



Sustainable Consumer Purchasing Behavior as a Result of Kopi Kenangan's Sustainable Business Practices

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ABSTRACT: The coffee industry has become one of the sectors receiving increasing attention in the context of sustainability, both from environmental and social perspectives. As awareness grows about the importance of sustainability, consumer purchasing behavior towards coffee brands has also become a primary research focus. This study builds upon previous research titled "Sustainable Business of Kopi Kenangan as a Startup Company in Improving the Company's Reputation and Competitiveness." This prior study, completed in 2024, concluded that sustainable business is a crucial strategy for startups to enhance their reputation and competitiveness. Kopi Kenangan is a successful example of a startup that has integrated sustainable business practices and achieved notable success. The importance of sustainable business in boosting a startup's reputation and competitiveness is emphasized by financial and strategic benefits such as cost savings, increased productivity, improved reputation, and greater competitiveness. As a continuation, this study explores how sustainable business is viewed from the perspective of one of the company's stakeholders: consumers. According to a 2023 Nielsen survey, 75% of respondents indicated that they are likelier to choose products from companies with clear and measurable sustainability programs, while 68% consider ESG (Environmental, Social, and Governance) factors in their purchasing decisions. The current research focuses on Kopi Kenangan, a company facing increasingly fierce competition in the coffee industry. Therefore, the question arises about how sustainability influences consumer purchasing behavior towards the Kopi Kenangan brand. This study will attempt to answer whether consumers are more likely to choose brands that demonstrate a commitment to environmental and social well-being and how ecological awareness, social justice, and corporate transparency influence consumer purchasing preferences.

Keywords; Sustainable Business, Consumer Purchasing Behavior, Brand Image, Environmental Awareness, Social Responsibility, ESG (Environmental, Social, And Governance), Startup Competitiveness, Kopi Kenangan.



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INTRODUCTION

The coffee industry has become one of the sectors increasingly being noticed in the context of sustainability, both from an environmental and social perspective. Amid rising awareness of the importance of sustainability, consumer purchasing behavior toward coffee brands has also become a primary research focus.

This study is a follow-up to previous research titled "Sustainable Business of Kopi Kenangan as a Startup Company in Improving the Company's Reputation and Competitiveness." The last study, completed in 2024, concluded that sustainable business is a critical strategy for startups to enhance their reputation and competitiveness. Kopi Kenangan is an excellent example of a startup that successfully implemented sustainable business practices and achieved success. The crucial role of sustainable business in elevating the reputation and competitiveness of startups is emphasized. It is highlighted that sustainable business offers various financial and strategic benefits, such as cost savings, increased productivity, improved reputation, and enhanced competitiveness (Muharman, 2024).

As a continuation study, this research examines how sustainable business is viewed from the perspective of one of the company's stakeholders, namely consumers. Based on a Nielsen survey in 2023, some interesting findings were obtained, including that 75% of respondents stated that they were more likely to choose products from companies that have clear and measurable sustainability programs, and 68% of respondents paid attention to ESG (Environmental, Social, and Governance) factors in their purchasing decisions (Nielsen, 2023).

Still focusing on Kopi Kenangan as the research object, the company must survive amidst increasingly fierce competition in the coffee industry, raising the question of how sustainability influences consumer purchasing behavior towards the Kopi Kenangan brand. This research will answer whether consumers are more likely to choose brands that demonstrate a commitment to environmental and social well-being and how ecological awareness, social justice, and corporate transparency influence consumer purchasing preferences.

As part of its commitment to sustainable business, Kopi Kenangan has launched various sustainability initiatives, such as using environmentally friendly packaging, recycling programs, and supporting local coffee farmers (Marketing Creative, 2023).

As discussed in the previous study, Kopi Kenangan has received several awards and recognitions for implementing sustainable business practices and their impact on the company's reputation. Examples include the Top Digital Public Relations Award 2023 for the "Contemporary Coffee Shop" category, awarded by INFOBRAND.ID in collaboration with TRAS N CO Indonesia. The brand was praised for maintaining a positive public image thanks to its public relations efforts. With over 2,000 media mentions and social media support, including almost half a million Instagram followers, Kopi Kenangan strengthened its position as a popular contemporary coffee brand (Ahmad, 2023).

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Another accolade is the Bisnis Muda 2023 award for The Most Favorite Local Culinary Brand, where Bisnis Indonesia, through Bisnis Muda 2023, recognized local brands for their achievements in the Bisnis Muda Awards (Anggraeni, 2023).

