



**JOURNAL OF TOURISM,
HOSPITALITY AND
ENVIRONMENT MANAGEMENT
(JTHER)**

www.gaexcellence.com/jthem



DETERMINANTS OF COFFEE CONSUMPTION BEHAVIOUR AMONG EMPLOYEES IN UITM DUNGUN

Hanan Kamilah Abdul Latif¹, Nur Farah Hani Md Jamal², Fatimah Abd Ghani^{3*}, Noorazlin Ramli⁴

¹Faculty of Hotel and Tourism Management, University Teknologi Mara, Malaysia

 hanankmlh28@gmail.com

 <https://orcid.org/0009-0000-1026-477X>

²Faculty of Hotel and Tourism Management, University Teknologi Mara, Malaysia

 jazahamira33@gmail.com

 <https://orcid.org/0009-0001-5042-6726>

³Faculty of Hotel and Tourism Management, University Teknologi Mara, Malaysia

 fatim131@uitm.edu.my

 <https://orcid.org/0000-0002-6030-4853>

⁴Faculty of Hotel and Tourism Management, University Teknologi Mara, Malaysia

 noora115@uitm.edu.my

 <https://orcid.org/0000-0003-4078-1043>

*Corresponding Author

Article Info:

Article history:

Received date: 27.07.2026

Revised date: 13.08.2026

Accepted date: 30.08.2026

Published date: 17.09.2026

Abstract:

Coffee is one of the most widely consumed beverages in the world, including in Malaysia. This research explores the relationship between several variables, such as price, perceived quality, advertisement, and coffee consumption behaviour among academic and non-academic employees in Universiti Teknologi MARA (UiTM) Dungun. Employing a quantitative research design, with data from 231 respondents were collected using a self-administered questionnaire through an online platform, face-to-face data collection, QR codes, and printed copies and were analysed using SPSS through a reliability test, descriptive analysis and correlation analysis. The results show that all three determinants have a significant influence on coffee consumption behaviour with perceived quality being the strongest contributor. The model explained 24.7% of the variation in coffee consumption behaviour. The findings indicate that

To cite this document:

Latif, H. K. A., Jamal, N. F. H. M., Ghani, F. A., & Ramli, N. (2026). Determinants Of Coffee Consumption Behaviour Among Employees in UiTM Dungun. *Journal of Tourism Hospitality and Environment Management*, 11 (45), 370-388.

DOI:10.35631/JTHER.1145022

consumer consumption behaviour is influenced not only by price and advertisement but also by the quality of the product they provide. The valuable insight from this research will benefit the coffee business as they can understand the determinants influencing coffee consumption behaviour among the employees. Future studies might explore other geographical areas, variables and a higher level of coffee drinkers.

Keyword:

Advertisement, Coffee, Coffee Consumption Behaviour, Employees, Perceived Quality, Price, Trend



© The authors (2026). This is an Open Access article distributed under the terms of the Creative Commons Attribution (CC BY NC) (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. For commercial re-use, please contact jthem@gaexcellence.com.

Introduction

International Coffee Organization (ICO) (2023) reported that in the year 2023/2024, global coffee consumption is predicted to increase by 2.2% to 177.0 million bags, with non-producing countries contributing the most to this growth. Hence, the global coffee market is predicted to have a surplus of 1.0 million bags of coffee. According to data by Statista (2024), Brazil has the highest volume of exported coffee worldwide, followed by Vietnam and Colombia. The country's numerous coffee-growing regions provide an assortment of coffee types, each presenting a unique feature, blend styles and composition. For instance, among the types of coffee produced and commercialised are Arabica, Robusta, and Liberica (Nik Omar et al., 2022). Globally, coffee is the second best-selling product and is led by petroleum and oil products (Statista, 2024).

In the past, Malaysians have always favoured tea over other beverages. However, there has been a recent shift towards coffee consumption culture among local people. Herqutanto et al. (2024) stated that coffee is one of the most frequently consumed beverages globally, especially among working adults and university students. It was in the top three most popular beverages worldwide (Lone et al., 2023). Recorded data from ICO shows that coffee consumption in Malaysia has surged from 344,783 bags in 2020 to 597,064 in 2021, indicating a total percentage of 58%, and an additional 252,281 bags of coffee beans from year 2020 to 2021, weighing 60 kilograms per bag (Ismail et al., 2024). As a result, Malaysia ranks third in the Asia Pacific market for coffee consumption (International Coffee Organisation, 2021, as cited from Ismail et al., 2024).

In addition to that, a prediction on Malaysia's coffee market and coffee consumption for 2025 has been made by Statista (n.d.). The prediction is categorised into two categories, which are 'at-home', such as purchases made at hypermarkets, supermarkets, or convenience stores, and

‘out-of-home,’ which includes purchases from cafes and restaurants. It predicts that in 2025 Malaysia will be expecting to generate a total revenue of approximately US \$1.05 billion, with US \$212.52 million coming from at-home consumption and US \$839.62 million coming from out-of-home consumption. In the context of quantities of coffee consumption, Malaysians are anticipated to consume 13.69 million kg of coffee throughout 2025. This figure comprises 11.19 million kg of coffee consumed at home and 2.50 million kg consumed outside the house.

There has been a significant increase in demand for coffee consumption, which has become part of the daily routine for some people (Samoggia & Rezzaghi., 2021). This increase is due to the influence of modernisation and the adoption of Western culture into the Malaysian lifestyle (Ismail et al., 2024). International coffee chains such as Starbucks, Coffee Bean & Tea Leaf, Kopi Kenangan, and Tanamera have entered Malaysia’s market over the past years (World Coffee Portal., 2024). Furthermore, Malaysia’s coffee industry has undergone notable changes with the increasing number of local coffee brands, including both well-established companies and small to medium-sized enterprises. Few of the well-known local brands with multiple outlets nationwide include Zus Coffee, Gigi Coffee, and Bask Bear.

