

The Trend of Women Enjoying Coffee; Coffee Shop Consumption Behaviour Model During the Pandemic and After the Covid-19 Pandemic Based on the Theory of Planned Behaviour

Agriqisthi¹, Rasidah Nasrah², Mohamad Nasir Saludin³

¹ University of Andalas, Padang City, West Sumatra 25175, Indonesia

² Mahaputra Muhammad Yamin University, Jl. Jend. Sudirman Kota Solok, Indonesia

³ Universiti of Geomatika, Ayer Keroh, Melaka, Malaysia

*E-mail: mnasir.saludin11@gmail.com

Received: 16 February 2023

Accepted for publication: 21st May 2023

Published: 27th June 2023

Abstract

Covid-19 is a challenge that must be faced by businesses. When the pandemic occurred in Indonesia, every business person needed to maintain the resilience of the business being managed. Not only coffee shops, the pandemic has also affected the behavior of coffee consumers. So this study aims to determine consumer behavior, especially women towards coffee during the pandemic and after the pandemic. This study uses a quantitative research method, which can be counted using statistical methods. Data collection was carried out by distributing questionnaires in 2020. The results showed that women's consumption attitudes related to coffee during the pandemic were significantly influenced by the variables of apathy, perceived control, and intention to behave. The most visible difference in consumer behavior is the reduction in female consumers coming directly to coffee shops due to the pandemic. And during the new normal era, the coffee shop was open offline but with limitations. Consumers who come directly to coffee shops need to pay attention to regulations that must be obeyed. During the Covid-19, coffee consumers preferred to order online. And the new normal period did not simply return people's living conditions to normal. Purchasing power for goods and services is very less. This indicates a change in consumer behavior patterns in the new normal era of consuming a product.

Keywords: Pandemic, women, coffee, consumer, behaviour.

Introduction

For countries in Southeast Asia, the impact of the Covid-19 pandemic has affected national economic conditions (Mas'udi & Winanti, 2020). The business and investment climate has been disrupted due to the decline in people's purchasing power during the pandemic (Schaper, 2020). The increasingly difficult business conditions during this pandemic resulted in a drastic decline in performance. Even small and medium businesses that survived the previous crisis were still experiencing shocks, it was found that the financial capacity of small and medium businesses had decreased. As a result, there is a negative stigma attached to MSME actors due to the uncertainty over how the Covid-19 pandemic will be resolved (Tambunan, 2020).

The State of Indonesia has again placed restrictions on community activities from 11 to 25 January 2021 (Mudassir, 2021). The Covid-19 Handling Task Force has made a Decree of the Head of the Covid-19 Handling Task Force No. 6 of 2021 concerning the mechanism of travel both domestically and abroad. However, the mechanism for implementing restrictions on community activities refers to Government Regulation of the Republic of Indonesia No. 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating the Management of Corona Virus Disease 2019 (Covid-19).

The Covid-19 pandemic has limited mobility outside the home. This will make some people feel bored doing activities at home. Especially with the enactment of the new normal life, people are trying to adjust their lifestyle to the new normal. As

happened to the people of West Sumatra, where activities outside the home are inevitable so that mobility is still carried out but using the Covid-19 health protocol so that the spread of the coronavirus can be suppressed.

Based on a survey conducted by BPS (2021) it was noted that 18.34% of people were doing work from home (WFH), 2.52% were laid off, and 22.74% were not working. As a result, 41.91% of the people experienced a decrease in income, so their consumption ability became more selective, prioritizing only the main priorities, such as daily needs, health costs, education, telecommunication costs, and others. During physical distancing, people tend to experience an increase in expenditure of up to 50%, this is due to the trend of online shopping being the main choice. It is said that the millennials and baby boomers are the most dominant in learning online. Shopping online does make it easier to provide necessities without mobilizing, but the cost of sending goods incurs a sizable fee.

Changes in people's consumption patterns during the Covid-19 pandemic are still limited to research, so this research needs to be conducted to analyze people's consumption patterns for offline coffee shops in West Sumatra. The theory used in this study is following the theory introduced by Icek Ajzen (1991), that behavior is defined as a person's actions towards something, while actions will be influenced by various other factors, making the theory of planned behavior (Theory of Planned Behavior) or more familiar. known as TBP.

The theory of planned behavior states that attitudes toward behavior capture positive or negative perceptions of individuals in carrying out these behaviors. Attitude is a disposition to respond favorably or unfavorably to an object, person, institution, or condition (Foltz et al., 2016). Various things will affect a person's attitude in acting. For example, during the Covid-19 pandemic, someone will be attracted to the features offered by a coffee shop that has good health protocols. So that they don't hesitate to visit the coffee shop.

A series of economic recovery schemes due to the Covid-19 Pandemic have been carried out by the Government, this program targets all corners of the region and also the business sectors that the community is involved in. Economic growth in the second quarter of 2020 was concentrated at minus 5.32%, growing to 7.07% in the second quarter of 2021 (Commission for Monitoring the Implementation of Regional Autonomy, 2021). However, negative sentiment is growing again due to the emergence of a new variant of Covid-19, this will of course be an obstacle to the actualization of the economy in the primary sector (competitiveness that is built by acting dynamically). Dependence on metropolitan areas such as Bali, Jakarta, and other big cities has not yet significantly affected the people's economy, recorded at 57.29%. Companies spread across the island of Java and the tourism industry in Bali experienced a decline in income. The decrease in revenue tends to be caused by sales, employee wages, and debt. Small and Medium Enterprises (UMK) in Indonesia as a whole experienced a more severe condition, with 67.77% of UMK experiencing a decrease in income in the third quarter of 2020 and 14.83% of UMK temporarily stopping operations (Central Bureau of Statistics, 2020).

Changes in people's consumption patterns during the Covid-19 pandemic are still limited to research, so this research needs to be conducted to analyze people's consumption patterns for offline coffee shops in West Sumatra. The theory used in this study is following the theory introduced by Icek Ajzen (1991), that behavior is defined as a person's actions towards something, while actions will be influenced by various other factors, making the theory of planned behavior (Theory of Planned Behavior) or more familiar. known as TBP.