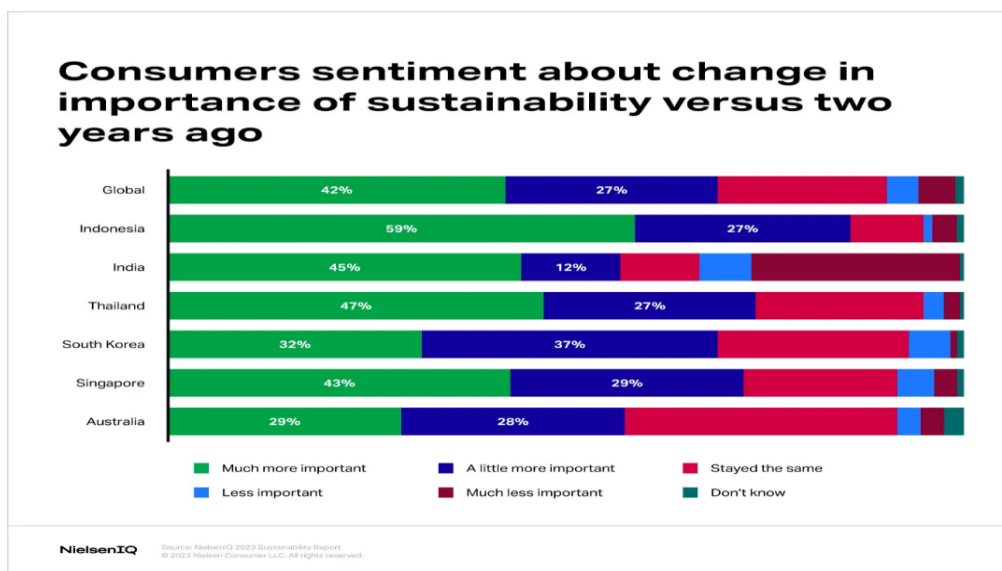
These awards demonstrate the close relationship between sustainable business practices and a positive reputation. By adopting sustainable business practices, Kopi Kenangan contributes to the environment and society and builds customer trust and loyalty. This is reflected in the positive image and public support received, making Kopi Kenangan a prime example of how sustainable businesses can enhance reputation and success. The company's commitment to sustainability and an effective public relations strategy has positioned Kopi Kenangan as one of the most popular and beloved local brands.

Research shows that consumers are more inclined to buy products from companies committed to sustainability, although several other factors may still be considered. In previous research by Thomas & Tahir (2019), it was found that there is a positive relationship between all CSR practices related to sustainability, which are divided into four main elements: economic, legal, ethical, and philanthropic, and consumer purchasing behavior. However, more specifically, the most influential CSR practice element on consumer purchasing behavior is the economic factor. Therefore, businesses need to maximize shareholder wealth, as consumers expect corporations to fulfill shareholder interests since they contribute to the continuity and growth of the business. Additionally, consumers expect companies to offer fair prices and good quality products and services (Thomas & Tahir, 2019).

This is further supported by research conducted by Arif & Min (2022), who emphasized that companies must show economic responsibility by providing affordable goods and services. Monitoring and controlling actual costs and sales prices are necessary to ensure consumers are not burdened with purchasing goods and services. Consumers will always opt for products with high quality and reasonable prices. Moreover, a company's legal responsibility includes adhering to regulations and providing goods and services according to safety recommendations. This helps protect consumers from unsafe materials used in product manufacturing and prevents them from becoming victims of deceptive business practices. Additionally, businesses can make donations or provide sponsorships for philanthropic responsibilities, such as fundraising for disaster victims or sponsoring school events. These actions can help gain consumer support for their good deeds and ensure long-term market sustainability (Y. Q. Min & Muhammad Arif, 2022).

Based on previous research findings, data, and facts presented earlier, this study explores how consumer awareness of sustainability has increased. Most consumers state they are more likely to buy products from sustainable brands.

Kopi Kenangan has received recognition for its sustainable business practices, including using high-quality, responsibly sourced materials and efforts to reduce its operations' environmental impact. However, it remains to be seen whether the same holds for Kopi Kenangan or if the reality might be different.



The graph above shows that the NielsenIQ report stating that 69% of global consumers consider sustainability increasingly crucial over the past two years highlights a growing international awareness of environmental issues. In Asia-Pacific, Indonesia leads, with 86% of consumers prioritizing sustainability. This data is highly relevant in sustainable purchasing behavior research, as it reflects a consumer trend increasingly favoring brands committed to sustainability.

For Kopi Kenangan, these statistics strongly support the argument that brands with sustainable business practices have significant market advantages. With 86% of Indonesian consumers prioritizing sustainability, initiatives such as using eco-friendly raw materials, energy efficiency, and support for local communities are strategic steps to attract and retain customers. Furthermore, this data serves as a critical justification for green marketing strategies, as consumers who value sustainability are more likely to remain loyal and willing to pay a premium for products that align with these principles (Scott, 2017).