Even though numerous previous studies have explored the influence of price, perceived quality, and advertisement on coffee consumption behaviour, limited empirical studies exist addressing coffee consumption behaviour among university employees in Malaysia, notably in higher education institutions. The majority of the studies have targeted general consumers, university students, or customers of particular coffee companies. Academic and non-academic employees contribute to a distinct consumer sector due to their purchasing behaviour, which is impacted by income level, working routines, and occupational responsibilities. As a result, this research extends the existing literature within the Malaysian higher education context by exploring the determinants of coffee consumption behaviour among employees in UiTM Dungun. It can provide a practical implication for local coffee businesses, marketers, and future researchers by identifying the determinants that strongly influence employees’ coffee consumption behaviour while developing effective marketing strategies to target these particular consumers.

Literature Review

History of Coffee and Coffee Consumption

Globally, coffee is one of the most consumed beverages since the last 20 years (Samoggia et al., 2020). The amount of coffee consumption worldwide has been reported to have increased in the last few years. It has been consumed for its best-known component known as caffeine, that is also present in other beverages, foods, supplements, and sports drinks (Abalo., 2021). The safe amount of daily caffeine intake for most adults is 400 milligrams, as reported by the Food and Drugs Administration (FDA). Consumption of coffee or other types of beverages and foods containing coffee can help in relieving fatigue and drowsiness (Rodak et al., 2021). Furthermore, as coffee consumption trends have evolved, people have become more educated and knowledgeable about coffee. The evolution of coffee has been referred to as “waves of consumption” with each representing significant changes in consumer preference and industry practices (ICO, 2023).

According to ICO (2023), the first waves focused on the production volume. In this phase, instant coffee and vacuum-packed coffee were introduced and coffee itself was distinguished by its dark and bitter taste. American coffee shop chains Starbucks and Caribou Coffee were at

the forefront of the second wave. The emergence of these coffee shops introduced espresso-based drinks such as lattes, cappuccinos, and “frappuccino” which emphasized flavoured beverages and enhanced the coffee-drinking experience (Mohamad Zamri et al., 2023). In the following waves, greater emphasis was placed on the quality, origin and craftsmanship of coffee. The Specialty Coffee Association, established in 1982, promoted a new perspective on coffee roasting by focusing on the entire journey of coffee — from farm to table rather than just the overall experience. This point of view also underscored the importance of satisfied practices and transparent sourcing. Later, the fourth wave took a more scientific direction, riveting in precise brewing methods and the commercialization of premium-quality coffee. As coffee continues to produce, efforts are shifted toward magnifying in quality through business professionalism and excellence. Recent waves highlight the powerful connection between consumers and producers, acquiring brand loyalty and deepening consumers' passion for coffee.

Malaysia was traditionally a tea-drinking community. Tea would be a common beverage to be served by the house owners to their guests, either hot or cold along with snacks as signs of appreciation for their visit (Ramanathan & Ali., 2021). However, according to the World Coffee Portal, coffee began gaining popularity in the late 19th century, specifically within the Hainanese Chinese community with the opening of kopitiam (‘kopi’ stands for coffee in Malay, while ‘tiam’ stands for shop in Hakka/Hokkien dialects) (Ramanathan & Ali., 2021; Mohamad Zamri et al., 2023). Originally, coffee was served in small neighbourhood kopitiam, offering affordable coffee accompanied by snacks. The traditional “kopi” was made using roasted Liberica beans and sweetened with sugar and either condensed or evaporated milk. In the roasting process, butter and sugar were added to the coffee, giving the beverage a richer flavor and smoother taste.

Due to urbanization and the influence of Western culture in Malaysia, the coffee consumption trend has increased each year, aligned with consumers' lifestyles and acceptance towards coffee. This value rose from the existence of various coffee chains, started by the international coffee chain Starbucks in 1977 (Ramanathan & Ali, 2021). Malaysia's coffee business expanded despite reduced production and insufficient supply to fulfil demand.

Trend of Coffee Consumption in Malaysia

Today, Malaysia's coffee business is thriving and increasingly competitive (Ramanathan & Ali, 2021). Local and international coffee shops around Malaysia are developing and growing as coffee is frequently consumed as a daily beverage, especially among young millennials. Coffee culture in Malaysia has gradually transformed, embracing the cafe concept, with individual outlets developing distinct brand identities and trademarks (Nor et al., 2024). Consequently, local coffee shops have increasingly captured the interest of Malaysian coffee enthusiasts, contributing to the sustainability and growth of the local coffee shops. However, Mohamad Zamri et al. (2023) mentioned that previous studies on coffee consumption in Malaysia show that coffee was limited to specific generations or a particular city. The total coffee consumption data in Malaysia from 2015 to 2022 are illustrated in Figure 1. Based on the data, coffee was most consumed in 2018 with around 850 bags of 60-kilogram bags of coffee beans. The year 2024 recorded the lowest amount of coffee consumption in Malaysia, which contradicts the number of coffee businesses that kept growing each day.

