the reliability test is carried out by building a firm construct reliability value of more than 0.600 (Ghozali, 2018). The reliability test showed that all variables had an unshakable construct reliability value of more than 0.600, ranging from 0.793 to 0.890. Therefore, all latent variables contain an unshakable quality level.

Descriptive analysis was used to provide a summary of demographic and economic characteristics. SEM analysis was used to analyze the effects between variables and answer the hypotheses. Structural equation modeling (SEM) consists of three functions of confirmatory factor analysis: checking the validity and reliability of means, testing models of relationships between latent variables (path analysis), and obtaining models useful for prediction structural model function. In this study, the researchers used CB-SEM method with AMOS software.

This study analyses the product scent, taste, brew colour, brand, and price influencing consumer attitudes. Based on the research framework in Figure 1, the following hypotheses are used:

- H1 : Scent affect significantly on consumer attitudes
- H2 : Taste affect significantly on consumer attitudes
- H3 : Brew colour affect significantly on consumer attitudes
- H4 : Brand affect significantly on consumer attitudes
- H5 : Price affect significantly on consumer attitudes

Table 1. Operational variables

| Variable | Definition | Indicator | References |
|--------------------|---|---|---|
| Scent | Perceptions formed from information and past consumer experiences about the scent of teas consumed. | Tea Leaf Scent; Sweet Scent; Flower Scent | Islamet al. 2012 |
| Taste | Perceptions formed from information and past consumer experiences about the taste of teas consumed. | Bitter Taste; Astringent Taste; Thin Taste | Islamet al. 2012 |
| Brew Colour | Perceptions formed from information and past consumer experiences about the brew colour of teas consumed. | Brown Steeping Colour; Reddish Brown Brew Colour; Yellow Brew Colour | Auraliaet al. 2020 |
| Brand | Perceptions formed from information and past consumer experiences about the brand of teas consumed. | Product Attribute Excellence; Product Popularity; Product Uniqueness | Abidenn & Latif, 2011; Susanty & Adisaputra, 2011 |
| Price | Perceptions formed from information or past experiences of consumers towards the price of tea consumed. | Price Affordability; Price Suitability with Quality; Price Competitiveness with Similar Products | Rahmahet al. 2018; Nikmahet al. 2021 |
| Consumer Attitudes | Consumer ratings relating to tea products consumed | Consumer Knowledge; Understanding the Reliability of Product Attributes; Assessment of Various Product Options; Confidence can Fulfill Desires; Desire to Buy Products; Tendency to Find Information About Products | Nulufi & Muwartiningsih, 2015 |

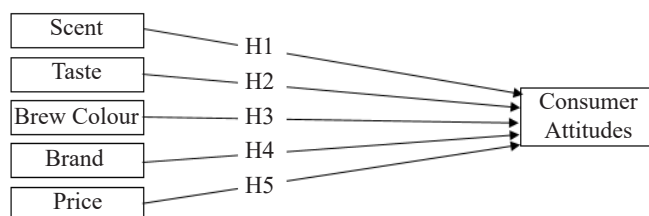


Figure 1. Research framework

RESULTS

Characteristics of Respondents

Most respondents were women (84%), and the majority were between the ages of 49 and 58 (30.86%). The highest educational background of respondents is at the S1 level (60.57%). Most respondents' income ranges from IDR5,800,000 to IDR7,600,000 (38.86%). Married respondents accounted for the majority, with a percentage of 87.43%, while unmarried respondents were 12.57%.

Consumer Behavior

The purchasing behavior of tea consumers in Banyumas Regency shows that most households buy as much as one box of tea weighing 50 grams in one month (55.43%) so that the average household tea purchase expenditure is IDR7,950 (25.14%). The number of purchases made by most consumers is as much as 50 grams to meet the needs of household beverage ingredients. Most households' tea needs are fulfilled with the frequency of purchasing tea once a month (66.86%) in supermarkets (60%). Consumers purchase tea more than once (33.14%) in a month. The location of the purchase is carried out in supermarkets because there are ten supermarkets in Banyumas Regency so that consumers have no difficulty obtaining products.