However, challenges remain, including how brands can effectively communicate their sustainability efforts to avoid skepticism, such as accusations of greenwashing. Thus, NielsenIQ data offers a strategic foundation for brands in Indonesia to enhance their sustainability communication, ensuring it is credible and resonates with their target audiences (Nielseniq, 2023).

The main issue being investigated is how sustainability factors, such as environmental awareness, social justice, and corporate transparency, influence consumer purchasing behavior towards the Kopi Kenangan brand. This study will attempt to answer the following questions: How does consumer awareness of sustainability affect their purchasing preferences for the Kopi Kenangan brand? Are consumers more likely to choose the Kopi Kenangan brand due to the company's commitment to sustainability?

Based on the research problem, this study aims to identify the relationship between sustainability factors and consumer purchasing behavior toward the Kopi Kenangan brand. Therefore, this research

seeks to Analyze the level of consumer awareness regarding sustainability and its impact on purchasing preferences for the Kopi Kenangan brand and Identify the sustainability factors that have the most influence on consumer purchasing behavior.

METHOD

This research adopts a qualitative approach, using document analysis as the primary method for data collection. A total of 12 documents, including academic articles, corporate reports, and media publications, were analyzed to provide a comprehensive understanding of the social phenomenon being studied. The documents were selected based on their relevance to the research topic, availability, and the credibility of the sources. Criteria for selection included the date of publication, preferably from the last ten years, to ensure up-to-date information, the reputation of the authors or publishing institutions, and the focus of the content on sustainable purchasing behavior and brand equity. The documents included both qualitative and quantitative studies to ensure a well-rounded perspective.

Content analysis was the first technique employed, systematically coding and categorizing the document content to identify recurring themes, patterns, and concepts. This process was conducted manually and with qualitative data analysis software to ensure accuracy and reliability. Following content analysis, thematic analysis was utilized to pinpoint and scrutinize key themes related to sustainable purchasing behavior and Green Brand Equity (GBE). The researcher looked for patterns in the data, such as common factors influencing consumer perceptions of sustainability and brand trust. Comparative analysis was then used to compare findings across different documents, identifying similarities and differences in the data. This approach allowed the researcher to triangulate the data and draw more robust conclusions.

The operational details of the method began with the collection of documents, where the researcher conducted a comprehensive literature search using academic databases, corporate websites, and online media archives. Keywords such as "sustainable purchasing behavior," "Green Brand Equity," "brand trust," and "eco-friendly marketing" were used to filter relevant documents. The documents were initially screened to assess relevance and quality, excluding irrelevant or low-quality sources to maintain research integrity. Subsequently, key information from the selected documents was extracted and organized into a structured format, including details about each document's research methods, findings, and conclusions.

Following data extraction, the data was then coded using a predefined coding scheme. Codes were assigned to specific segments of text that related to the research questions and objectives. The coded data was analyzed to identify patterns and themes, with the researcher interpreting the findings in the context of existing theories and literature on sustainable purchasing behavior and Green Brand Equity. Conducting expert interviews with selected professionals in business and communication provided additional insights to complement the document analysis. These interviews helped validate the findings from the document analysis and offered practical perspectives on the research topic.

By employing this rigorous methodology, the researcher aimed to achieve a comprehensive and nuanced understanding of the factors influencing sustainable purchasing behavior and Green Brand Equity. This study uses a meta-analysis method, referencing several published studies or articles relevant to the research topic.

RESULT AND DISSCUSION

The first article highlights Kopi Kenangan's commitment to becoming a sustainable F&B company by 2030. Kopi Kenangan has adopted sustainability strategies to support consumer purchasing behavior focused on environmental responsibility. They emphasize four pillars: Happy People, Protect Our Planet, Great Coffee, and Strong Communities.

Happy People: Focuses on employee welfare and related communities. Kopi Kenangan is committed to creating an inclusive work environment and ensuring the well-being of workers within its supply chain. The well-being of employees and associated communities is a primary focus of this pillar. The "Corporate Social Responsibility: An Implementation Guide for Business" guide explains how companies can effectively implement corporate social responsibility (CSR) to enhance employee welfare and community engagement. This guide emphasizes the importance of creating an inclusive work environment and ensuring the well-being of workers within the supply chain. By adopting effective CSR strategies, companies can improve employee satisfaction and productivity while building better relationships with local communities(Hohnen, 2005).