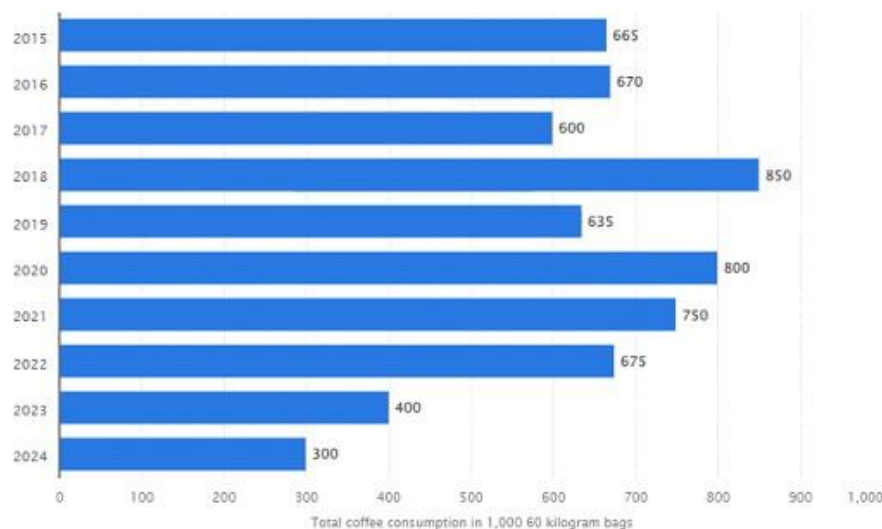


Figure 1. Total Coffee Consumption In Malaysia from 2015-2024 (Statista, 2024)

Referring to Figure 1, the data retrieved from Statista does not specify the geographic area of collection, leading to the need for the presumption to contextualise the reported decrease in overall coffee consumption in Malaysia for the year 2024. One plausible explanation for this trend could be the mass boycotting of specific coffee chains, most notably Starbucks, which has faced criticism and demands to boycott owing to its perceived links to the Israeli Palestinian conflict. This controversy has prompted extensive public political debate, particularly in predominantly Muslim countries such as Malaysia and Indonesia, where such issues resonate deeply with societal values and public sentiment (Gasong & Sobari., 2024). The Israeli Palestinian conflict is highly divisive, often leading to public campaigns that boycott companies seen as favouring one side. These boycotts frequently gain support.

In Malaysia, where the majority of the population registers as Muslim, religious and ethical issues often affect consumer behaviour, resulting in solidarity-driven moves such as boycotts. The boycott of the global coffee chain Starbucks has contributed to a decline in overall coffee consumption. Starbucks dominates a significant share of the premium coffee industry, and a reduction in its consumption would inevitably affect total coffee consumption estimates reported for the country (Yin, 2024). Moreover, the widespread visibility of boycott campaigns on social media platforms can expand the impact, shape consumer options, and discourage support for brands associated with the conflict. Therefore, this study focuses on exploring coffee consumption behaviour and the key factors that influence it in the Malaysian context, referring to Figure 2.

Coffee Consumption Behaviour

Coffee is increasingly perceived as a premium product. For many consumers, drinking coffee is becoming synonymous with joy and positive experience, closely linked to lifestyle choices and social identity. Czarniecka-Skubina et al., (2021) stated that consistent research indicates consuming a cup of coffee often represents a personal indulgence and moment of pleasure. Numerous prior studies have explored coffee consumption behaviour by examining the impact of various influencing factors. According to coffee research by Utama et al. (2021), behaviour is defined as the habit of drinking coffee (as cited in Hewlett & Wadsworth., 2012), coffee drinking culture and frequency of drinking coffee (as cited in Aguirre., 2016).

Factors Influencing Coffee Consumption Behaviour

Price

As the most consumed beverage today, coffee is easily assumed to have a high price tag, linked to difficulty in obtaining high-quality coffee beans. Caffeine is generally consumed by most people in the morning as part of their breakfast. Coffee can make individuals stay awake and give their bodies a fresh feeling (Mutia et al., 2022). Affandi et al. (2022) shared that coffee consumption in other countries was only enjoyed by people of high income and rank, but today, coffee can be consumed regularly by ordinary people due to its known affordability.

There are a few challenges in deciding coffee pricing. The importance of constant pricing in transporting quality and reliability to consumers may significantly influence their buying decisions and brand loyalty (Maspul., 2024). Failure in that area may result in business losses, leading to financial uncertainty, which will limit the company's growth and misallocate resources. A new coffee shop named Luckin Coffee, being the first trending coffee shop chain in China due to its extensive marketing plan and affordable prices, had already served over 200 million customers in 2024 with 13,000 stores across China (Zhou., 2024). Due to the increasing demand for caffeine-based products, Luckin Coffee was required to change and revise its pricing method in order to stay competitive within the market. Regardless of these adjustments, the company successfully managed to achieve its value goals, manifest a strong performance, and market positioning.

Perceived Quality

Coffee beans are extracted from the fruit known as the coffee cherry, which undergoes a processing and roasting process before being ready for consumption. There are four primary types of coffee beans, which are Arabica, Robusta, Excelsa, and Liberica. Among all these coffees, Arabica and Robusta are the most often used and popular varieties due to their unique flavour profiles and wide availability in the global market. Both beans are measured through their characteristics and aroma attribution (Fadhil et al., 2021), such as sweetness, body, acidity, flavour and aftertaste (as cited in Carvalho et al., 2019) to preserve them. According to Sunarharum et al., (2021), the quality of coffee can be influenced by several elements from farming to processing and serving. Several small-scale farming sectors are experiencing difficulties that lead to inconsistencies in sustaining the coffee quality and failing to meet fixed levels. These variations in quality can affect the consumer's purchasing and consumption behavior.

According to Langi et al. (2023), Robusta has an intense profile of taste and a stronger bitter taste, while Arabica contains organic acids, which makes the beans distinctive. Consumers who enjoy a strong and lasting coffee flavor preferably choose Robusta beans. These beans are smaller than Arabica, which mature more quickly and are typically harvested using mechanical utensils to accelerate the production process.