The wrong one to change the pattern of consumption Public during the period pandemic is the pattern of consumption of coffee. Coffee is the second most traded commodity in the world (Czarniecka-Skubina et al., 2021). According to the International Coffee Organization (2020), Indonesia is ranked fourth as a world coffee producer after Brazil, Vietnam, and Colombia. Currently, Indonesia is a potential coffee consumer along with the increasing popularity of local Indonesian coffee, so production also increases to meet domestic demand for local coffee (Sunarharum et al., 2021). This makes coffee in Indonesia a natural resource that has a sale value to be developed.

Now many kinds of coffee products have been traded, ranging from ground coffee products to instant coffee drinks with various flavors and packaging (Elang and Vidaksa, 2018) Coffee products have a unique aroma and taste, and have been liked by many people around the world (Tamkaew et al., 2021). Coffee drinks are one of the most popular drinks among Indonesian people (Suisa et al., 2014). Consuming coffee is a moment of pleasure and has become part of the lifestyle of coffee consumers (Samoggia et al., 2020). Among young people in Indonesia, drinking coffee is also a trend. The tradition of drinking coffee unconsciously has become a complement to activities such as meetings, assignments, reunions, business meetings, and others (Rasmikayati, et al., 2021).

The coffee shop business is currently considered to be quite competitive and always developing with the changing times and people's lifestyles. Independent research shows the fact that the number of coffee shops until mid-2019 has more than tripled or reached 2,950 outlets compared to 2016 which only numbered 1,000 outlets (Toffin, 2019). Based on data, 74 percent of people prefer to consume coffee served in cafes or restaurants rather than making their coffee at home (Statista, 2020). The trend of "hanging out" at coffee shops and aggressive marketing strategies from various coffee shops keeps people trapped in the current consumptive lifestyle (Bong, 2011)

In the administrative area of West Sumatra, there are 472 coffee shops. The coffee shop is one of the supporters of West Sumatra Regional Original Income (PAD) (West Sumatra in Figures, 2020). The existence of a coffee shop also empowers

the workforce in West Sumatra. Coffee shops in West Sumatra offer various flavors of Indonesian coffee beans and international coffee beans with a variety of different processing methods. However, during the Covid-19 pandemic, the average coffee shop turnover decreased. The secretary of the cooperative ministry said that during the pandemic many small businesses went out of business, and around 30% of their businesses were disrupted.

An explanation of attitudes, subjective norms, and behavioral controls will then shape the intention to behave. Intention to behave is an act of what they think so they are attracted to an object, but not every intention to behave will shape behavior when the person shows actual behavior. (Wee et al., 2014). Furthermore, according to Schiffman & Kanuk (2010), Attitudes and interests are examples of mental variables that influence behavior, while behavior can be divided into actions, activities, and relationships. Action is physical movement in a short time.

When consuming a product, consumers will have an inner drive called motivation (Kanuk & Schiffman, 2010). In this case, a coffee connoisseur who is accustomed to having a lifestyle of consuming coffee will tend to have an inner drive to fulfill his need for coffee under any circumstances. On the other hand, consumers' perceived behavioral control is related to the obstacles and conveniences they face. In the era of the Covid-19 pandemic, the spread of the virus was not easy to control and vaccines were already available to deal with it, but not all people got it. This pandemic condition can be an obstacle for consumers to meet their needs for coffee beverage products. Based on the explanation above, the Covid-19 pandemic can affect people's consumption patterns, one of which is coffee drink products.

Based on field observations, people in West Sumatra started coming to the coffee shop. However, the Covid-19 pandemic situation requires that consumer visits must implement health protocols. There are offline purchase requirements that must be agreed upon by both parties, both coffee shop managers and visitors, namely jointly implementing health protocols. Based on research conducted in 2021, it was found that female visitors visited coffee shops more.

Literature Review

Consumer Behavior

According to Schiffman and Wisenblit, consumer behavior is defined as the study of consumer actions during searching, buying, using, evaluating, and disposing of products and services that they expect will be their needs (Wisenblit, 2015). This explains how individuals make decisions to spend available resources on goods sold by marketers. The study of consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after buying, and whether they buy them repeatedly.

According to Solomon (2017), consumer behavior is more than just buying, it also includes the study of how having (not having) things affects our lives and how possessions affect our feelings and relationships with one another. Solomon also wrote that consumer behavior is the study of the processes involved when individuals or groups select, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and wants (Michael Solomon, Gary Bamossy, Soren Askegaard, 2006).

From the theories above, what is meant by changes in consumer behavior are changes in the actions of a person/individual or group when searching for products (searching), buying products (purchasing), using products (using), evaluating products (evaluating) and disposing of product waste. (disposing of) caused by internal and external factors.

Consumer behavior is dynamic because it is always changing and moving all the time (Setiadi, 2003). However, during the Covid-19 pandemic era, there were changes in consumer behavior that affected changes in consumer motivation to buy products and services. One of the factors that shape consumer behavior is motivation (Kotler and Keller, 2009). 3 consumer behaviors occurred during the Covid-19 pandemic.

Physical Distancing At the time before the pandemic, needs were based on freedom of accessibility and flexibility. However, currently, consumer behavior is more motivated by the implementation of the Covid-19 health protocol, such as physical distancing (Suprihatin, 2020). In the era of the Covid-19 pandemic, the crowd factor affected consumer anxiety in behaving. Therefore, to be able to avoid crowds, consumers are motivated to implement physical distancing which is seen as effective in preventing exposure to the Covid-19 virus.

Safe and Comfortable Before the pandemic, consumer needs were based on physiological or recreational needs (Setiadi, 2003). However, in the current pandemic era, consumers prioritize the need for safety and comfort (Suprihatin, 2020). Consumers need a sense of security from fears of exposure to Covid-19 when spending time outside the home. However, the application of the Covid-19 protocol will provide a feeling of comfort for consumers. Therefore, the motivation of consumers in the current pandemic era is to find a safe and comfortable place to visit personally and socially.

