

Understanding Tea Consumer Loyalty in Banyumas: A SEM Analysis of Attitudes, Decisions, and Satisfaction

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ABSTRACT

Indonesia, a major black tea, exported approximately 89% of black tea between 2018-2022, faces a substantial surplus, highlighting the need for producers to understand domestic consumer behavior amidst evolving tea consumption patterns. This study analyzes the influence of product attributes and the purchasing decisions of tea consumers in Central Java, Indonesia. This study employed a survey method. The study site was selected from the Banyumas District. Data were collected using purposive sampling techniques from 300 respondents and interviews with consumers who consumed black tea in tea bag packaging of original tea variants and/or jasmine tea, and made tea buying decisions. Data were analyzed using a combination of quantitative and structural equation modelling (SEM) with the analysis software AMOS 24. The results show that taste and brand have a significant effect on consumer attitudes; consumer attitudes have a significant effect on consumer purchasing decisions; consumer purchasing decisions have a significant effect on consumer satisfaction; and consumer satisfaction has a significant effect on consumer loyalty. The Ministry of Agriculture wants to reduce the export of raw materials and make the most of extra tea production. They plan to do so by promoting local tea brands. This will help Indonesian tea to become more known both internationally and locally. This will also improve the income of farmers and small businesses by increasing the value of their products.

Keywords: *Brand, Taste, Tea, Consumer Loyalty, Consumer Behavior*

BACKGROUND

Tea is a plantation commodity that plays an important role in Indonesia's economy. Indonesia exported approximately 89% of black tea between 2018-2022. The Ministry of Agriculture predicts that the tea supply in 2023 will reach 153.497,53 tons, and the national tea consumption rate is 60.802,15 tons, resulting in a surplus of 92.695,38 tons (Kementerian Pertanian, 2023) Indonesian people consume tea for different purposes, including freshness and health. Tea consumption activities

are part of the lifestyle of Indonesian people, so many tea producers offer products with various types, scents, and forms of tea (Choesrani, 2020). Producers need to know consumer attitudes to understand the factors influencing consumer purchasing decisions to compete with other producers (Fadhila & et. al, 2020)

In 2019, one iced tea brand expanded from three outlets to 450 outlets by 2021 (Hudefah et al., 2024). This phenomenon indicates that tea consumption has become a new trend in public consumption patterns (Ciek Julyati Hisyam et al., 2024). The high mobility of consumers living in urban areas also contributes to the shift in consumption patterns toward ready-to-drink tea in Indonesia (Rafika et al., 2023). Consumer attitudes consist of consumer beliefs about the product (cognitive component), evaluation of the product that has been consumed (affective component), and product purchase purpose (conative component) (Setiadi, 2013). Consumer attitudes influence purchasing decisions because consumer knowledge of product information and involvement of consumers' emotional feelings can increase consumer desire to buy products (Nulufi & Muwartiningsih, 2015).

Attitudes and situational factors that cannot be anticipated can influence consumers' purchasing decisions. Attitude factors are the intensity of consumer attitudes towards product choices and consumer motivations that affect consumer desire to buy products, while situational factors that cannot be anticipated affect consumer purchase intentions (Kotler, P., & Armstrong, 2015). Producers must pay attention to consumer perceptions of product attributes that are by consumer wants and needs so that consumers are satisfied and loyal and can compete with similar products. Consumer perception of product attributes affects consumer purchasing decisions, while consumer purchasing decisions affect consumer satisfaction and loyalty (Susanto, 2013). This study aimed to analyze the influence of product attributes, attitudes, purchasing decisions, and satisfaction on consumer loyalty to tea in Banyumas.

Consumers form a better perception of a product that can meet their wants and needs (Kotler & Keller, 2012). Producers can determine consumer satisfaction if there is a match between consumer expectations and product performance, consumers are interested in making repeat purchases, and consumers are willing to recommend products to others (Hawkins & Mothersbaugh, 2010).

