The factors that influence consumption of chocolate drinks in Jember regency

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Abstract. Nowadays publics in this millennial era had became gradually aware of the benefits in consuming chocolate product. Chocolate drinks are extensively available in stores, minimarkets, supermarkets, to cafes. Therefore, the most remarkable thing was the model of chocolate beverage provided by cafes. Consumers of chocolate drinks in Jember had different reasons and could be influenced by different variables. The objective of this study was to establish the factors which were influencing cafe consumers in purchasing chocolate beverage in Jember district. The determination of the research area was carried out by using purposive method. The research method used was a quantitative method. The sampling was done by accidental sampling. The data collection method was done by using primary data (observation and questionnaire) and secondary data (documents). Data analysis was presented by using factor analysis. The results showed that all variables influenced the purchase of chocolate beverage in Jember Regency. Those 5 factors are namely: 1. Social, 2. Psychological, 3. Personal, 4. Product, 5. Price and culture.

1. Introduction
According to Mulyono [1] the low consumption of chocolate in Indonesia was caused by imprecise understanding among the people. The misconceptions by the public about the chocolate are: (a) chocolate is image as a costly food product, so the publics could assume that the chocolate as a food for the people in the middle class and precious only, (b) chocolate causes of dental caries, (c) chocolate manufactures fat body [2, 3] Chocolate does not engender dental caries and obesity, Mulyono [1] said that they are caused by the contained sugar in the chocolate, and (d) chocolate makes the consumer to feel addict. In fact, it is scientifically stated that chocolate does not cause addiction. Some people just adore or neglect to consume chocolate more where it is usually called as chocolate craving. The desire of consuming chocolate occurs because of its aroma, texture, and the combination of sweet-bitter taste [4] Publics in this millennial era became gradually aware of the benefits in consuming chocolate product. It has became something encouraging for chocolate-based foods and beverage [5]. Chocolate products, especially chocolate drinks, are now widely available in stores, convenience stores, supermarkets, and even cafes. However, the most interesting this is the model of chocolate beverage which is served by cafe because of: a) ready to drink, b) much variant, and c) reflects a millennial lifestyle and beneficial.

The types of chocolate beverage in cafes are generally served in: (a) cold chocolate (b) hot chocolate and (c) chocolate milkshakes. Such worthy cafes are growing especially in urban areas, that
can be happened because urban areas have became a place where the millennial consumers deserve a goal to consume chocolate beverage more.

In Jember District, indeed cafes have developed in all areas. In fact, the most numerous are in urban areas. One of the characteristics of the area that reflects urban areas is around the campus, where there have been many cafes, including: (a) Kolong Cafe, (b) Akasia, (c) Grand Cafe, (d) Warkop Brewok, (e) Cak Wang, (f) Cafe Tipis-tipis, (g) Cangkir Klasik, (h) Hihi Cafe, (i) Rumpi-rumpi Cafe and (j) Ctrl + A Cafe.

The development of cafes around the campus is caused by: (a) there are many students who reflect millennials and (b) many students are not only enjoy chocolate drinks, but also they use the existing cafe facilities to complete their work and assignments. Variants of chocolate drinks which are provided in cafes around the campus are generally: (a) cold chocolate, (b) hot chocolate and (c) chocolate milkshakes. However, not only students visit these cafes, but also the other communities where the community has an age that reflects millennials, those aged between 20-25 years. Those community come from various regions, within Jember Regency and from the outside.

The purchase of chocolate drinks in Jember Regency cafes can be affected by various factors. The factors that influence the most purchase of chocolate beverage in this study can be influenced by variables: (a) price, (b) taste, (c) role of culture, (d) social class, (e) reference group, (f) family, (g) role and status, (h) age and life cycle, (i) work, (j) economic conditions, (k) lifestyle, (l) personality and self-concept, (m) perception, (n) learning, (o) beliefs and attitudes, and (q) motivation. Consumers in buying chocolate beverage in Jember cafe have different reasons and could be influenced by different variables. Based on this issue, the researcher wants to know the factors that influence the cafe customers to purchase chocolate drinks in Jember Regency.

2. Materials and Methods

The determination area in this study was defined by using the purposive method. Purposive method is a method of deliberately determining the area of the research in specific considerations [8] (Widyantari et al., 2018). This research was conducted in Jember District particularly including cafe: (a) Warkop Brewok, (b) MOX Cafe, (c) Tipis-tipis Cafe, (d) Cak Wang and (e) Akasia. The reason of choosing the cafe are because: (a) the ranger is easy to reach by the researchers, (b) there are a lot of chocolate beverage menu, (c) the location is strategic and (d) the price is relatively affordable. The selection of this research locations because the researchers are more easily to find out the consumers who consume chocolate drinks.