Hygiene Cleanliness is one of the most important factors underlying consumer behavior before and during the current pandemic (Suprihatin, 2020). It's just that now consumers are more concerned about the aspect of cleanliness. According to Suprihatin in 2020, consumer behavior during a pandemic is more concerned with clean, healthy, and safety factors. Exposure to the Covid-19 virus can be avoided when maintaining hygiene somewhere. This consumer behavior is caused by

anxiety and fear of exposure to the Covid-19 virus so they are more concerned with aspects of physical distancing, safety and comfort, and hygiene principles. According to Rizkia and Putu in 2021, changes in consumer behavior are influenced by producers/owners who demonstrate cleanliness and safety from exposure to the Covid-19 virus at their place of business.

Theory of Planned Behavior

Behavior is defined as a person's actions towards something, while actions will be influenced by various other factors, making the theory of planned behavior (Theory of Planned Behavior) more familiarly known as TPB (Icek Ajzen, 1991). Foltz, Newkirk, & Schwager (2016) found that at TPB, behavior is a function of beliefs or information relevant to certain behaviors. Ajzen (1991) is a researcher who introduced TPB and also stated that the actual behavior of a person can be measured and predicted in certain contexts based on one's intentions along with perceptions of self-control in behavior.

However, previously introduced the theory of reasoned action (Theory of Reasoned Action) in which the theory has studied the supporting factors of behavior such as beliefs, attitudes, and actual behavior. Some of the influencing beliefs are a). apathy is an attitude of indifference, indifference, lack of emotion, motivation, or enthusiasm, even when they know a rule, and changes to the environment but is not interested in contributing or playing an active role (Foltz et al., 2016). According to (Foltz et al., 2016) that apathy has a negative relationship with attitude, so the more apathetic a person is, the more indifferent to something. However, according to (DINC & BUDIC, 2016) indirect indifference will affect a person's attitude; b). consumer values which are factors that influence consumer attitudes in buying products as seen from awareness of health, awareness of the environment, and awareness of appearance (Carolyn & Pusparini, 2013).

From research conducted by Carolyn & Pusparini (2013), it was found that there is an influence between health awareness, environmental awareness, appearance awareness, and perception of benefits on one's attitude; c). attitudes which are evaluation actions, emotional feelings, and tendencies to act both favorable and unfavorable from someone toward an object or idea (Kotler & Keller, 2009). According to (Foltz et al., 2016) that attitude will directly affect a person's behavioral intention, meaning that attitude will show one's attention and action towards something ; d). Subjective norms indicate a person's subjective view of social pressure on whether to buy or not to buy food supplement products (Lee & Lim, 2016). According to (Foltz et al., 2016), a person's subjectivity will influence intentions to behave, where a person's assessment of something will affect how they will act; e). Perceived Behavioral Control (PBC) influences behavior directly, where a person is more likely to be involved in the behavior they control (Foltz, 2016). Ramdhani (2016) argues that perceptions of behavior control will have a strong influence in shaping one's behavior; f). Social trust is a sociological concept that refers to good relations in society.

Trust is one of the key elements of social capital recognition (Kiani, 2013). Foltz et al., (2016) added that PBC will directly affect behavior; g). Intention to behave is an action of what they think so that they are attracted to an object, but not every intention to behave will shape behavior when the person shows actual behavior (Wee et al., 2014). In the case of a coffee shop, one's intention to behave towards a coffee shop will influence their consumption behavior. Ramdhani (2016) argues that intention to behave will influence how a person will behave; h). Behavior arises as a result of interaction between responses from individuals to stimuli that come from their environment to adapt and survive.

Impact of the Covid-19 Pandemic on Behavior Consumption Coffee

The outbreak of the coronavirus has had an impact on people's behavior, especially consumer behavior. Consumer behavior is a form of activity that we often do, especially related to searching for information on goods and services, purchasing, using products, and disposing of goods and services that have been consumed. The current condition of the Covid-19 pandemic has resulted in changes in consumer behavior activities. The shift in people's consumption patterns has also changed. If there is a change in consumption patterns, it will automatically affect the purchasing power of the people themselves. When the Covid-19 pandemic occurred in Indonesia, every business person needed to maintain the resilience of the business being managed. In this case, there are 3 important elements, namely product excellence, community behavior, and process reliability. Seeing the conditions of the Covid-19 pandemic which requires everyone to limit their activities, digital transformation is very important to maintain a business. By using the right technology for system resilience, a business can carry out its digital transformation and create digital resilience (Fitriasari, 2020).

The Covid-19 pandemic is a challenge that must be faced by businesses. Schaper (2020) added that small businesses are businesses that can survive even in crisis conditions, but this pandemic crisis has weakened the condition of MSMEs so that 70% of businesses in Southeast Asia want to cut workers. Meanwhile, in Southeast Asia, small businesses employ more than 140 million people. Schaper (2020) added that small businesses are businesses that can survive even in crisis conditions, but this pandemic crisis has weakened the condition of MSMEs so that 70% of businesses in Southeast Asia want to cut workers. Meanwhile, in Southeast Asia, small businesses employ more than 140 million people.

In crises such as the 'Covid-19 Pandemic', MSMEs require special attention from the government because they are the largest contributor to GDP (Gross Domestic Product) and can be a mainstay in absorbing labor, substituting consumption or semi-finished goods production (Bahtiar & Saragih, 2020). Not only that, MSMEs are predicted to be able to influence the upstream economy, that is, the benefits will be directly felt by the people in the villages. Based on the survey results, as many as 96% of MSMEs admitted that they had experienced a significant impact from Covid-19 on their business processes 75% of them had already plundered the income they earned. While 75% of MSMEs are unable to make the right decisions to be able to survive during a pandemic, there are 13% of MSMEs believe they have strategies to survive this crisis era.

So to overcome this, it is necessary to do optimal new ways that do not require direct interaction with consumers. Alwi & Ayuningtyas (2020) added that business activities that can survive are types of businesses that apply them online, such as; education, retail, and shipping. While the types of businesses that are developing during this crisis, such as; telecommunications, online platform providers/vendors, pharmaceuticals, and health products through adjustments to the online platform.

Not only coffee shops, but the Covid-19 pandemic has also affected the behavior of coffee consumers. This is because the government implemented a new policy, one of which is the implementation of Large-Scale Social Restrictions (PSBB). This policy is believed to be able to reduce the rate of spread of the Covid-19 virus. Where in this policy the government emphasizes to the public to postpone and limit all activities that are gathering many people (Thorik, 2020).