Advertisement

Advertisement is another method to expand and introduce a product or service to consumers. Nowadays, the usage of gadgets such as smartphones is constantly observed by people. Other electronic devices such as computers and tablets are also being used to access the internet being

a primary medium to reach out to consumers (Utomo et al., 2023), resulting in high usage of social media browsing by its users. As coffee has reached its peak era, it surely boasts numerous demands from its consumers specially when their products are known worldwide. According to Kim and Lee (2020), preparation for a strong brand loyalty has pushed the coffee market to launch promotions. For example, Starbucks Coffee introduced a special reward for its members only. They also often offer their customers a BOFO (Buy One, Get One) promotion to increase their sales. As a result, the promotion comes up with a positively long-term relationship with customers by strengthening brand loyalty. Since the coffee industry is highly competitive, companies have to constantly look for a creative plan to enhance and maintain customer loyalty (as cited in Kim & Lee., 2020).

On the other hand, Rahmadi et al. (2023) believe that digital marketing, known as electronic marketing, does not influence consumers because the usage of Instagram requires continuous advertising. As Instagram focuses mainly on photos, it necessitates a marketing expert to effectively circulate information quickly. In other ways, digital marketing demands more frequent interactions with an active audience. Generally, fewer people visited coffee shops because they either heard about them from friends or had already been there. The best strategy to keep loyal and delighted customers is somehow challenging for a business to survive in a competitive market. Loyalty is commonly defined by a repeated customer who constantly comes to the same place to satisfy their desire (as cited in Hasanuddin et al., 2020). Repeated customers acknowledge the quality of coffee they consume, and when quality is prioritised to keep up with the intensive advertising efforts (as cited in Purnama et al., 2022), consumers' loyalty becomes easily measured.

Overall, the literature indicates that Malaysia's coffee industry continues to expand alongside the growing popularity of coffee culture and café businesses. However, previous studies have reported inconsistent findings regarding the factors influencing coffee consumption behaviour, while national consumption data suggest a declining consumption trend despite the industry's continued growth. In addition, most existing studies have focused on specific demographic groups, locations, or individual factors, limiting a comprehensive understanding of coffee consumption behaviour among Malaysian consumers. These inconsistencies highlight a clear research gap and justify the need for this study to examine the influence of price, perceived quality, and advertisement on coffee consumption behaviour, which forms the basis of the proposed conceptual framework.

Conceptual Framework

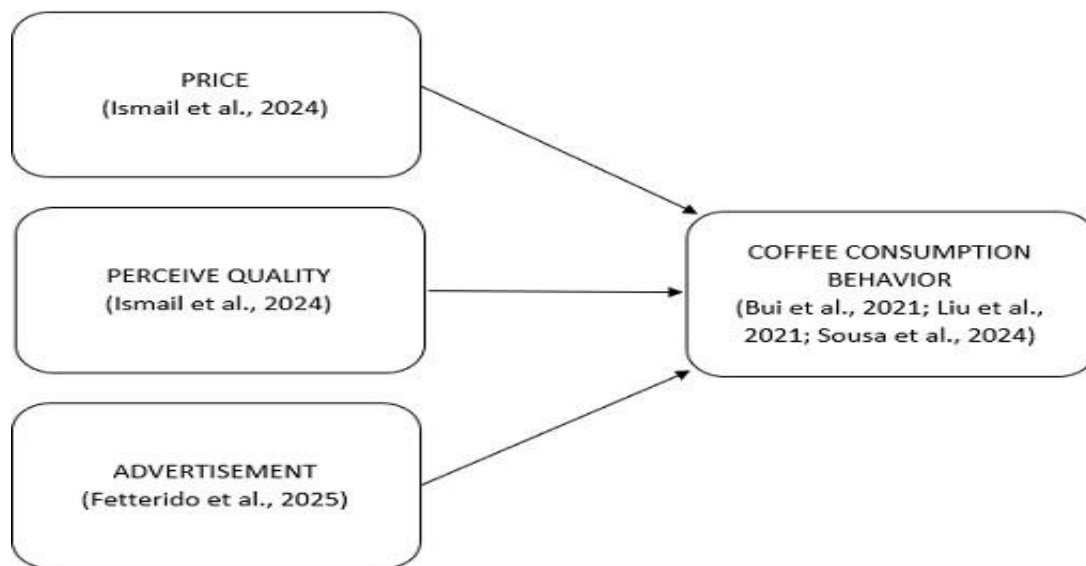


Figure 2. Conceptual Framework

Methodology

Research Design

This research intends to determine the relationship between various determinants and coffee consumption behaviour among employees in UiTM Dungun, as well as to identify the most influential factors that affect this behaviour. The research adopts a quantitative approach, focusing on employees as the main unit of analysis. A convenience sampling method was employed, whereby questionnaires were distributed to UiTM Dungun employees who were readily available and willing to participate in the study, while the required sample size of 226 respondents was determined using the Krejcie and Morgan sampling table.

The data collected will be analysed using the Statistical Package for the Social Sciences (SPSS), applying both descriptive and correlational analyses to interpret the results.

Population

To acquire data to determine factors influencing coffee consumption behaviour among employees, the UiTM Terengganu, *Kampus* Dungun, was considered suitable for this research. According to the data obtained from the administrative department of UiTM Dungun (latest dated 17th June 2025), there are a total of 559 employees working in the organisation. The research focused on the employees, with 269 people being academics and 290 people non-academics, to measure the determinants affecting coffee consumption behaviour

Instrument Development

The research instruments used a self-administered, closed-ended questionnaire that was carefully designed to ensure clarity. The survey was written in simple sentences, adapted from previous studies and academic papers, and was presented in two languages: English and Bahasa Melayu. The questionnaire's cover page included a brief introduction to the research topic, the

research objective, and instructions for completing the survey. The questionnaires were adapted from multiple journals that are related to the topic. The survey was divided into five main sections: demographics, coffee consumption behaviour, price, perceived quality and advertisement.