Quantitative methods applied to analyze this study. Quantitative research methods are research that emphasizes the objective phenomena and it is analyzed quantitatively [6]. The quantitative method was used to study the variables that persuade the purchase of chocolate drinks in Jember Regency in a quantitative approach.

The sampling method was done by using accidental sampling. Accidental sampling, is anyone who accidentally meets a researcher that could be used as a sample [7]. The samples are consumers who are consuming chocolate drinks in cafes with a total of 80 respondents.

Data collection methods used in this research were by using: (a) document study, (b) observation and (c) questionnaire. The document was applied to look for literature on chocolate beverage consumers. Observations were applied to find cafes which sell chocolate beverage. The questionnaire was applied to retrieve respondent data relating to consumer characteristics and chocolate drink consumption patterns.

Data analysis method used in this study was factor analysis. Factor analysis was used to answer the problem regarding the factors that influenced cafe costumers to purchase chocolate beverage in Jember Regency. The use of factor analysis was aimed to reduce the unaffected variables in purchase of chocolate beverage and then gather the variables into factors which had been formed.
3. Result and Discussion

There are some factors that could influence the consumer to purchase chocolate drinks in Jember. There were 16 variables factors used in this study which had been obtained by using questionnaires with 80 respondents. This study was analyzed by using factor analysis and SPSS 2.0 software where factor analysis was used to summarize and gather fewer and specific factors. The variables used were variables that were often considered when purchasing chocolate drinks in Jember Regency whereas these variables were obtained from existing and relevance sources when doing the study.

There were 16 variables used in this study are such as price (X1), taste (X2), cultural role (X3), social class (X4), reference group (X5), family (X6), role and status (X7), age and life cycle (X8), work (X9), economic conditions (X10), lifestyle (X11), personality and self-concept (X12), perception (X13), learning (X14), beliefs and attitudes (X15) and motivation (X16). These variables would be tested before analysed. Variables which had weak correlations and did not meet the assumptions of factor analysis could not be classified and should be excluded. There were some stages of testing the analysis of chocolate beverage consumer behavior factors in Jember Regency. They were Kaiser-Meyer-Olkin (KMO) test, Bartletts’s Test and Measure of Sampling Adequacy. Then the appropriate variables in the test could be carried out for factor analysis. Based on the calculation of factor analysis using SPSS 2.0 software, it could be seen the results of the KMO and Bartletts’s Test as follows.

Table 1. The result of KMO test and Bartletts’s Test of Sphericity

| KMO and Bartletts’s Test | KMO and Bartletts’s Test |
|--------------------------|--------------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.725 |
| Bartletts’s Test of Sphericity | Approx, Chi-Square 423,119 |
|                           | Df 120 |
|                           | Sig. 0.000 |

Source: Analyzed Premier Data (2019)

Based on Table 1, it can be seen the value of KMO and Bartlett’s Test, where the value indicates the variable which is feasible or unfeasible for further analysis. The value of Kaiser-Meyer-Olkin measure of Sampling Adequacy is 0.725, where that value is more than 0.5, it can be concluded that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value meets the assumptions of the KMO test and can be further tested. A value of 0.725 means 72.5% that can be explained by the variable model and the remaining 27.5% can be explained outside the variable model. The result of the significance value of Bartlett's Test of Sphericity is 0.000. That value is significant because it is less than 0.05. Therefore, it can be concluded that the two tests have satisfying values, so that the further tests can be done.

The next stage is to look at the value of the MSA. The MSA value is obtained from the results of anti-image correlation, where there are numbers that have the diagonal sign "a". Then this stage is used to find out the variables that can be analyzed further and which cannot be analyzed further. Variables that cannot be analyzed further have an MSA value of less than 0.5, if there are variables that have an MSA value of less than 0.5 then it will be excluded. The results of the MSA values for each variable are presented in Table 2.

Based on Table 2, it can be concluded the value of MSA obtained from the results of the anti-image correlation value that has the sign "a". MSA values of all variables have a value more than 0.5, it means that all variables are eligible to be analyzed. All variables meet the criteria and no variables are excluded. Thus, a factor analysis can be done next. Personality and self-concept variables (X12) have the smallest MSA value, which is equal to 0.577. The variable of belief and attitude (X15) has the highest MSA value, which is equal to 0.809.