In line with social restrictions, coffee consumers now prefer to order coffee online. Based on data obtained through GrabFood, states that now the number of coffees per order made by consumers has increased from only one cup of coffee per order to now three cups of coffee per order (Mone, 2020). Some consumers prefer to enjoy the type of coffee sachets that can be enjoyed at home. Research results state that now the choice of coffee sachets is the main choice for consumers (Fuad, 2021).

Consumer behavior can also be influenced by the economic level and lifestyle of consumers. The more advanced the consumer economy, the higher the consumer's lifestyle and the higher the purchase (Bong, 2011). Indonesia's economic growth in 2020 was initially predicted to be 5.3 percent but this figure has changed due to the impact of the Covid-19 pandemic so Indonesia's economic growth in 2020 is currently predicted to be below 2 percent (Hadiwardoyo, 2020). Coffee is not a basic consumer need, but consuming coffee from coffee shops has become a lifestyle that is inherent in consumer activities so it will be difficult to let go (Demartoto et al., 2015).

Based on research, during the Covid-19 pandemic era, instant coffee sales in several countries jumped 30 percent and coffee consumption at home increased by 7.6 percent while demand for coffee in restaurants decreased by 14 percent. This is also expected to occur in the Southeast Asian market (Nielsen, 2020). When consuming a product, consumers will have an inner drive called motivation (Kanuk & Schiffman, 2010). In this case, a coffee connoisseur who is accustomed to having a lifestyle of consuming coffee will tend to have an inner drive to fulfill his need for coffee under any circumstances. On the other hand, consumers' perceived behavioral control is related to the obstacles and conveniences they face.

In the era of the Covid-19 pandemic, the spread of the virus was not easy to control and vaccines were already available to deal with it, but not all people got it. This pandemic condition can be an obstacle for consumers to meet their needs for coffee beverage products. Based on the explanation above, the Covid-19 pandemic can affect people's consumption patterns, one of which is coffee drink products.

Consumption Behavior in the New Normal Period

Covid-19 which emerged at the end of 2019 caused many changes in all fields, including the economic sector. The World Health Organization and governments in various countries have declared a new order for living side by side with Covid-19, with the idea of a "new normal" (Lassa, 2020). The new normal period, the impact of the Covid-19 pandemic, is a new normal order decided by the government by prioritizing the implementation of the Covid-19 health protocol.

The new normal era does not simply return people's living conditions to normal. Purchasing power for goods and services is very less. This indicates a change in consumer behavior patterns in the new normal era of consuming a product. In the new normal conditions, of course, there are differences in consumer behavior before the Covid-19 pandemic with consumer behavior in the new normal era. Many types of businesses have failed. There is a change in consumer behavior in buying a product. Consumers prioritize buying basic needs over other needs. However, there are also types of businesses that sell tertiary needs that can develop rapidly in the new normal era.

Previous Research

Several studies discussing the Theory of Planned Behavior were disclosed by Foltz et al. (2016) entitled An Empirical Investigation of Factors that Influence Individual Behavior toward Changing Social Networking Security Settings which obtained the result that examines the factors that influence behavior associated users with changes to their social network

security settings. This study found support for six of the eight hypotheses. The results showed that Attitude (H1), Subjective Norm (H2), and Perceived Behavioral Control (H3) predict Behavioral Intention. Behavioral Intention (H4) has a positive effect on Behavior. Apathy (H6) negatively predicts Attitude while Perceived Behavioral Control (H7) has a positive effect on Social Trust. Finally, Perceived Behavioral Control does not predict Behavior (H5) and Social Trust does not affect Behavioral Intention (H8). These findings have future implications for research and practice.

DINC & BUDIC (2016), also revealed the behavior of female consumers to examine the relationship between demographic variables, personal attitudes, subjective norms, perceptions of behavioral control, and entrepreneurial intentions of women in the Federation of Bosnia and Herzegovina. A total of 216 questionnaires were collected from women in two major cities in Bosnia: Tuzla and Sarajevo. Relationships between variables were evaluated using factor analysis, reliability, correlation, descriptive statistics, and regression. The findings indicate a positive and significant influence of personal attitudes and perceived behavioral control on entrepreneurial intentions.

Covid-19 caused a shift in coffee consumption behavior in women. Usually, consumers are concerned with the convenience and taste of coffee. However, during the new normal or even during Covid-19, consumers are more concerned with cleanliness and hygiene. This is following the opinion of Rizkia (2021), that based on the results of the descriptive analysis, from the variable consumer behavior it can be concluded that consumer behavior belongs to the good category with a value of 78.72%. This means that consumer behavior at Aditi Coffee House & Space in the era of the Covid-19 pandemic attaches great importance to cleanliness and hygiene of food, drinks, places, and things that are related to efforts to prevent the spread of the Covid-19 virus. In addition, based on the results of partial hypothesis testing (t-test) by obtaining a t count of $8.113 > t$ table of 1.98 and obtaining a probability value of $0.000 < 0.05$. Based on the results obtained for the consumer behavior variable, this means that H1 is accepted. This means that consumer behavior can influence purchasing decisions at Aditi Coffee House & Space during the Covid-19 Pandemic Era. And based on the results of hypothesis testing (test f) consumer behavior can influence purchasing decisions together.

The decline in coffee consumers was also revealed by Widagdo (2022) in his research that there was a decrease in respondents' evaluations of coffee products that they usually consumed during a pandemic. It is known that during the pandemic, consumers who rated coffee products in the satisfied category decreased by 4% compared to before the pandemic. Satisfaction felt by consumers will have a positive impact on consumer beliefs and attitudes toward further purchases, while dissatisfaction felt by consumers will harm consumer beliefs and attitudes (Rasmikayati, et al., 2020).

Research Methods

This research uses quantitative research methods, which can be counted using statistical methods (Sekaran, 2015). Data collection was carried out by distributing questionnaires in 2020. The unit of analysis in this study was the people of West Sumatra who made purchases at coffee shops, while the unit of observation in this study was the people of West Sumatra who made purchases at coffee shops offline during the Covid-19 pandemic.