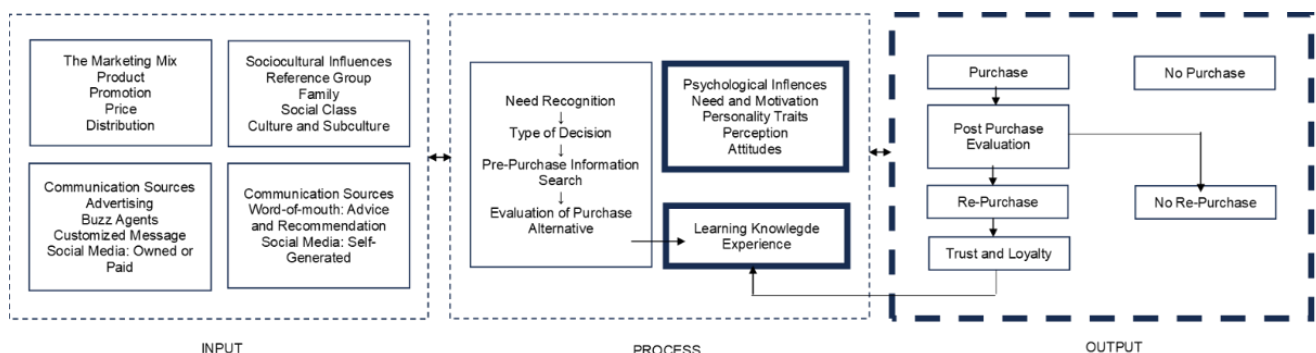


Figure 1. Consumer Decision Making Model (Schiffman et al., 2016)

(Schiffman et al., 2016) model of consumer decision-making explains the stages of input, process, and output. In this study, only the process and output stages are examined. The input stage was not analyzed in this study, as the respondents had already consumed the product within the last three months. The process stage focuses on how perceptions, attitudes, purchasing behavior, and post-purchase evaluations directly contribute to loyalty to a frequently purchased commodity. This is particularly valuable as it moves beyond the initial "input" stage, which is often the sole focus of studies on new product adoption or initial purchase decisions.

Experiences gained through the evaluation of alternatives form part of the consumer's psychological factors through a learning process. The output stage consists of two post-decision activities: purchasing behavior and post-purchase evaluation. Repeated product purchase activities indicate consumer loyalty. Consumer loyalty is essential to retain consumers in the long run (Griffin, 2003). Loyal consumers commit to consuming and buying products from the same brand and recommend products. (Han et al., 2018). Tea producers not only attract initial purchases, but also consistently meet and exceed consumer expectations post-purchase to drive repeat business and advocacy. Emphasizing health benefits and providing easily accessible product information can bolster satisfaction, and consequently, loyalty.

Banyumas is known as one of the centers of tea consumption in Central Java, with a variety of local brands competing with national brands. In 2024, according to a preliminary survey in Banyumas Regency, there are seven black tea brands: Sariwangi, Tongtjie, 2Tang, Tjatoet, Teh Poci, Dandang, and Sosro. Tea producers can compete in a dynamic global marketplace by offering products that maintain consumer satisfaction and loyalty. This research distinguishes itself from previous studies by uniquely addressing the contemporary phenomenon of tea consumption evolving from a traditional beverage to a new, prominent lifestyle trend and consumption pattern in Indonesia. While the existing literature broadly examines consumer behavior, this study makes a novel contribution by focusing specifically on the decision-making process for tea commodities within this evolving context.

This study attempts to answer the following questions: (1) What factors influence tea consumers' attitudes and purchasing decisions in Banyumas? (2) How do attitudes, purchasing decisions, and satisfaction influence the loyalty of tea consumers to Banyumas?. This study develops a specific consumer decision-making model for tea commodities, moving beyond general consumer behavior theories to provide targeted insights into how consumer perceptions (scent, taste, brewing color, brand, and price), attitudes, purchasing decisions, and satisfaction interact to foster long-term loyalty. The findings will be crucial for informing the long-term strategic development of the Indonesian tea industry, enabling producers to adapt to changing consumer preferences and effectively compete both domestically and globally.