The results of the KMO and MSA tests claim that there are no released variables. Doing factor analysis is the next step after conducting the KMO and MSA tests. The first factor analysis is to look at the results of the total variance explained. The total variance explained indicates the value of each variable analyzed where the variables used are 16 variables. In the table of total variance explained, it
could be seen the initial eigenvalues and extraction sums of squared loadings, where the initial eigenvalues values indicate the factors formed, while the extraction sums of squared loadings values indicate the number of factors formed. The results of the analysis of total variance explained are presented in Table 3 as follows.

### Table 2. The result of MSA value test

| Variabel                     | Nilai MSA |
|------------------------------|-----------|
| X1 (Price)                   | 0,659     |
| X2 (Taste)                   | 0,656     |
| X3 (Role of Culture)         | 0,732     |
| X4 (Social Class)            | 0,719     |
| X5 (Reference Group)         | 0,756     |
| X6 (Family)                  | 0,745     |
| X7 (Role and Status)         | 0,748     |
| X8 (Age and Life cycle)      | 0,677     |
| X9 (Employment)              | 0,682     |
| X10 (Economic Condition)     | 0,699     |
| X11 (Lifestyle)              | 0,795     |
| X12 (Personality and Self Concept) | 0,577 |
| X13 (Perception)             | 0,666     |
| X14 (Learning)               | 0,786     |
| X15 (Trust and Attitude)     | 0,809     |
| X16 (Motivation)             | 0,753     |

Source: Analyzed Premier Data (2019)

### Table 3. The Result of Total Variance Explained Analysis

| Component | Initial Eigenvalues | Extraction Sums of Squared Loadings |
|-----------|---------------------|-------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total       | % of Variance | Cumulative % |
| 1         | 5,038               | 31.488        | 31.488       | 5,038       | 31.488        | 31.488        |
| 2         | 1,564               | 9.776         | 41.264       | 1,564       | 9.776         | 41.264        |
| 3         | 1,407               | 8.791         | 50.055       | 1,407       | 8.791         | 50.055        |
| 4         | 1,139               | 7.118         | 57.173       | 1,139       | 7.118         | 57.173        |
| 5         | 1,075               | 6.720         | 63.893       | 1,075       | 6.720         | 63.893        |
| 6         | 942                 | 5.891         | 69.783       |             |              |              |
| 7         | 807                 | 5.044         | 74.828       |             |              |              |
| 8         | 716                 | 4.478         | 79.306       |             |              |              |
| 9         | 682                 | 4.260         | 83.566       |             |              |              |
| 10        | 888                 | 3.676         | 87.241       |             |              |              |
| 11        | 534                 | 3.339         | 90.580       |             |              |              |
| 12        | 434                 | 2.712         | 93.293       |             |              |              |
| 13        | 349                 | 2.184         | 95.477       |             |              |              |
| 14        | 334                 | 2.085         | 97.562       |             |              |              |
| 15        | 220                 | 1.375         | 98.937       |             |              |              |
| 16        | 170                 | 1.063         | 100.000      |             |              |              |

Source: Analyzed Premier Data (2019)

Based on Table 3, it can be known the components formed after analysing by using 16 variables. The requisite of a factor is gathered when the value of eigenvalues is greater than (> 1). from this
analysis we get 5 components when Eigenvalues greater than 1 number 5. Component 1 by looking at the value of eigenvalues has a value of 5.038> 1. Component 2 by looking at the value of eigenvalues has a value of 1.564> 1. Component 3 by looking at the value of eigenvalues has a value of 1.407> 1. Component 4 by seeing the value of eigenvalues has a value of 1.139> 1. Component 5 by looking at the value of eigenvalues has a value of 1.075> 1. The influence of these factors can be concluded in the cumulative value of% which has a value of 63.893%. Cumulative value of 63.893% means the influencing factors the purchase of chocolate drinks in Jember can be explained by a factor of 63.893%, and the rest is influenced by factors that has not been entered into the model by 36.107%. The variables that can affect the model are presented in Table 4.