Pilot Test Survey

A pilot test survey was conducted to test the reliability and clarity of the questionnaire before it was officially distributed. This pilot test involved 30 participants who shared similar characteristics with the actual target group, which consists of Universiti Teknologi MARA (UiTM) *Kampus* Puncak Alam (Selangor) and Universiti Teknologi MARA (UiTM) *Kampus* Permatang Pauh (Pulau Pinang) employees. Feedback received were used to refine any unclear or misleading questions, improve the overall phrasing, and confirm that the instrument had accurately captured the intended data. Furthermore, a reliability analysis using Cronbach's Alpha was performed to evaluate the internal consistency of each section. The reliability took place between 0.6 and 0.7 which is considered as adequate, while a value of 0.8 or more is considered excellent (Rowe et al, 2020). Items or constructs with alpha values below 0.6 were examined and adjusted to enhance the reliability of the questionnaire before proceeding to the main data collection. The Cronbach's Alpha for all the variables for this research are shown in Table 1:

Table 1: Reliability Test

Survey Items	Number of Items	Cronbach Alpha	Number of Respondents
Price	5	0.802	30
Perceived Quality	5	0.699	30
Advertisement	5	0.793	30
Coffee Consumption Behaviour	6	0.755	30

Although the Cronbach's Alpha value for the perceived quality construct was 0.699, which is slightly below the commonly accepted threshold of 0.70, it was considered acceptable for this exploratory study based on the recommended reliability range of 0.60 and above (Rowe et al., 2020).

Findings

Descriptive Analysis

The descriptive analysis was conducted using mean and standard deviation values based on a five-point Likert scale. The analysis includes respondents' demographic information, coffee consumption behaviour, price, perceived quality, and advertisement.

Demographic Information

A total of 231 employees participated in this study. Most respondents were female (74.0%), while males accounted for 26.0%. The majority of respondents were aged between 39 and 48 years old (59.7%). In terms of marital status, 78.4% were married, 20.3% were single, and 1.3% belonged to other categories.

Regarding employment status, 61.5% of respondents were academic staff, while 38.5% were non-academic staff. Among academic staff, the largest income group earned between RM7,001 and RM11,000 (38.1%). For non-academic staff, most respondents earned between RM3,501 and RM5,500 (18.6%) or RM1,500 and RM3,500 (18.2%). The Faculty of Hotel and Tourism Management recorded the highest number of academic staff respondents (31.2%).

Table 2 Demographic Information

Characteristics	Frequency		Percentage (%)
Gender	Female	171	74.0
	Male	60	26.0
Age	18-28	14	6.1
	29-38	49	21.2
	39-48	138	59.7
	49-58	28	12.1
	58 and above	2	0.9
Marital Status	Married	181	78.4
	Single	47	20.3
	Others	3	1.3
Employee Status	Academic Staff	142	61.5
	Non-Academic Staff	89	38.5
Income Level (Academic Staff)	<RM3,000	6	2.6
	RM3,001 - RM7,000	38	16.5
	RM7,001 - RM11,000	88	38.1
	RM11,001 - RM15,000	8	3.5
	RM15,001 - RM19,000	0	0.0
	>RM19,001	2	0.9
Faculty	Contemporary Studies	Islamic9	3.9
	Language Studies and Law	16	6.9
	Electrical and Engineering	8	3.5

	Accounting	11	4.8
	Business and Management	26	11.3
	Hotel and Tourism Management	72	31.2
Income Level (Non-Academic Staff)	RM1,500 - RM3,500	42	18.2
	RM3,501 - RM5,500	43	18.6
	RM5,501 - RM7,500	4	1.7
	RM7,501 - RM9,500	0	0.0
	>RM9,501	0	0.0
Department	Academic Affairs	15	6.5
	Administration	8	3.5
	Bursary Office	7	3.0
	Cendekiawan Library	17	7.4
	Facilities Management	2	0.9
	Rector Office	14	6.1
	Research and Industry Linkages	6	2.6
	Student Affairs	10	4.3
	UiTM Dungun Hotel	10	4.3

Descriptive Analysis for Dependent Variable: Coffee Consumption Behaviour (CCB)

Table 3 shows the descriptive statistics for coffee consumption behaviour. The highest mean score was recorded for CCB2 ($M = 4.03$), indicating that respondents tend to drink coffee depending on their mood or specific occasions. This was followed by CCB5 ($M = 3.86$), suggesting that product awareness and packaging information influence coffee consumption.

The lowest mean score was observed for CCB3 ($M = 2.62$), indicating that respondents generally do not consume more coffee when remaining inactive for long periods. The standard deviation values ranged from 1.03 to 1.43, showing moderate variation in respondents' coffee consumption behaviour.

Table 3 Mean Score for Dependent Variable: Coffee Consumption Behaviour

Survey Items	N	Mean	Std. Deviation
CCB1: I often drink coffee while working on a computer or using my phone	231	3.3377	1.26089
CCB2: I drink coffee based on mood or occasion	231	4.0346	1.02517
CCB3: I tend to drink more coffee when I sit or stay inactive for long periods	231	2.6234	1.38350
CCB4: I usually add extra ingredients (such as sugar, syrups, honey) to my coffee	231	2.7056	1.42948

CCB5: I usually read the label or packaging information before drinking or buying coffee products	231	3.8571	1.08805
CCB6: I enjoy almost any type of coffee as long as it is coffee	231	3.1385	1.33444

Note: Likert scale (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

Descriptive Analysis for Independent Variable 1: Price (PR)

Price was the first independent variable examined in this study. The highest mean score was recorded for PR1 ($M = 3.78$), indicating that respondents consider price an important factor when purchasing coffee. On the other hand, PR3 had the lowest mean score ($M = 3.35$), suggesting that respondents were neutral regarding whether buying local coffee brands helps them save money. The standard deviation values ranged from 0.90 to 1.16, indicating a moderate level of variation in respondents' perceptions of price.