The population of this study was all the people of West Sumatra who shopped at coffee shops during the Covid-19 pandemic. While the sample in this study was all the people of West Sumatra who visited coffee shops offline during the Covid-19 pandemic. This study used a simple random sampling research sampling technique. The sample to be used in this research is 380 respondents.

In this study, the exogenous variables were Apathy, Attitude, Subjective Norms, Perceived Behavior Control, and Behavioral Intentions, Social Belief was a connecting variable, while Community Behavior was an endogenous variable. Then tested the validity and reliability. Test the validity of the research questions carried out by factor analysis. While the reliability test of research questions was carried out by composite reliability and alpha Cronbach.

Research data is processed with several statistical tools namely using descriptive statistics and structural equation modeling (SEM) analysis. Meanwhile, to test the research hypothesis, a one-way statistical t-test was used with a t value of 1.96 with a 5% alpha confidence level.

Table 1: Operationalization of Research Variables

Variable	Definition	Indicator	Scale	Source
Apathetic	A concept that describes a person's lack of motivation, interest, and emotion, even when they know a rule, or a change in the environment but are not interested in	<ol style="list-style-type: none"> 1. I didn't care about health protocols when I bought coffee offline during WA-19 2. Implementing health protocols when buying coffee offline during the Covid-19 period is useless, 3. Implementing health protocols when buying coffee offline during the Covid-19 period is not important, 	intervals	(Foltz et al, 2016)

	contributing or playing an active role	4. It doesn't matter if I don't comply with the health protocol when buying coffee offline during the Covid-19 period		
Health Awareness	Consumers who perceive health values will involve themselves in the behaviour of purchasing a product (Carolyn & Pusparini, 2013)	<ol style="list-style-type: none"> 1. I really think about my own health 2. In general, I pay great attention to my own health 3. I regularly check my health myself 4. I am aware of my health condition 5. I am aware of my health condition throughout the day 	intervals	(Carolyn & Pusparini, 2013)
Environmental Awareness	Consumers who perceive the values of environmental awareness will prefer products that are environmentally friendly oriented (Carolyn & Pusparini, 2013)	<ol style="list-style-type: none"> 1. I really get angry when I think that the government is not doing much to address the problem of soil pollution control 2. I replaced the products I used before with products with environmentally friendly packaging 3. I feel afraid when I think that many of the foods I eat contain substances that are harmful to health 4. I bought the product because the product has a low environmental pollution effect 5. I feel angry when I think about the ways in which the industry has polluted the environment 6. I am willing to stop using a product from a company that makes me pollute the environment 7. I totally agree that environmental preservation should be further improved 8. The issue of protecting the environment is my business too 9. In my opinion, environmental preservation means a lot 	intervals	(Carolyn & Pusparini, 2013)
Appearance Awareness	Consumers who are aware of their appearance have an interest in a product if it can support their appearance (Carolyn & Pusparini, 2013)	<ol style="list-style-type: none"> 1. I try my best to make my physical appearance look attractive 2. My physical appearance is responsible for a lot that happens in my life 3. I fantasize about how it would feel to look better than I do now 4. In general, I care a lot about my appearance 5. I have awareness of how I look 6. I try to make a good impression on other 	intervals	(Carolyn & Pusparini, 2013)
Attitude	Attitudes towards behavior capture positive or negative perceptions of individuals in carrying out the behavior. Attitude is a disposition to respond favorably or unfavorably to an object, person, institution, or condition	<ol style="list-style-type: none"> 1. For me, buying coffee directly during the Covid-19 period was a pleasure, 2. For me buying coffee offline during Covid-19 is a good thing, 3. For me buying coffee offline during Covid-19 is useful, 4. For me buying coffee offline during Covid-19 is positive, 5. For me, buying coffee during Covid-19 is healthier than other types of beverage products, 6. Buying coffee offline during Covid- 	intervals	(Foltz et al, 2016)

Subjective Norm	Subjective norms are formed from normative beliefs, which reflect individual beliefs about the importance of other people's perceptions of the behavior	<p>19 has better quality</p> <ol style="list-style-type: none"> 1. People who influence my decisions will approve when I buy coffee offline during Covid-19, 2. Important people in my life would approve of me buying coffee offline during Covid-19, 3. My family influenced me to buy coffee offline during the Covid-19 period, 4. Expert opinion influenced me to buy coffee offline during the Covid-19 period 	intervals	(Foltz et al, 2016)
Perceived Behavior Control	PBC influences behavior directly, whereby people are more likely to engage in behaviors they control.	<ol style="list-style-type: none"> 1. If I want, I can easily buy coffee offline during the covid-19 pandemic, 2. I believe that I have the resources and ability to copy offline during the COVID-19 pandemic, 3. I have enough resources to buy coffee offline during the covid-19 pandemic, 4. I have knowledge of coffee, 5. Buying coffee offline during the Covid-19 pandemic is completely under my control 	intervals	(Foltz et al, 2016)
Social Trust	Reflects a willingness to allow others to make decisions, especially in areas where individuals may lack the interest, time, ability, or other resources to reach decisions on their own	<ol style="list-style-type: none"> 1. I believe that coffee shops have regulations and responsibilities to comply with health protocols when buying coffee offline during the Covid-19 period. 2. In general, I believe that visitors will follow health protocols when buying coffee offline during the Covid-19 period 	intervals	(Foltz et al, 2016)
Intention to Behave	Intention, which indicates the amount of effort an individual is willing to make to perform a certain behaviour, is assumed to capture the motivational factors that influence behaviour	<ol style="list-style-type: none"> 1. I routinely buy coffee offline during the Covid-19 pandemic, 2. If the coffee I like is available at a coffee shop, 3. I will buy it 4. There is a possibility that I will buy coffee offline during the Covid-19 pandemic, 5. I will try to buy coffee offline during the covid-19 pandemic, 6. I am willing to pay more to buy coffee offline during the covid-19 pandemic, 7. I routinely buy coffee whose packaging can be recycled 	intervals	(Foltz et al, 2016)
Behavior	Behavior arises as a result of the interaction between responses from individuals to stimuli that come from their environment so that they can adapt and remain under surveillance.	<ol style="list-style-type: none"> 1. I feel safe when buying coffee offline during Covid-19, 2. I feel more effective and efficient when buying coffee offline during Covid-19, 	intervals	(Foltz et al, 2016)

Results

Characteristics Respondents Study

Descriptive analysis aims to explain the characteristics of the research, this can be a consideration for the results of the data study conducted. Based on an analysis of 200 respondents manifold women found several results (Table 2).