RESEARCH METHODS

The study was conducted in the Banyumas Regency in 2025. This method utilizes a survey method with a unit study of sub-districts. The location selected for this study included two districts, Purwokerto Selatan and Sokaraja, which were selected using a purposive sampling method for consumers who consume black tea with original flavor and/or jasmine tea and make tea purchasing

decisions. The district was selected because it has the largest number of households. According to Durianto, 2004, loyal consumers are divided into five levels: switcher buyer, habitual buyer, satisfied buyer, brand liking, and committed buyer. The respondents selected by the researcher are consumers at the committed buyer level, as they have been consuming tea of the same brand for a long time, specifically for the past two years, and feel proud when consuming that brand.

The study determined a quota of 300 samples to fulfill the requirements of the nine variables in the model analysis. The number of respondents is more than 200, which minimizes problems in statistical power of significance (Crocker & Algina, 1986). A total of 300 respondents were evenly distributed in each district, using random sampling. Thus, the number of samples in each sub-district was 150, which is considered representative of the region. Primary and secondary data for this study were gathered through interviews and observations with consumers and related institutions. The questionnaire was distributed offline. The measurement used in this study was a Likert scale with the following criteria: strongly agree, score 5; agree, 4; neutral, 3; disagree, 2; and strongly disagree, 1. The validity test results showed validity which indicated by the value loading factor $> 0,500$ (Tabanick & L, 2007), and the reliability test showed reliability which indicated by the value construct reliability $> 0,600$ (Ghozali, 2018).

The fundamental theory used for analysis is the marketing management theory of consumer behavior, particularly consumer loyalty from consumer behavior. The consumers assumed to loyalty given attitudes, purchase decision, and satisfaction (Kotler & Amstrong, 2015). In theory, consumers seek loyalty to consumption using perceived product attributes, consumer attitudes, consumer decision-making, and consumer satisfaction. The data analysis method used in this study used a structural equation model (SEM) to determine the relationship and influence between variables assisted by the AMOS 24 program (Ghozali, 2018).

Testing the assumptions of SEM must meet the multivariate normality assumption if $-2.56 \leq c.r \leq 2.56$, no multicollinearity if the determinant value is not close to zero, and no multivariate outliers if the chi-square value at the degrees of freedom equal to the number of indicators is at a significance level of $p < 0.001$. The expected significance levels in this study are $\alpha = 10\%$; 5% ; and 1% or confidence levels of 90% ; 95% ; and 99% , meaning $\text{sign} > \alpha$ indicates that variable X does not have a significant effect on variable Y. Then an evaluation of the goodness of fit criteria is carried out using the indicators of X^2 Chi-square, signature probability, RMSEA, GFI, AGFI, CMNI, TLI, and CFI, and modifications are made if the residual value produced by the model is quite large or greater than 2.58 (Ghozali, 2018).

Tabel 1. Variables and Indicators of Analysis

Variable	Indicator	Literature Review
Scent (S)	Tea leaves scent (S1)	Auralia et al., 2023
	Sweet scent (S2)	Islam et al., 2012
	Flower scent (S3)	
Taste (T)	Bitter taste (T1)	Auralia, et al., 2023
	Astringent taste (T2)	Islam et al., 2012
	Pale/thin taste (T3)	
Brewing Color (BC)	Brown brewing color (BC1)	Auralia, et al., 2023