Table 4 Mean Score for Independent Variable 1: Price

Survey Items	N	Mean	Std. Deviation
PR1: I perceive price is important when I buy a cup of coffee	231	3.7792	1.16047
PR2: I perceive the price of local coffee brands is reasonable for consumers	231	3.6494	.90072
PR3: I can save money by buying local coffee brands	231	3.3506	1.08467
PR4: I buy local coffee brands because they are affordable	231	3.4372	1.11285
PR5: The local coffee brand is priced lower than the international coffee brand	231	3.6710	1.06525

Note: Likert scale (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

Descriptive Analysis for Independent Variable 2: Perceived Quality (PQ)

For perceived quality, PQ1 recorded the highest mean score ($M = 4.19$), indicating that respondents strongly agreed that quality is an important criterion when purchasing coffee. PQ5 recorded the lowest mean score ($M = 3.47$), suggesting that respondents were neutral about whether local coffee brands are fresher and tastier than other brands. The standard deviation values ranged from 0.81 to 0.97, indicating relatively consistent responses among respondents.

Table 5 Mean Score for Independent Variable 2: Perceived Quality

Survey Items	N	Mean	Std. Deviation
PQ1: I perceive quality is an important criterion when I buy coffee	231	4.1905	.88862
PQ2: I perceive it is important for me to buy high-quality coffee	231	3.9264	.96852

PQ3: I perceive local coffee brands taste good	231	3.8874	.82112
PQ4: I perceive the local coffee brand has good quality	231	3.9221	.80918
PQ5: I perceive local coffee brands are fresher and tastier than other coffee brands	231	3.4719	.88359

Note: Linear scale (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

Descriptive Analysis for Independent Variable 3: Advertisement (ADV)

The descriptive analysis for advertisement shows that ADV1 obtained the highest mean score ($M = 4.18$), indicating strong agreement that coffee products are widely known among consumers. ADV4 also recorded a high mean score ($M = 4.15$), showing that respondents perceive coffee as having unique characteristics compared to other beverages. The lowest mean score was recorded for ADV3 ($M = 3.71$), suggesting a moderate level of agreement that local coffee brands frequently introduce new products based on customer preferences. The standard deviation values ranged from 0.79 to 0.99, indicating consistent responses among respondents.

Table 6 Mean Score for Independent Variable 3: Advertisement

Survey Items	N	Mean	Std. Deviation
ADV1: I perceive that coffee products are already well-known among the wider community	231	4.1775	.79050
ADV2: I perceive that local coffee brands often hold promotions to attract customers	231	3.8009	.98872
ADV3: I perceive that local coffee brands often launch new products according to customer wishes	231	3.7100	.94998
ADV4: I perceive that coffee has a uniqueness that is different from other beverage products	231	4.1472	.82091
ADV5: I perceive that local coffee brands set prices according to the quality of the products and services provided	231	3.8398	.93034

Note: Linear scale (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

Correlation Analysis

Pearson correlation analysis was conducted to determine the relationship between the independent variables (price, perceived quality, and advertisement) and the dependent variable (coffee consumption behaviour). The results revealed that all three independent variables had significant positive relationships with coffee consumption behaviour ($p < 0.001$). Perceived quality showed the strongest relationship ($r = 0.409$), followed by price ($r = 0.399$) and advertisement ($r = 0.386$).

Table 7 Pearson Correlation Analysis between Variables

		Price	Perceived Quality	Advertisement
Coffee Consumption Behaviour	Pearson Correlation	0.399**	0.409**	0.386**
	Sig. (2-tailed)	.000	.000	.000
	N	231	231	231

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=231

These findings indicate that improvements in perceived quality, price perception, and advertisement are associated with higher coffee consumption behaviour among UiTM Dungun employees. Overall, the relationships were moderate and statistically significant.

Multiple Regression Analysis

Multiple regression analysis was performed to examine the combined effect of price, perceived quality, and advertisement on coffee consumption behaviour.

Model Summary

Table 8 Results of Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.237	.54174

Predictors: (Constant), Price, Perceived Quality, Advertisement

Dependent Variable: Coffee Consumption Behaviour

The model produced an R^2 value of 0.247, indicating that 24.7% of the variation in coffee consumption behaviour can be explained by the three independent variables. The remaining 75.3% is influenced by factors not included in this study. This suggests that coffee consumption behaviour is affected by additional variables beyond the scope of the current study. These may include taste preferences, personal lifestyle, health consciousness, workplace culture, and consumer habits, which could significantly influence coffee consumption behaviour among employees.

Table 9 Results of Coefficients

Model		Unstandardized Coefficient		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.134	.257		4.408	.000
	Price	.201	.053	.246	3.793	.000
	Perceived Quality	.212	.075	.209	2.831	.005
	Advertisement	.154	.069	.163	2.225	.027

a. Dependent Variable: 0.237 Adjusted R Square: 0.237

The regression results showed that all three independent variables significantly influenced coffee consumption behaviour. Based on the standardized beta coefficients, price ($B = 0.246$) has the strongest influence on coffee consumption behaviour, followed by perceived quality ($B = 0.209$) and advertisement ($B = 0.163$).

These findings suggest that price is the strongest determinants influencing coffee consumption behaviour among UiTM Dungun employees. This is consistent with Natasha and Subakti (2021), who discovered that reasonable pricing has a major impact on consumer purchasing decision. Similarly, Zhou (2024) discovered that one of coffee shop in Malaysia, Luckin Coffee is able to establish a wide consumer based due to their competitive pricing. This is because employees frequently consume coffee during working hours for various reasons. Workplace culture, lifestyle differences, health awareness, existing coffee consumption habits, and socioeconomic factors collectively influence coffee consumption behaviour among UiTM Dungun employees by shaping their daily routines, preferences, and purchasing decisions, which in turn affect how frequently and under what conditions coffee is consumed. Therefore, as frequent consumers, they grow more sensitive to coffee pricing, especially given Malaysia's rising cost of living. As a result, price becomes an important factor to consider when choosing a coffee shop.