Normality Test, Multicollinearity Test, and Outlier Test

The normality test results show a critical ratio value of 2.044 which lies between $-2.56 \leq c.r \leq 2.56$, so it can say that the data is normally distributed univariate and multivariate. The multicollinearity test results

show a covariance matrix value of 1.146. Therefore, there are no multicollinearity issues in the study data. Cumulative values based on chi-square values with 21 degrees of freedom at $p < 0.0001$ was 59.703. The outlier test results in this study showed the absence of multivariate outliers for each measure of Mahalanobis distance in this study.

The goodness of Fit Test

Based on matching test results with estimated goodness-of-fit (GOF) values. Table 2 shows acceptable agreement for GFI and AGFI values, while chi-square, significance, RMSEA, CMIN/DF, TLI, CFI, and IFI, respectively, show good values and fits, so we can conclude that the study model is well-fitted overall. The Goodness tests have many criteria, and the model must be revised if the criteria are not good overall (Hasanah et al. 2017).

Analysis of Factors Influencing Consumer Attitudes based on SEM Analysis

In this study, the hypothesis was tested using structural equation model analysis. Figure 2 shows the results of the measurement model structure during the model evaluation stage. Based on the structural equation model analysis results, Table 3 summarizes the indicators that contribute most to each variable.

Table 3 shows the indicator that contributes most to each latent variable. Based on these results, the main factor consumers consider most when purchasing tea for scent reasons is the floral scent. In terms of taste, consumers tend to opt for astringent tea products. Then, regarding brew colour, the consumer decides and purchases reddish-brown brew-colour tea. The product popularity index of the brand variable tells consumers directly that products that are more recognizable to the general public are better able to explain why the tea was advertised. Moreover, when it comes to price, consumers also choose more affordable tea products than others.

Hypothesis Verification Results

Hypothesis tests (Table 4) can be identified by the 10%, 5%, and 1% probability significances. The criteria for rejecting and accepting hypotheses are that the H_0 hypothesis is rejected, and the H_a hypothesis is accepted for probability values less than 0.100, 0.05, and 0.01. Hypothesis test results show that taste and brand positively influence consumer attitudes, while scent, brew colour, and price do not influence consumer attitudes.

Table 2. Goodness of Fit Test

| Model Fit Criteria | Model Fit Values | Standard | Explanation |
|----------------------------|------------------|--|----------------|
| X ² -chi-square | 205.736 | It is expected to be smaller than X ² at df = 174, which is 353.065 | Good Fit |
| Significance Probability | 0.550 | ≥ 0.05 | Good Fit |
| RMSEA | 0.032 | ≤ 0.08 | Good Fit |
| GFI | 0.899 | ≥ 0.90 | Acceptable Fit |
| AGFI | 0.866 | ≥ 0.90 | Acceptable Fit |
| CMIN/DF | 1.182 | ≤ 2.00 | Good Fit |
| TLI | 0.974 | ≥ 0.90 | Good Fit |
| CFI | 0.979 | ≥ 0.90 | Good Fit |
| IFI | 0.979 | ≥ 0.90 | Good Fit |

Table 3. Indicators that contribute the most to each variable

| Variable | Indicator | Symbol | Loading Factor |
|-------------|---------------------------|--------|----------------|
| Scent | Flower scent | S2 | 0.818 |
| Taste | Astringent taste | T2 | 0.848 |
| Brew Colour | Reddish brown brew colour | BC2 | 0.858 |
| Brand | Product popularity | B2 | 0.818 |
| Price | Price affordability | P2 | 0.815 |