Variable	Indicator	Literature Review
Brand (B)	Reddish brown brewing color (BC2)	Abideen & Latif, 2011 Susanty & Adisaputra, 2011
	Yellow brewing color (BC3)	
	Product attribute excellence (B1)	
	Product Popularity (B2)	
Price (P)	Product uniqueness (B3)	Nikmah et al., 2021 Tjiptono, 2019
	Price affordability (P1)	
	Price suitability with quality (P2)	
	Price competitiveness with similar products (P3)	
Consumer Attitudes (CA)	Consumer knowledge (CA1)	Nulufi & Muwartiningsih, 2015
	Understanding the reliability of product attributes (CA2)	
	Assessment of various product options (CA3)	
	Confidence can fulfill desires (CA4)	
Consumer Purchasing Decision (CPD)	Desire to buy products (CA6)	Natalia & Mulyana, 2014 Weenas, 2013
	Speed of Decision Making (CPD1)	
	Purchasing Because of Self-Will (CPD2)	
	Act Because of Product Excellence (CPD3)	
Consumer Satisfaction (CS)	Suitability of product performance with consumer expectations (CS1)	Rusti et al., 2021 Hawkins & Mothersbaugh, 2010
	Willingness of consumers to re-consume (CS2)	
	Willingness to recommend products to others (CS3)	
	Adding Complementary Items (CL1)	
Consumer Loyalty (CL)	Recommending Products to Others (CL2)	Rusti et al., 2021 (Susanto, 2013)
	Rejecting Similar Products (CL3)	

RESULT AND DISCUSSION

Consumers were primarily women (76%) and men (24%). Age categories 19-28 years (13.57%), 29-38 years (20.57%), 39-48 years (22.86%), 49-58 years (30.86%), and 49-70 years (9.14%). Household income IDR 2,000,000-IDR 4,800,000 (21.71%), IDR 4,800,001- IDR 7,600,000 (38.86%), IDR 7,600,001-IDR 10,400,000 (23.43%), IDR 10,400,001-IDR 13,200,000 (10.86%), and IDR 13,200,001-IDR 16,000,000 (5.15%). The majority of participants were married (87.43%). The education level was junior high school (6.73%), high school (19.14%), diploma (0.64%), bachelor's (69.93%), graduate (3.56%). Women often shop for household items, clothes, or personal care products. They usually decide what to buy for the family and manage daily needs (Cruz-Cárdenas et al., 2019).

People aged 39-48 and 49-58 often earn the most money, so they can spend more money. When the income exceeds IDR 7,600,000, fewer people buy the product. This might be because it is too expensive for those with less money and not fancy enough for those with a lot of money (Dang et al., 2020). Married people often buy things together and think about their family's needs. This means that they buy more items and focus on things that help the entire family (Kieling et al., 2024). People with higher education are better at finding and understanding information. They look into products carefully, compare them, and care about quality and ethical issues (Dhawan & Garga, 2025).

The results of the confirmatory factor analysis showed indicators that can reflect the variables of scent, taste, brewing color, brand, price, consumer attitude, purchase decision, consumer satisfaction, and consumer loyalty. Figure 2 of the structural equation model is a model that has been modified by connecting measurement errors and producing the goodness-of-fit value required by SEM (Table 2). The goodness-of-fit value in the structural equation indicates that there is no significant difference between the covariance matrix data of the observed variables and the covariance matrix of the specified model, which means that the built model can explain the influence between variables.