Table 4. The Result of Core Components Ro
tation

| Variabel     | Value of Core Component Loading |
|--------------|--------------------------------|
|              | 1    | 2    | 3    | 4    | 5    |
| X1 (Price)   | .151 | .158 | .006 | .178 | .747 |
| X2 (Taste)   | .083 | -.059| .035 | .755 | .207 |
| X3 (Role of Culture) | .420 | .346 | -.067| .006 | -.501 |
| X4 (Social Class) | .746 | .141 | -.010| .118 | -.004 |
| X5 (Reference Group) | .330 | -.052| .604 | .390 | -.191 |
| X6 (Family)  | .570 | .273 | .001 | .524 | -.223 |
| X7 (Role and Status) | .777 | -.022| .226 | .208 | -.063 |
| X8 (Age and Lifecyle) | .214 | .764 | .088 | -.036| .023 |
| X9 (Employment) | .470 | .175 | .618 | -.075| .090 |
| X10 (Economic Condition) | .768 | .172 | .183 | -.058| .260 |
| X11 (Lifestyle) | .527 | .358 | .462 | .088 | .104 |
| X12 (Personality and Self Concept) | -.039 | .133 | .836 | .105 | .071 |
| X13 (Perception) | -.056 | .694 | .203 | .155 | -.138 |
| X14 (Learning) | .263 | .714 | -.047| .056 | .205 |
| X15 (Trust and Attitude) | .061 | .464 | .271 | .590 | -.005 |
| X16 (Motivation) | .113 | .431 | .200 | .431 | .295 |

Eigenvalues
5.038 1.564 1.407 1.139 1.075
Variances %
31.4888 9.776 8.791 7.118 6.720
Cumulative %
31.4888 41.264 50.055 51.173 63.893

Source: Analyzed Premier Data (2019)

Based on table 4, it can be concluded that the variables has been distributed and extracted into 5 factors. The level of correlation of each variables into the factors can be seen on the factor loading value on each variables. Variable grouping into the factors is based on the highest factor loading value on each variables. Variable grouping on factor 1,2,3,4, and 5 are presented on table 5.

Table 5. Variable grouping on factor 1,2,3,4, and 5

| Faktor                  | Variabel                                      |
|-------------------------|-----------------------------------------------|
| Factor 1: Social factor | Social class (X4), Family (X6), Role and status (X7), Economic condition (X10) and lifestyle (X11) |
| Faktor 2: Psychological factor | Age and life cycle (X8), Perception (X13), Learning (X14) and Motivation (X16) |
| Faktor 3: Personal factor | Group reference (X5), Job (X9) and Personality and Life concept (X12) |
| Faktor 4: Product factor | Taste (X2) and Attitude and Beliefs (X15) |
| Faktor 5: Price and cultural factor | Price (X1) and Cultural role (X3) |

Source: Analyzed Premier Data (2019)
a. Factor 1: Social Factor

Factor 1 can be categorized as social factor which has eigenvalues of 5,083 and variants value of 31.488%. Social factor consist as Social class (X4) with loading value of 0.746, Family (X6) with loading value of 0.570, Role and status (X7) with loading value of 0.777, Economic condition (X10) with loading value of 0.768, and lifestyle (X11) with loading value of 0.527.

First identifier variable is social class, whereas social class is stratification among the society on the consumer of café chocolate drinks around Jember University campus. Social class or class stratification is able on affecting another chocolate drinks consumer. If the chocolate drinks consumer is a high level society, therefore it will easily affect another consumer to take chocolate drinks.

Second identifier variable is family, whereas family is mom, dad or consumer’s brothers. Family will affect the consumer on taking the chocolate drinks. The family understand the benefits of chocolate and will affect another family member on taking chocolate drinks. In other hand, the family culture on consuming chocolate will affect another family member on taking chocolate drinks.

Third identifier variable is role and status, whereas role and status is someone position on the group of chocolate drinks consumer group. The role and status of consumer will affect another consumer. The consumer who has role in promoting chocolate drinks probably will affect another consumer to consume chocolate drinks.

Fourth identifier variable is economic condition, whereas economic condition is the good and bad situation of consumer economics. The economic condition will affect the consumer on buying chocolate drinks. If the consumer economics is in good shape, therefore he will buy chocolate drinks. On the contrary, if the consumer economics is not in good shape, therefore the ability of buying chocolate drinks will be hung up.