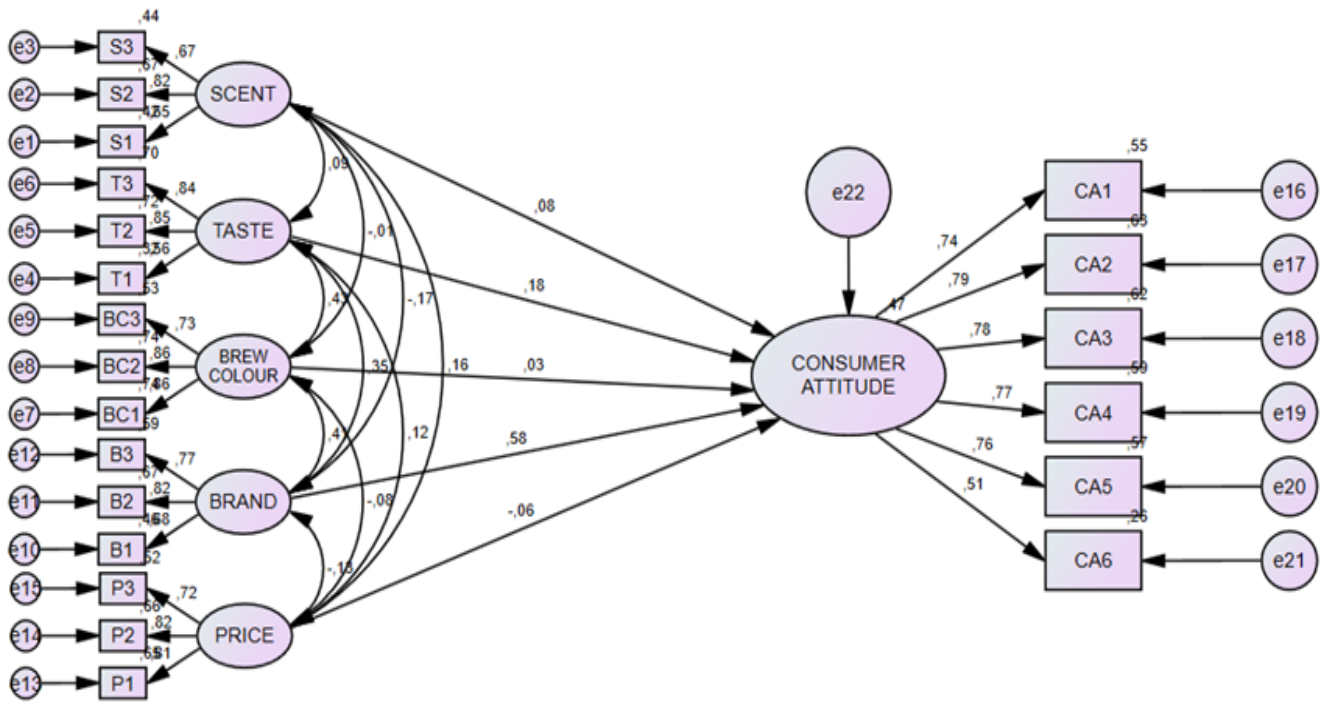


Figure 2. Path diagram based on loading factor value

Table 4. The Structural Model Assessment

| Hypothesized Relationships | Path Coefficient | P |
|---------------------------------|------------------|-------|
| Scent → Consumer Attitude | 0.090NS | 0.324 |
| Taste → Consumer Attitude | 0.231** | 0.048 |
| Brew Colour → Consumer Attitude | 0.026NS | 0.720 |
| Brand → Consumer Attitude | 0.647*** | 0.000 |
| Price → Consumer Attitude | -0.056NS | 0.403 |

Note: *) Significance $\alpha = 10\%$; **) Significance $\alpha = 5\%$; ***) Significance $\alpha = 1\%$

The results for the first hypothesis show a coefficient of 0.090 for the path score, with probability significance (0.326) $>$ α (0.100). Based on these results, it can be concluded that the first hypothesis is rejected. Consumers' perceived scent does not affect consumer attitudes. If the consumer's perceived scent increases, it will not increase or decrease consumer attitudes toward tea because there is no difference in the scent of tea products from various brands. According to a preliminary survey in Banyumas Regency in 2022 there are seven brands of tea that offer the scent of tea and the scent of jasmine. This is aligned with Arismunandar et al. (2019) and Ikmanila et al. (2018), there was no significant relationship between scent and consumer attitudes. Currently, consumers are limited to consuming alone, regardless of product quality or scent, which does not affect consumer attitudes when choosing products.

The results for the second hypothesis show that the path value coefficient is 0.231 with probability significance (0.048) $<$ α (0.050). Based on these results, the second hypothesis is acceptable. The significant positive effect of taste on consumer attitudes explains that astringency tastes an important role in shaping consumer perceptions of tea taste. Consumer behavior has changed along with cultural and lifestyle developments, so tea producers must pay attention to consumer preferences that will influence consumer attitudes. This is aligned with Slamet et al. (2021) and Rustiati (2014) who shows that taste affects consumer attitudes.