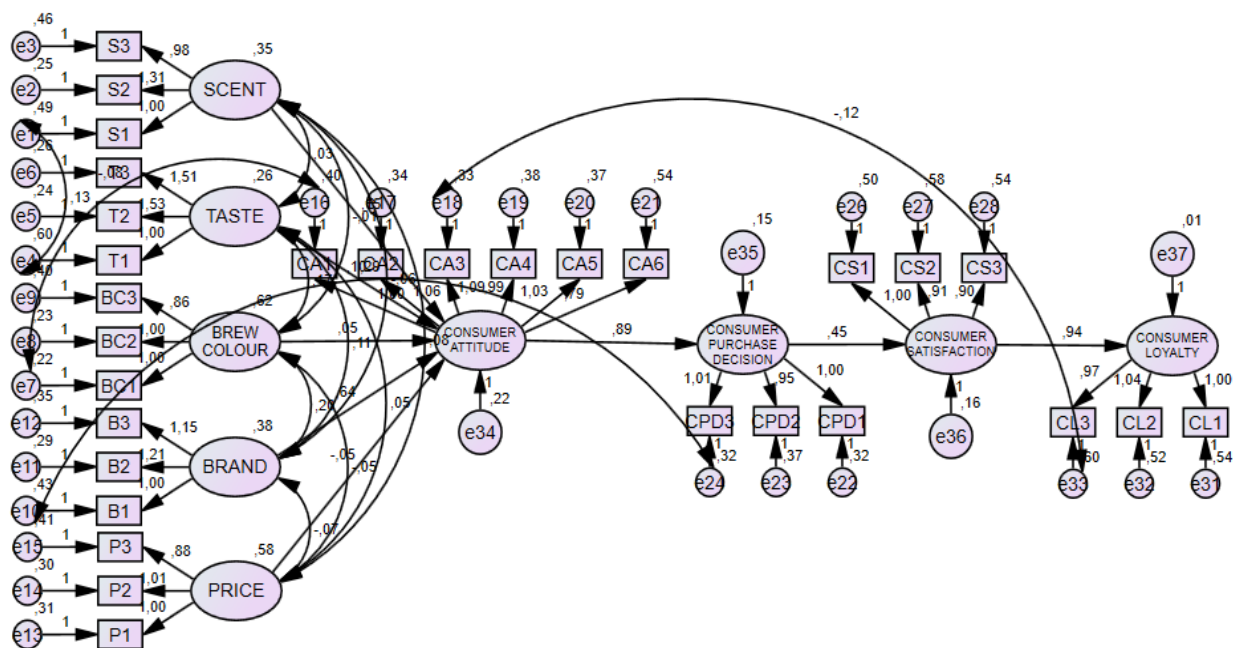


Figure 2. Results of Path Diagram Analysis

Table 2 Goodness of Fit Test

Model Fit Criteria	Model Fit Values	Standard	Explanation
X ² -chi-square	425,991	It is expected to be smaller than X ² at df = 382 which is 493.444	<i>Good Fit</i>
Significance Probability	0,060	≥ 0,05	<i>Good Fit</i>
RMSEA	0,026	≤ 0,08	<i>Good Fit</i>
GFI	0,863	≥ 0,90	<i>Acceptable Fit</i>

Model Fit Criteria	Model Fit Values	Standard	Explanation
AGFI	0,834	$\geq 0,90$	<i>Acceptable Fit</i>
CMIN/DF	1,115	$\leq 2,00$	<i>Good Fit</i>
TLI	0,976	$\geq 0,90$	<i>Good Fit</i>
CFI	0,979	$\geq 0,90$	<i>Good Fit</i>
IFI	0,979	$\geq 0,90$	<i>Good Fit</i>

Source: Primary data analysis, 2025

The magnitudes of the influence of the variables in the model are listed in Table 2. Based on the estimated value of the loading factor in Table 3, flower scent indicators, with a coefficient of 0.838, played a significant role in shaping consumer perception of tea scent. The brain processes sensory inputs, and floral fragrance can influence tea flavor anticipation. A strong floral scent can enhance perception of tea's richness and complexity, even if floral elements are more prominent in aroma than flavor (Li et al., 2024). The astringent taste indicator, with a coefficient of 0.839, played a significant role in shaping consumers' perceptions of tea taste. Taste preferences, such as astringency, are shaped by cultural influences and develop over time. For those familiar with traditional teas, astringency might be seen as crucial to the genuine tea experience (Liu et al., 2018)