Conclusion and Recommendations

The results of the conducted study suggest that the three main factors influencing coffee consumption behaviour are price, perceived quality and advertisement. However, among these, price emerged as the strongest factor, showing that consumers place greater importance on product affordability compared to perceived quality and promotions, especially when trying new coffee brands. These analyses revealed that most respondents generally agreed on the importance of price and quality when purchasing coffee, while advertisements are significant in attracting consumers. The consistency in the results obtained also highlights the competitive pricing and consistency of product quality in managing consumer choices. Somehow, when talking about tasting coffee, consumers often ignore the price level and consume to taste and compare it with other brands. This research has several limitations, which should be considered when interpreting its implications. However, it is suggested that further researchers to include the price, quality and advertisement as their determinants in their study.

This study has several limitations that could pave the way for future research on the subject. The most notable limitation is the level of coffee drinkers in UiTM Dungun. As the research involved conducting multiple data collection methods, indirect communication with the respondents was also conducted to collect their perception on the subject. The results found was that the majority of the respondents are light coffee drinkers. Furthermore, the study was also conducted within a single institution (UiTM Dungun). Consequently, the research could not be generalized into a broader population, such as other occupations, the general public, or multiple geographic areas. Lastly, this research only covers three independent variables: price, perceived quality, and advertisement. While these were found to be significant, other variables such as taste preference, lifestyle, and health consciousness were not studied, but may be some of the important determinants of coffee consumption behaviour.

-
- Acknowledgements:** The authors would like to express gratitude to all employees in Universiti Teknologi Mara (UiTM), Dungun, Terengganu, for their support and for any facilities provided throughout the research.
- Funding Statement:** No Funding
- Conflict of Interest Statement:** The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the International Journal of Tourism, Hospitality, and Environment Management (JTHER)
- Ethics Statement:** This study was conducted according to ethical research standards and approved by Universiti Teknologi MARA (UiTM) Dungun. Informed consent was obtained from all employee participants before data collection. Participation was voluntary, and all responses were kept confidential and anonymous.
- Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. Hanan Kamilah was responsible for the methodology, findings, analysis, and hypothesis. Nur Farah Hani contributed to the literature review, drafting, and revision of the manuscript. All authors read and approved the final version of the manuscript before submission.
-

References

- Abalo, R. (2021). Coffee and caffeine consumption for human health. *Nutrients*, 13(9), 2918. <https://doi.org/10.3390/nu13092918>
- Affandi, K., Jovanka, O., Handjaja, S. V., Febrianto, R., Choiss, K. P., & Widjojo, H. (2022). The factors influencing contemporary coffee consumption in the pandemic era. *Jurnal Manajemen*, 19(1), 1–17. <https://doi.org/10.25170/jm.v19i1.2951>
- Aguirre, J. (2016). Culture, health, gender and coffee drinking: A Costa Rican perspective. *British Food Journal*, 118(1), 150–163. <https://doi.org/10.1108/BFJ-08-2015-0298>
- Bui, C., Lin, L., Wu, C., Chiu, Y., & Chiou, H. (2021). Association between emotional eating and frequency of unhealthy food consumption among Taiwanese adolescents. *Nutrients*, 13(8), 2739. <https://doi.org/10.3390/nu13082739>
- Carvalho, F. M., Moksunova, V., & Spence, C. (2020). Cup texture influences taste and tactile judgments in the evaluation of specialty coffee. *Food Quality and Preference*, 81, 103841. <https://doi.org/10.1016/j.foodqual.2019.103841>
- 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), 3948. <https://doi.org/10.3390/ijerph18083948>
- Efendioğlu, İ. H., & Durmaz, Y. (2022). The impact of perceptions of social media advertisements on advertising value, brand awareness and brand associations: Research on Generation Y Instagram users. *Transnational Marketing Journal*, 10(2), 251–275. <https://doi.org/10.33182/tmj.v10i2.1606>
- Fadhil, R., Nurba, D., & Sukmawati, E. (2021). Sensory assessment of Gayo Arabica coffee taste based on various varieties and manual brewing devices. *Coffee Science*, 16, 1–9. <https://doi.org/10.25186/v16i.1918>
- Feterrido, W. V., Intan, T. P., Siti, M., & Achmad, Y. A. F. (2025). The effect of marketing capability and brand reputation on brand loyalty of Tomoro Coffee through competitive advantage as a mediation variable. *International Journal of Economics*, 4(1), 50–80. <https://doi.org/10.55299/ijec.v4i1.1214>
- Food and Drug Administration. (2024). *Spilling the beans: How much caffeine is too much?* <https://www.fda.gov/consumers/consumer-updates/spilling-beans-how-much-caffeine-too-much>
- Gadi, D. P., Ng, H. S., Kerof, C. A. P., Ang, H. X., Yasin, A. F. B. A. M., Chen, J., Akanksha, C., & Kee, D. M. H. (2024). Analyzing the impact of coffee company's marketing campaigns and brand awareness on consumer purchase intention. *Journal of the Community Development in Asia*, 7(3), 466–481. <https://doi.org/10.32535/jcda.v7i3.3491>
- Gasong, R. A., & Sobari, N. (2024). Starbucks Indonesia's brewing controversy: Exploring consumer behaviour and product perception in the shadow of the Israeli-Palestinian conflict. *Jurnal Ilmiah Manajemen Ekonomi & Akuntansi*, 8(3), 1818–1836. <https://doi.org/10.31955/mea.v8i3.4631>
- Herqutanto, N., Rosemiarti, T., Dewi, D. K., Soemarko, D. S., & Syam, A. F. (2024). Coffee consumption and alertness: A study among office workers in Jakarta. *Frontiers in Nutrition*, 11. <https://doi.org/10.3389/fnut.2024.1425707>
- Hewlett, P., & Wadsworth, E. (2012). Tea, coffee and associated lifestyle factors. *British Food Journal*, 114(3), 416–427. <https://doi.org/10.1108/00070701211213500>