Fifth identifier variable is lifestyle, whereas the lifestyle is the will which affected by the era development on consuming chocolate drinks. Lifestyle or the consumer will is different among each individual. Consumer who follows lifestyle also follows the era development, including the lifestyle in consuming chocolate drinks. Lifestyle will affect consumer in buying chocolate drinks.

b. Factor 2: Psychological factor

Factor 2 can be categorized as psychological factor which has eigenvalues of 1,564 and variants value 9.776%. Psychological factor consist the variable of age and life cycle (X8) with loading value of 0.764, perception (X13) with loading value of 0.694, learning (X14) with loading value of 0.714 and motivation (X16) with loading value of 0.431.

First identifier variable is age and life cycle, whereas age and life cycle is age and the daily habit of the consumer. The age and life cycle of the consumer will affect the consuming of chocolate drinks. The age relate with the taste of the consumer, and each age has their own preferable taste. Life cycle relate with the consumer’s daily habit. Consumer who has life cycle consuming chocolate drinks, probably will buy chocolate drinks in a certain frequency.

Second identifier variable is perception, whereas perception is somebody’s argument on chocolate drinks product. Consumer perception or argument about a chocolate drinks product will affect the will of buying chocolate drinks. If the consumer has a good perception on a chocolate drinks product, therefore he will buy it. On the contrary, if the consumer has bad perception about the program, the he will not buy it.

Third identifier variable is learning, whereas learning is taking the wisdom after buying a chocolate drinks product previously which may affect buying the chocolate drinks again. The learning activity about buying chocolate product previously is important. If the consumer learn something good from the previous chocolate product, then the probability of re-buying the chocolate product will increase.

Fourth identifier variable is motivation, whereas motivation is an encouragement of buying chocolate drinks product. Consumer has their own encouragement in buying the chocolate product. Consumer who has strong buying encouragement will not affected by the bad things about the product and will buy it.
c. Factor 3: Personal factor
Factor 3 can be categorized as personal factor which has eigenvalue 1,407 and variants value of 8,791%. Personal factor consist of group reference (X5) with loading value of 0,604%, job (X9) with the loading value of 0,618 and personality and life concept (X12) with loading value of 0,836.
First identifier variable is group reference, whereas group reference is the groups which influence consumer in buying the chocolate drinks. Group reference will provide the information about the product. If group reference provide good opinion about the chocolate drinks then the consumer will buy it. On the contrary, if group reference provide bad opinion about the product, it will influence him to not buy it.
Second identifier variable is job, whereas job is the daily basis activity that consumer do. Consumer job related with the revenue he has. The revenue will affect the ability in buying the chocolate drinks. Consumer will buy chocolate drinks if he has a proper revenue to buy chocolate drinks and another needs.
Third identifier variable is personality and life concept, whereas the personality and life concept is an owned principal and applied by the consumer. The consumer principal will affecting the ability of buying chocolate drinks. Consumer who has a strong principal will not be affected by bad thing that sounded by another people about the product.

d. Factor 4: Product factor
Factor 4 can be categorized as product factor which has eigenvalues 1,139 and variants value of 7,118. Product factor consist of taste (X2) with loading value of 0,755 and attitude and beliefs (X15) with loading value of 0,590.
First identifier variable is taste, whereas taste is the nature of chocolate drinks which can be felt by the sense of taste. Taste is important part in affecting the consumer to buy the chocolate drinks. Second identifier variable is attitude and beliefs, whereas beliefs is the image of the product which might affect in buying the chocolate drinks. Meanwhile attitude is the act of accepting of refusing the chocolate drinks. Taste (X2) and attitude and beliefs (X15) has a strong relation in presenting the chocolate drinks.

e. Factor 5: Price and cultural factor
Factor 5 can be categorized as price and cultural factor which has eigenvalues 1,075 and variants value of 6,720. Price and cultural factor consist of price (X1) with loading value of 0,747 and cultural role (X3) with loading value of -0,501.
First identifier variable is price, whereas is the value of chocolate drinks which already established using money in Rupiah. Second identifier variable is cultural role, whereas the role of culture here is the complex symbol and fact, which developed by human being, and passed by through generation as the controller and determiner human attitude in society. Price (X1) and cultural role (X3) has connection in affecting buying the chocolate drinks. The price of chocolate drinks will affect the buying of chocolate drinks because it is related with purchasing power. Chocolate drinks consumer who has the culture of drinking chocolate know the price of chocolate drinks, therefore the consumer will have no doubt about the chocolate drinks price.

4. Conclusion
Based on the factor analysis, all affecting factors in buying chocolate drinks categorized into 5: 1. Social, 2. Psychological, 3. Personal, 4. Product, 5. Price and culture.

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