The reddish-brown color indicator, with a coefficient of 0.855, plays a significant role in shaping consumers' perception of tea brewing color. A reddish-brown hue boosts the attractiveness and appetite of the tea. This adds warmth and depth to the drinking experience (Moreira et al., 2024). Brand popularity indicators, with a coefficient of 0.812, play a significant role in shaping consumer brand perceptions. Popular brands utilize social proof as people trust others' purchases. The indicator of price conformity with product quality, with a coefficient of 0.815, plays a significant role in shaping consumers' price perceptions. If price seems reasonable for quality, it positively affects buying decisions (Pattweekongka et al., 2019)

Indicators of the assessment of various product choices, with a coefficient of 0.793, played a significant role in shaping consumer attitudes. Offering options encourages exploring new choices within a brand, leading to increased engagement and a fulfilling brand experience, strengthening positive sentiments (Pattweekongka et al., 2019). The acting indicator makes purchasing decisions because the advantages of product attributes, with a coefficient of 0.820, play a significant role in shaping consumer purchasing decisions. The benefits of tea include taste, aroma, health, convenience, and social aspects. When clearly communicated as advantages, they drive purchasing (Auralia, et al., 2023)

Product performance conformity indicators with consumer expectations, with a coefficient of 0.568, play a significant role in shaping consumer satisfaction. A moderate coefficient indicates that meeting expectations matters for satisfaction, but is not the only factor. Higher satisfaction might require surpassing expectations, or factors such as emotional connections or service quality might play a significant role (Septiarini Jenderal Achmad et al., 2023). The indicator of recommending products to others, with a coefficient of 0.579, plays a significant role in shaping consumer loyalty. People trust peer recommendations more than advertisements. When loyal customers endorse tea, it adds credibility and influences new customers while reinforcing recommender loyalty (Trusov et al., 2009)

Table 3. Estimated Value of Loading Factor Confirmatory Factor Analysis

Variable	Indikator	<i>Standardized Regression Weight</i>	
		<i>Estimated Value</i>	<i>Note</i>
Scent	Tea leaves scent	0,649	Valid
	Sweet scent	0,645	Valid
	Flower scent	0,838	Valid
Taste	Bitter taste	0,555	Valid
	Astringent taste	0,845	Valid
	Pale/thin taste	0,839	Valid
Brewing Color	Brown brewing color	0,852	Valid
	Reddish brown brewing color	0,855	Valid
	Yellow brewing color	0,730	Valid
Brand	Product attribute excellence	0,770	Valid
	Product Popularity	0,812	Valid
	Product uniqueness	0,684	Valid
Price	Price affordability	0,815	Valid
	Price suitability with quality	0,809	Valid
	Price competitiveness with similar products	0,723	Valid
Consumer Attitudes	Consumer knowledge	0,747	Valid
	Understanding the reliability of product attributes	0,787	Valid
	Assessment of various product options	0,793	Valid
	Confidence can fulfill desires	0,756	Valid
	Desire to buy products	0,764	Valid
	Tendency to find information about product	0,517	Valid
	Speed of Decision Making	0,746	Valid
Consumer Purchasing Decision	Purchasing Because of Self-Will	0,768	Valid
	Act Because of Product Excellence	0,820	Valid
Consumer Satisfaction	Suitability of product performance with consumer expectations	0,568	Valid
	Willingness of consumers to re-consume	0,531	Valid
	Willingness to recommend products to others	0,524	Valid
Consumer Loyalty	Adding Complementary Items	0,559	Valid
	Recommending Products to Others	0,579	Valid
	Rejecting Similar Products	0,540	Valid

Note: * $<0,500$ declared invalid

Source: Primary data analysis, 2025

Table 3 shows a weak but significant influence between consumer perception of taste and consumer attitude, with a coefficient of 0.227, indicating that consumer perception of taste has a small role in influencing tea consumer attitudes toward Banyumas Regency. The weak influence of consumer perception of taste on shaping consumer attitudes must attract the attention of tea producers by providing information related to the recommendation of the tea brewing process on product

packaging or promotions carried out so that consumers can consume tea according to their wishes. This is in line with the results of research conducted by Rusniati, 2014 that the tea brewing process affects the taste and color of the tea steeping produced. Tea taste is a product attribute that consumers can directly experience.