It can be seen that female consumers who consume coffee based on the location most visited by consumers are the City of Padang at 58.2%, then the City of Bukittinggi at 34.6%. This means that there is a crowd that occurs at the coffee shop in that area. Furthermore, based on an analysis of the characteristics of respondents who shop at coffee shops offline, it was found that the frequency of consumers ranging from 2 to 5 times visiting coffee shops directly was 51.4%, but some respondents visited 5 to 10 times as much as 20.7%, even 17.8% of female consumer respondents stated that visits were made more than 10 times in one month. This means that currently female consumers have routinely visited coffee shops, and it has become a trend for female consumers to enjoy coffee.

Table 2 :Respondents Profile

Characteristics	Information	Frequency	Percentage
1. Origin	Bukittinggi	72	34.6
	Padang	120	58.2
	Padang Panjang	12	5.8
	Payakumbuh	1	0.5
	Solo	1	0.5
	Sijjung	1	0.5
		270	100
2. Age	< 20 years	5	2.4
	20 - 25 years	195	94.2
	26 - 30 years	7	3.4
	31 – 40 years	0	0
	>40 years	0	0
			270
3. Type of Work	Student/student	145	69.7
	Private employees	25	12
	civil servant	2	1
	Businessman	14	6.7
	Other	22	10.6
			270
Characteristics	Information	Frequency	Percentage
5. Income	<IDR 1,000,000	50	24
	IDR 1,100,000 to IDR 2,500,000	85	40.9
	IDR 2,600,000 to IDR 4,000,000	48	23.1
	IDR 4,000,000 to IDR 5,000,000	14	6.7
	> IDR 5,000,000	11	24
		270	100

Evaluation of the Outer Model Research Model

Construct validity refers to the degree to which a set of instruments describes the latent construct that the instrument is designed to measure (Hair, Black, Babin, & Anderson, 2010). Construct reliability focuses on consistency rather than the set of variables by which it is intended to be measured (Hair et al., 2010). Convergent validity refers to the extent to which a latent scale or indicator loads the latent variable. Can be defined as the extent to which a valid measure is used to measure constructs in research (Hair et al., 2010). Composite reliability measures the true value of the reliability of a construct and is better at estimating the internal consistency of a construct. The rule of thumb for alpha or composite reliability must be greater than 0.7, although a value of 0.6 is still acceptable (Hair et al., 2010). The results of the reliability analysis show that the Cronbach alpha and composite reliability values are greater than 0.7, which means that each variable is reliable.

Table 3: Reliability Analysis

	Cronbach's Alpha	Composite Reliability
Apathetic	0.931844	0.949456
Attitude	0.900662	0.924433
Subjective Norm	0.796916	0.862210
Perceived behaviour Control	0.846771	0.899135
Social Trust	0.772950	0.897855
Intention to Behave	0.817130	0.873535
Behaviour	0.849353	0.891729

Evaluation of the Inner Model Research Model

The inner model (inner relation, structural model , and substantive theory) describes the relationship between latent variables based on substantive theory.

Table 4: R-Square

R-Square	
Attitude	0.099
Intention to Behave	0.387
Behavior	0.342

Based on the results of the r-square it can be seen that attitude can be explained by the variables Apathy, awareness of health, awareness of the environment and awareness of appearance of 9.9% while the rest is a portion of other variables that were not carried out in this study. Variable behavior of female consumers in consuming coffee at coffee shops can be explained by the variables Apathy, awareness of health, awareness of the environment and awareness of appearance, Attitudes, Subjective Norms, Perceived Behavior Control moderated by Social Trust and Intentions of Female Consumers to Behave in Consuming Coffee by 34.2% while the rest is a portion of other variables that were not carried out in this study.

In this structural model analysis at least contains information about the value of the regression coefficient and the value of the statistical t test. With this value, the researcher was able to test the hypothesis. In more detail the results of the structural model analysis can be seen in Table 5.

Table 5: Structural Model Analysis Results

No	hypothesis	Connection	Regression Coefficient	Statistical T Test	Explanation
1	H1	AP -> SI	-0.184	3,649	Accepted
2	H2	SI -> NDB	0.159	2,710	Accepted
3	H3	NS -> NDB	0.150	2.207	Accepted
4	H4	PKP*KS -> NDB	0.138	0.483	Rejected
5	H5	PKP*KS -> P	0.526	2.195	Accepted
6	H6	NDB -> P	0.155	2,352	Accepted

AP = Apathy, SI = Attitude, NS = Subjective Norms, PKP = Perceived Behavioral Control, KS = Social Trust, and NDB = Intention to Behave, and P = Behavior

Discussion

The effect of apathy on attitudes in offline coffee consumption at coffee shops in West Sumatra province is the first hypothesis. The results of testing the hypothesis state that there is a significant influence between apathy and attitude because it has a t-statistic value of 3.649 which is greater than the t-table of 1.650517. But the coefficient of influence is negative (-0.184). This means that the increase in apathy that occurs will have a negative impact on the attitude of respondents in

shopping for coffee at period pandemic covid-19. In this case, consumers are indifferent, unmotivated or disinterested in shopping for coffee at coffee shops offline to the threat of the spread of Covid-19 or regulations regarding crowd restrictions. Another factor that supports the results of this study is because the majority of visitors who are respondents in this study are teenagers who are students or students where they don't really care about regulations regarding physical distancing or health protocols, what becomes their orientation is their goal of conducting regular visits. offline such as "non - krong with friends", doing assignments and so on. The second effect is attitude showing the results of the t-statistic obtained from this hypothesis of 2.710 greater than t-table 1.650517, while the coefficient is 0.159. This means that every increase that occurs in attitudes, the intention to behave will increase by 0.159. These results are in accordance with the researchers' expectations, because the attitudes formed by consumers can influence their intention to behave in shopping at coffee shops during the Covid-19 period. These results show how consumers act in shopping offline at coffee shops during the Covid-19 pandemic, where there are various regulations and prohibitions as well as health protocols.