The results for the third hypothesis show a coefficient of 0.026 for the path score, with probability significance (0.720) $>$ α (0.100). Based on these results, it can conclude that the third hypothesis is rejected. Consumer perception of tea brewing does not affect consumer attitudes. The consumer's perception of the brew's colour that increases would not increase or decrease

the consumer's attitude towards tea. Tea brewed with heating has a lighter brew colour than without heat treatment. However, the heating process's length does not significantly affect the consumer's perception of the brew's color. This is aligned with Amanto et al. (2020) and Retnowati & Abdurrahman (2017), who show no significant relationship between brew colour and consumer attitude.

The results for the fourth hypothesis show a coefficient of path value of 0.647 with probability significance $(0.000) < \alpha (0.001)$. Based on these results, it can conclude that the fourth hypothesis is acceptable. The large positive effect of popularity on brands can be explained by the fact that the more often tea producers advertise in print and social media, the higher the popularity of their tea products. Tea producers need to pay attention to product attributes such as scent, taste, brew colour, price, and product uniqueness so that the product has advantages compared to other brands. This is aligned with Firmansyah et al. (2021), Slamet et al. (2021), Meiria (2017), and Haidi & Wandebori (2016), and Idaman et al. (2012) argued that since brands influence consumer attitudes, producers should conduct advertising activities and pay attention to brand value in order to increase consumer awareness of product brands.

The results for the fifth hypothesis show a coefficient of path score of -0.056 with probability significance $(0.403) > \alpha (0.100)$. Based on these results, we can conclude that the fifth hypothesis is rejected. The prices consumers perceive do not affect consumer attitudes, as the prices of tea products offered by different brands do not vary much. Consumer perceived price increases by 1 unit will not increase or decrease attitudes towards tea perspective. This is aligned with Ichwani et al. (2019), Rahmah et al. (2018) and Nugraha et al. (2017) that was a no significant relationship between price and consumer attitude. The marketing mix variables, price, no longer directly affects awareness of product. However, producers need to offer competitive prices through premium products at affordable prices so that consumer attitudes towards products increase.

Managerial Implications

Based on the structural equation model analysis performed, taste and brand significantly impact consumer attitudes. In this regard, referring to the largest contribution to each variable, it is important

for tea producers to develop product characteristics that meet consumer wants and needs and to implement marketing mixes and branding strategies.

The indicator that contributes most to taste is astringency. Tea producers can include recommended brewing instructions on their product packaging or post them through social media, so consumers can enjoy their tea how they like it. The indicator that contributes most to a brand is product popularity. In order to increase brand awareness, tea producers should post attractive and memorable advertisements compared to their competitors so that consumers can immediately recognize a particular brand of tea just by looking at the product. Tea producers should increase their brand awareness by promoting their products through social media, TV ads, Instagram, TikTok, YouTube, and collaborations with artists. Product popularity is significant in increasing brand awareness and penetrating the minds of consumers. With so many brands, consumers will have no trouble finding the tea they want to purchase.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on research findings, consumer perceptions of tea product behavior indicate that consumers consider the following when purchasing packaged tea: The scent element itself is the scent of flowers, the taste element is astringency, the brew colour element is reddish brown brew colour, the brand element is product popularity, and the price element is affordability.

Hypothesis testing results show that taste and brand have a significant positive impact on consumer attitudes. The variables that have the greatest impact on consumer attitudes are brand variables. In this context, the brand is the first variable that tea producers should improve and evolve. This aims to strengthen consumer attitudes toward tea products.

There are two strategies for increasing sales of tea products. The first is to allocate more budget and human resources to brand development of tea products to attract more consumers. The second strategy is to create ads that are more attractive and memorable than competitors, allowing consumers to identify the tea brand just by the tea brand's packaging.

Recommendations

The study was conducted among consumers of tea products in general. For further research, it was recommended to focus the research on consumers of specific brands of tea products so that the research findings could be used in a targeted manner by the manufacturers of the tea brands investigated. A suggestion for further research is to compare the attitudes of tea consumers in other places based on socio-culture.

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