There was a strong and significant influence between consumer perceptions of the brand and consumer attitudes, with a coefficient of 0.652. Consumer perception of the brand can be improved by tea producers, increasing brand popularity directed at promotion through social media such as television commercials, Instagram, and YouTube, as well as collaborating with artists to promote tea products. This aligns with the results of research conducted by Idaman et al., 2012 that consumer perception of brands illustrates how important brands are to consumer considerations in buying tea. Brand popularity plays a role in shaping consumer attitudes and consumers decide to buy products.

Table 4 shows a strong and significant influence between the variables of consumer attitudes towards consumer purchasing decisions, with a coefficient of 0.783, indicating that consumer attitudes have a substantial role in influencing the purchasing decisions of tea consumers in the Banyumas Regency. A positive attitude towards a product can influence a consumer's decision to buy a product. Tea producers need to pay attention to consumer preferences for product attributes, which increases consumers' buying interests. This is in line with research conducted by (Dilasari et al., 2022; Lukman, 2014; Nam et al., 2017) that tea companies need to increase brand equity and pay attention to consumer preferences for taste so that consumer buying interest will increase and can gain a broader market share.

Table 4 shows a moderate and significant influence between the consumer purchase decision variables and consumer satisfaction, with a coefficient of 0.441, indicating that consumer purchasing decisions have a moderate influence on tea consumer satisfaction in Banyumas Regency. Therefore, tea producers must pay attention to their product benefits. Consumers tend to consume products that are beneficial to health. Marketing strategies in the form of promotions using social media or television advertisements in collaboration with artists can increase consumer knowledge related to products so that consumers can easily consider the products to be consumed. This is in line with research by (Alavi et al., 2016; Gökcek et al., 2019; Lukman, 2014; Priya & Kumar, 2019; Susila & Sumarwan, 2014) that producers need to create promotions that are practical so that consumer knowledge and awareness can influence attitudes and preferences about products and ultimately influence consumer purchasing decisions. Thus, more consumers learn about a product. It is easier for consumers to make purchases. The information consumers obtain when comparing various product choices should be clear. Thus, purchasing decision-making is increasingly complex because consumers are open to a wealth of information, product variations, and brands, so they have a better choice of alternatives. Consumers will be satisfied after purchasing activities depending on the product's performance in meeting consumer expectations. Consumer confidence in product performance can meet consumer expectations is one indicator of consumer attitudes

Table 4 shows a more substantial influence between consumer satisfaction and consumer loyalty, with a coefficient of 0.996, indicating that consumer satisfaction has a significant influence on tea consumer loyalty in the Banyumas Regency. Tea producers who want their consumers to be loyal should feel satisfied with and interested in consuming the product. Consumers show an attitude

of recommending tea products to others. This is in line with research by (Bandara et al., 2021; Bhuvaneshwari & Kanchana, 2018; Chuenban et al., 2021; Rizwan et al., 2017; Rusti et al., 2021; Saputra et al., 2020; Wirawan et al., 2019) that consumer habits of consuming tea in the morning affect consumers' ability to receive information and knowledge when on the move. A reasonable attitude towards a product allows consumers to purchase it more than once. Producers need to design marketing strategies in the form of promotions through media, such as television and other social media advertisements, so that brand image can be built with the suitability of product quality with consumer preferences. The higher the product quality, the greater the consumer loyalty.

Tabel 4. Estimated Structural Equation Model.