Research of Prayidyaningrum & Djmaludin (2016) adds that the feeling of caring for a rule or condition that threatens to make a person act. This result is also supported by the characteristics of the respondents, who are mostly college students and students, where they will implement the rules when the rules will hinder them from achieving their goals, such as when the rules issued by the coffee shop itself regarding the rules for closing the shop, or insulation so that there is a distance between people. , or must wear a mask and wash your hands before entering the shop. Effect of attitudes on shopping behavior at coffee shops during the Covid-19 pandemic in this study was accepted because it was found that the t-statistic obtained from this hypothesis was 2.710 greater than the t-table 1.650517, while the coefficient was 0.159 . This means that every increase that occurs in attitudes, the intention to behave will increase by 0.159. These results are in accordance with the researchers' expectations, because the attitudes formed by consumers can influence their behavioral intentions to shop offline at coffee shops during the Covid-19 period. These results show how consumers act in shopping offline at coffee shops during the Covid-19 pandemic, where there are various regulations and prohibitions as well as health protocols. This result is in line with the research of Foltz et al. (2016) , who stated that rules or conditions for shopping for coffee during the Covid-19 pandemic could affect their intention to make purchases offline .

Next influence Subjective Norm to behavior consumer show the results of the t-statistic (2.207) are greater than the t-table (1.650517), while the coefficient is 0.150. This means that an increase in subjective norms will increase the intention to behave by 0.150. Subjective norms in this case can be in the form of habits or responses of the surrounding environment to offline shopping conditions at coffee shops during the Covid-19 pandemic, such as; Inviting friends or colleagues to meet in person at a coffee shop, this will affect one's feelings and decisions to shop. From the characteristics of the respondents, it can be seen that the reason someone shopped offline at a coffee shop was because of an invitation from a friend or colleague to meet (hang out), this invitation could be a factor for that person to make a choice. Especially young people/adolescents who find it difficult to refuse an invitation to hang out with friends, of course this will become a subjective norm in terms of making choices. These results are in line with research conducted by Foltz et al. (2016) , and Prayidyaningrum & Djmaludin (2016) , found that social pressure that a person feels can influence a person's intention to behave.

On variable fourth related perception control behavior to intention shop rejected because no influential significant, where the t-statistic value of this hypothesis is 0.483 which is lower than the t-table of 1.650517. This means that there are no guidelines for the past, nor for issues that someone has addressed against the threat of Covid-19 when shopping offline at coffee shops. The results of this study are new results and are appropriate to conditions where the Covid-19 pandemic is currently experiencing. In this case social trust cannot play a role in visitors' trust in other visitors regarding the implementation of health protocols. Lack of experience or anticipation of problems related to Covid-19 results in something that is not important for coffee shop visitors, so this is what makes there is no significant influence between PKP on intentions to behave.

According to research by Prayidyaningrum & Djmaludin (2016) there is weak behavioral control when there is no knowledge about the things that support the decision to occur, such as there are no rules when making a purchase so this variable is not a guide in making choices. Whereas on variable fifth that is perception control behavior to behavior shop, showed results that hypothesis accepted. This means that when there is an increase in perceived behavioral control moderated by social trust, offline shopping behavior will increase by 0.526. In this study, understanding related to rules, threats supported by trust in other visitors will be able to influence the formation of one's choice to shop . This is in line with research conducted by Prayidyaningrum & Djmaludin (2016) , which said that perceptions of behavioral control can affect a person when someone wants to do something, especially when they are convinced that it is needed and feels important to do it. Research related to the effect of intention on consumer behavior shows significant results. This means that if there is an increase in the intention to consume, the offline shopping behavior at coffee shops during the Covid-19 pandemic will increase by 0.155. The results of this study found that a person's intention to behave would influence the formation of one's behavior when shopping offline at a coffee shop during the Covid-19 Pandemic. These results are in line with research conducted by Foltz et al. (2016) , a person's intention to act or make a choice will affect how that person behaves.

Conclusion

Based on research that has been carried out under the title Trends of Women Enjoying Coffee; The Coffee Shop Consumption Behavior Model During the Pandemic and After the Covid-19 Pandemic Based on The Theory of Planned Behavior, get some differences in behavior that occur, where attitude consumption woman related coffee on period pandemic covid-19, influenced in a manner significant by variable apathetic, perception control and intention in behave. Difference behavior consumer which Very seen is subtraction consumer woman which come live to coffee shop consequence pandemic. And when period new normal, coffee shop already open in a manner offline however with limitations. Consumer which come live to coffee shop need notice regulation which must obeyed like protocol health for eradicate deployment covid-19.