- International Coffee Organization. (2023). *Coffee report and outlook December 2023*. https://icocoffee.org/documents/cy2023-24/Coffee_Report_and_Outlook_December_2023_ICO.pdf
- Ismail, I., Md Sabri, S., & Annuar, N. (2024). An empirical analysis of local coffee brand consumption in Malaysia. *International Journal of Accounting, Finance and Business*, 9(55), 200–215. <https://doi.org/10.55573/IJAFB.095516>
- Kim, S.-H., & Lee, S. A. (2020). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights*, 3(3), 291–309. <https://doi.org/10.1108/JHTI-07-2019-0097>
- Kusuma, D. F. (2021). Generation Z perception of counterfeit product attribute and the influence toward purchase intention. *Airlangga Journal of Innovation Management*, 2(1), 82. <https://doi.org/10.20473/ajim.v2i1.26224>
- Langi, T. M., et al. (2023). The effect of Arabica and Robusta coffee blends on caffeine content, acidity and organoleptic properties of instant coffee. *Journal of Agriculture*, 2(2), 183–192. <https://doi.org/10.47709/joa.v2i02.2806>
- Lone, A., et al. (2023). Coffee consumption behavior in young adults: Exploring motivations, frequencies, and adverse effects. *Psychology Research and Behavior Management*, 16, 3925–3937. <https://doi.org/10.2147/PRBM.S427867>
- Maspul, K. A. (2024). Pricing consistency in coffee business management: A comprehensive study. 2(2), 78–86. <https://www.researchgate.net/...>
- Mohamad Zamri, N. A., Ahmad, A., Azman, N., Yahya, A. S., & Jasmin, N. A. S. (2023). Purchase behaviour of coffee consumption in Malaysia: Literature review. *3rd USBED/IJSES International Conference on Social and Educational Sciences*. <https://www.researchgate.net/...>
- Mutia, R., et al. (2022). Do the price and taste matter to coffee drinkers? *Jurnal Mahasiswa Akuntansi Samudra*, 3(3), 145–149. <https://doi.org/10.33059/jmas.v3i3.5958>
- Natasha, C., & Subakti, A. G. (2021). The effect of pricing on purchase decisions in Koultoura coffee. *IOP Conference Series: Earth and Environmental Science*, 729(1), 012062. <https://doi.org/10.1088/1755-1315/729/1/012062>
- Nik Omar, N. R., et al. (2022). Coffee industry in Malaysia: An overview and potential. *Economic and Technology Management Review*, 19, 103–114.
- Nor, N. M. S. N. M., et al. (2024). Factors influencing satisfaction towards premium coffee shops in Penang. *Journal of Tourism, Hospitality & Culinary Arts*, 16(1), 102–121.
- Purnama, N., Harahap, S. H., & Siregar, D. S. (2022). Pengaruh harga, kualitas produk dan suasana toko terhadap loyalitas konsumen. *Balance Jurnal Akuntansi dan Manajemen*, 1(1), 18–24. <https://doi.org/10.59086/jam.v1i1.4>
- Rahmadi, A. N., Sudarmiatin, & Wardana, L. W. (2023). The influence of product quality and digital marketing on customer loyalty in coffee bean products. *ResearchGate*. <https://www.researchgate.net/...>
- Ramanathan, R., & Ali, N. (2021). Coffee consumption and the sustainability of the coffee industry in Malaysia. *Trends in Undergraduate Research*, 4(2), 1–10. <https://doi.org/10.33736/tur.3465.2021>
- Rowe, K., et al. (2020). CaffCo: A valid and reliable tool to assess caffeine consumption habits. *Journal of Caffeine and Adenosine Research*, 10(4), 154–160. <https://doi.org/10.1089/caff.2020.0015>
- Samoggia, A., et al. (2020). Functional needs, emotions, and perceptions of coffee consumers. *Sustainability*, 12(14), 5694. <https://doi.org/10.3390/su12145694>
- Statista. (2024). *Total coffee consumption in Malaysia from 2015 to 2024*. <https://www.statista.com/statistics/877125/malaysia-total-coffee-consumption/>

- Sunarharum, W. B., et al. (2021). Indonesian coffee consumers perception on coffee quality. *IOP Conference Series: Earth and Environmental Science*, 733(1), 012093. <https://doi.org/10.1088/1755-1315/733/1/012093>
- Utama, A. P., et al. (2021). Influences of product attributes and lifestyles on consumer behavior. *Journal of Asian Finance Economics and Business*, 8(5), 939–950. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0939>
- Utomo, P., et al. (2023). The influence of digital marketing and service quality on consumer preferences. *Peradaban Journal of Economic and Business*, 2(2), 190–206. <https://doi.org/10.59001/pjeb.v2i2.107>
- World Coffee Portal. (2024). Tradition meets innovation in Malaysia's coffee market. <https://www.worldcoffeeportal.com/...>
- Yin, J. (2024). Business strategy analysis of coffee industry: Starbucks case. *Advances in Economics Management and Political Sciences*, 98(1), 189–197. <https://doi.org/10.54254/2754-1169/98/2024ox0121>
- Zhou, X. (2024). Research on the product pricing strategies of Luckin Coffee. *SHS Web of Conferences*, 208, 02002. <https://doi.org/10.1051/shsconf/202420802002>