Variabel				Direct Effect		Indirect Effect		Total Effect	
				β	P	β	P	β	P
S	→	CA		0,107 ^{NS}	0,129	0,000 ^{NS}	...	0,107 ^{NS}	0,129
T	→	CA		0,206 ^{**}	0,022	0,000 ^{NS}	...	0,206 ^{**}	0,022
BC	→	CA		0,045 ^{NS}	0,545	0,000 ^{NS}	...	0,045 ^{NS}	0,545
B	→	CA		0,581 ^{**}	0,006	0,000 ^{NS}	...	0,581 ^{**}	0,006
P	→	CA		-0,065 ^{NS}	0,544	0,000 ^{NS}	...	-0,065 ^{NS}	0,544
CA	→	CPD		0,791 ^{**}	0,025	0,000 ^{NS}	...	0,791 ^{**}	0,025
CPD	→	CS		0,606 ^{**}	0,015	0,000 ^{NS}	...	0,606 ^{**}	0,015
CS	→	CL		1,003 ^{**}	0,007	0,000 ^{NS}	...	1,003 ^{**}	0,007
S	→	CA	→	CPD		0,000 ^{NS}	...	0,085 ^{NS}	0,135
S	→	CA	→	CPD	→	CS		0,051 ^{NS}	0,117
S	→	CA	→	CPD	→	CS	→	CL	0,052 ^{NS}
T	→	CA	→	CPD		0,000 ^{NS}	...	0,163 ^{**}	0,026
T	→	CA	→	CPD	→	CS		0,099 ^{**}	0,022
T	→	CA	→	CPD	→	CS	→	CL	0,099 ^{**}
BC	→	CA	→	CPD		0,000 ^{NS}	...	0,036 ^{NS}	0,562
BC	→	CA	→	CPD	→	CS		0,022 ^{NS}	0,562
BC	→	CA	→	CPD	→	CS	→	CL	0,022 ^{NS}
B	→	CA	→	CPD		0,000 ^{NS}	...	0,459 ^{**}	0,007
B	→	CA	→	CPD	→	CS		0,278 ^{**}	0,014
B	→	CA	→	CPD	→	CS	→	CL	0,279 ^{**}
P	→	CA	→	CPD		0,000 ^{NS}	...	-0,052 ^{NS}	0,544
P	→	CA	→	CPD	→	CS		-0,031 ^{NS}	0,495
P	→	CA	→	CPD	→	CS	→	CL	-0,031 ^{NS}
CA	→	CPD	→	CS		0,000 ^{NS}	...	0,479 ^{**}	0,021
CA	→	CPD	→	CS	→	CL		0,481 ^{**}	0,013
CPD	→	CS	→	CL		0,000 ^{NS}	...	0,608 ^{**}	0,009

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

Source: Primary data analysis, 2023

CONCLUSION AND SUGGESTION

This study provides valuable insights into the factors influencing consumer perceptions, attitudes, purchasing decisions, satisfaction, and loyalty for tea products in Banyumas Regency, Indonesia, characterized by a predominantly female, middle-aged, married, and highly educated consumer base with middle-to-upper-middle income. Taste and brand have positive and significant influences on consumer attitudes. Good consumer attitudes have a significant influence on improving consumer purchasing decisions, whereas purchasing decisions have a moderate and significant

influence on increasing consumer satisfaction. Consumer satisfaction can increase tea consumers' loyalty to Banyumas Regency. Tea producers must pay attention to consumer perceptions of brand popularity and the taste of steeping astringent tea by consumer wishes. Tea producers' efforts to increase brand popularity through social media promotions such as television ads, providing information on product excellence, and recommendations for the tea brewing process, so that consumers can consume tea as desired and feel satisfied with their interest in consuming it again. The downstream policy of the Ministry of Agriculture can be aimed at decreasing reliance on exporting raw materials and maximizing the potential excess in tea production by encouraging the creation of local tea brands. This approach will not only enhance the recognition of Indonesian tea in both international and domestic markets, but also boost the livelihoods of farmers and MSME participants by increasing the added value of the products.

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