Limitation Study

This research will discuss the offline coffee shop consumption behavior model during the Covid-19 pandemic in West Sumatra. This study uses research references conducted by DINC & BUDIC (2016), Foltz et al. (2016), Ramdhani (2016), and Wee et al. (2014) who examined behavioral models.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50 (2), 179–211.
- Alwi, T., & Ayuningtyas, E. A. (2020). Dampak Pandemi COVID-19 Terhadap Bisnis dan Eksistensi Platform Online (The Impact of Covid-19 Pandemic on Business and Online Platform Existence) Dampak Pandemi Covid-19 Terhadap Bisnis dan (The Impavt of Covid-19 Pandemic on Business and Online. *Jurnal Pengembangan Wiraswasta*, 22(1), 21–32.
- Bahtiar, R. A., & Saragih, J. P. (2020). Dampak Covid-19 terhadap perlambatan ekonomi sektor umkm. *Jurnal Bidang Ekonomi Dan Kebijakan Publik*, 7(6), 19–24.
- Bong, S. (2011). Pengaruh in-store stimuli terhadap impulse buying behavior konsumen Hypermarket di Jakarta. *Ultima Management: Jurnal Ilmu Manajemen*, 3(1), 31-52.
- Carolyn, G., & Pusparini, E. S. (2013). Analisa Faktor-Faktor yang Mempengaruhi Minat Beli (Purchase Intention) Konsumen Terhadap Produk Perawatan Diri Berbahan Organik (Studi Kasus Pada Mahasiswa Universitas Indonesia). FE-UI.
- Czarniecka-Skubina, E., Pielak, M., Sałek, P., Korzeniowska-Ginter, R., & Owczarek, T. (2021). Consumer choices and habits related to coffee consumption by poles. *International Journal of Environmental Research and Public Health*, 18(8).
- Demartoto, A., Kartono, D. T., & Solikatun, S. (2015). Perilaku konsumsi kopi sebagai budaya masyarakat konsumsi: Studi fenomenologi pada peminum kopi di kedai kopi Kota Semarang. *Jurnal Analisa Sosiologi*, 4(1), 227- 594.
- Elang, S., & Vidaksa, P. (2018). Chill Corner Coffee and Roaster (Perencanaan Pendirian Usaha Coffee Shop). Fakultas Ekonomi, Universitas Negeri Jakarta
- Fitriasari, F. (2020). How do Small and Medium Enterprise (SME) survive the COVID-19 outbreak? *Jurnal Inovasi Ekonomi*, 5(02), 53–62.
- Foltz, B. C., Newkirk, H. E., & Schwager, P. H. (2016). An empirical investigation of factors that influence individual behavior toward changing social networking security settings. *Journal of Theoretical and Applied Electronic Commerce Research*, 11(2), 1–15.
- Fuad. (2021). Dahsyatnya Pandemi: Bikin Milenial Pilih Kopi Sachet dan Masak di Dapur.
- Hadiwardoyo, W. (2020). Kerugian ekonomi nasional akibat pandemi covid-19. *BASKARA: Journal of Business & Entrepreneurship*, 2(2), 83-92.
- Kanuk, L. L., & Schiffman, L. G. (2010). *Consumer Behavior*. Ed 7. New Jersey, US: Prentice Hall.
- Kiani, M. (2013). Social Trust and Social Network in Iran. *International Journal of Trade, Economics and Finance*, 3(6), 458–463.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran jilid 1, edisi Ketiga belas, Terjemahan Bob Sabran*. Jakarta: Erlangga.
- Lassa, J. A. (2020). Response masyarakat sipil atas norma ' adaptasi kebiasaan baru (Issue August).
- Lee, J. H., & Lim, K. F. (2016). Factors Influencing Purchase Intention towards Dietary Supplement Products among Young Adults. Retrieved from <http://eprints.utar.edu.my/2327/1/PY-2016-1304754.pdf>
- Mas'udi, W., & Winanti, P. S. (2020). New Normal Sebagai Jalan Tengah?: Kesehatan vs. Ekonomi dan Alternatif Kebijakan Dalam Pandemi COVID-19. *New Normal: Perubahan Sosial Ekonomi dan Politik Akibat COVID-19*.
- Nielsen. (2020). Virus corona bawa berkah bagikopi robusta?. Retrieved from <https://market.bisnis.com/read/20200403/94/1221957/virus-corona-bawa-berkah-bagi-kopi-robusta>
- Rasmikayati, E., Saefudin, B. R., Wardhana, M. Y., & Baihaqi, A. (2021). Comparative analysis of coffee preference in Jatinangor. *IOP Conference Series: Earth and Environmental Science*, 644(1).

- Rizkia, Delanera. dan Putu, Nina, Mediawati., 2021. Pengaruh Perilaku Konsumen, Store Atmosphere dan Harga Terhadap Keputusan Pembelian pada Aditi Coffee House & Space di Era Pandemi Covid-19. *Jurnal Manajemen dan Bisnis: Performa* 18, 71-86.
- Samoggia, A., Prete, M. Del, & Argenti, C. (2020). Functional Needs , Emotions , and Perceptions of Coffee Consumers and Non-Consumers. *Sustainability Journal*.
- Schaper, M. T. (2020). The Missing (Small) Businesses of Southeast Asia. *ISEAS Yusof Ishak Institute Perspective*, 79(79), 1–11.
- Setiadi, J, Nugroho., 2003. Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran, Edisi I, Cetakan I. Bogor: Kencana Prenada Media Group
- Shiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour* (10th ed) (10 th edit). New Jersey, Pearson Prentice Hall.
- Solomon, M. R. (2017). *Consumer behavior: buying, having, and being* (Ed 12). England, UK: Pearson Education.
- Statista.(2020).Coffeemarket price.Retrieved fromdari 202ADIWINATA, SUMARWAN, & SIMANJUNTAKJur. Ilm. Kel. & Kons.
- Suisa, K., Febrilia, V., & Santoso, T. (2014). Gaya Hidup Minum Kopi Konsumen di The Coffee Bean & Tea Leaf Plaza Tunjungan Surabaya. *Jurnal Hospitality Dan Manajemen Jasa*, 2(2).
- Sunarharum, W. B., Ali, D. Y., Mahatmanto, T., Nugroho, P. I., Asih, N. E., Mahardika, A. P., & Geofani, I. (2021). The Indonesian coffee consumers perception on coffee quality and the effect on consumption behavior. *International Conference on Green Agro-Industry and Bioeconomy*.
- Tambunan, T. (2020). MSMEs IN TIMES OF CRISIS. EVIDENCE FROM INDONESIA. *Journal of Developing Economies*, 5(2), 91.
- Tamkaew, N., Nunualvittiwong, C., Chairob, S., Intra, R., Anusawari, K., Khen, K. B., & Thep, K. (2021). Consumer Behavior of Starbucks Coffee Shops in Bangkok. *Turkish Journal of Computer and Mathematics Education*, 12(11), 4149–4155.
- Thorik, S. H. (2020). Efektivitas Pembatasan Sosial Berskala Besar Di Indonesia Dalam Penanggulangan Pandemi Covid19. *Jurnal Adalah : Buletin Hukum Dan Keadilan*, 4(1).
- Toffin. (2019). Riset toffin. Retrieved from <https://toffin.id/?p=2830>
- Wee, C., Ariff, M., Zakuan, N., Tajudin, M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*, 3(2), 378.
- Widagdo, N. O., Nuraini, C., & Mamoen, M. I. (2022). Level of Coffee Store Consumer Satisfaction in the Tasikmalaya City. *Agribusiness System Scientific Journal*, 2(1), 1– 10.