Protect Our Planet: Includes efforts to reduce waste and carbon emissions. The company plans to use energy more efficiently and reduce the use of non-environmentally friendly materials like single-use plastics. This pillar includes efforts to reduce waste and carbon emissions. The research "Ethics and Environment in the Coffee Sector – Linking CSR to the Coffee Industry" discusses how the coffee industry can mitigate its environmental impact through sustainable practices. The study highlights the importance of using energy more efficiently and reducing the use of environmentally harmful materials, such as single-use plastics. By focusing on sustainability, companies can contribute to environmental preservation and reduce their carbon footprint(Persson, 2008).

Great Coffee: This pillar emphasizes providing high-quality coffee that is produced responsibly. This involves collaboration with local coffee farmers to ensure ethically and sustainably sourced raw materials. The report "Our Impact | B Corp Certified | Equator Coffees" highlights sustainable practices within the coffee industry, including partnerships with local farmers to ensure ethically and sustainably sourced raw materials. By collaborating with local coffee farmers, companies can support sustainable farming practices and enhance the quality of their products(Equator Coffees, 2023).

Strong Communities Supports local communities through various initiatives, including economic empowerment and education. Kopi Kenangan is committed to investing in surrounding communities through resources and social programs. This pillar supports local communities through various

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initiatives, including economic empowerment and education. The "2022 Corporate Social Responsibility Report | Disney Impact" explains how large companies like Disney support local communities and reduce environmental impact through various CSR initiatives. This report provides examples of how investing in surrounding communities through resources and social programs can strengthen the company's relationship with local communities and improve societal well-being (Idowu, 2013).

These initiatives aim to attract environmentally conscious consumers. Those concerned about environmental issues tend to choose brands that adopt sustainable business practices, as Kopi Kenangan does. Other actions include reducing waste, improving energy efficiency, supporting local communities, and reducing carbon footprints. Initiatives like these often attract consumers who prefer businesses with sustainable practices (Marketing Creative, 2023).

These initiatives aim to attract environmentally conscious consumers. Research indicates that consumers concerned about environmental issues prefer brands that adopt sustainable business practices, as Kopi Kenangan exemplifies. A study titled "Does sustainability sell? The impact of sustainability claims on the purchase intention of consumers" highlights that sustainability claims significantly influence consumer purchasing decisions, particularly among those prioritizing environmental concerns. This suggests that brands promoting sustainable practices can attract this demographic effectively (van Doorn et al., 2021).

Other actions taken by Kopi Kenangan, such as reducing waste, improving energy efficiency, supporting local communities, and minimizing carbon footprints, align with consumer preferences for sustainable brands. The article "How sustainable marketing influences customer engagement" discusses how sustainable marketing strategies enhance brand loyalty and engage consumers increasingly looking for ethical and environmentally friendly options. This engagement is crucial as it fosters a deeper connection between the brand and its consumers, leading to increased customer retention (Bhardwaj et al., 2024).

Initiatives like these often attract consumers who prefer businesses with sustainable practices. According to a report by NielsenIQ, most consumers are willing to pay more for products from brands that demonstrate a commitment to sustainability. This trend underscores the growing importance of sustainability in consumer purchasing behavior, indicating that brands that invest in sustainable practices are likely to see a positive return on investment through increased sales and customer loyalty (McKinsey & NielsenIQ, 2023).

Another article demonstrates how Kopi Kenangan's attention to business sustainability is tied to consumer purchasing. Kopi Kenangan conveys this message through social media campaigns and digital marketing, collaborating with ADA to enhance marketing strategies using personalized data. One notable initiative is the "Pasangan Ideal" campaign, which aims to attract new consumers and increase engagement from existing customers. Using mobile data, they created tailored marketing content using platforms like YouTube and Instagram. Kopi Kenangan successfully boosted consumer

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engagement, generating over 189 million impressions and significant increases in ad recall and intent to act (Writer, 2023).

The following article, written by Ririn Wulandari and Natassja Calista from Universitas Mercu Buana, titled "Factors that Affect Buying Decisions on Kopi Kenangan," published in *The Enrichment: Journal of Management* Vol. 12 No. 4 (2022), emphasizes how Kopi Kenangan's customer experience draws attention. A combination of a comfortable atmosphere, high-quality service, and the ease of digital ordering creates a positive customer experience, directly impacting purchasing decisions and the brand's ability to retain loyal customers. From a strategic standpoint, maintaining customer experience quality is key to enhancing sustainable purchasing behavior in the coffee industry. Good customer experiences foster repeat purchases, as satisfied consumers recall positive experiences and are more likely to return (Gong et al., 2023).

In the context of Kopi Kenangan, an efficient digital ordering platform makes it easy for customers to order anytime and anywhere, improving their perception of convenience and satisfaction. Customers perceive this experience as seamless and hassle-free, a key factor in loyalty. The platform helps increase sales volume and strengthens long-term relationships with customers (Wulandari & Calista, 2022).

Good customer experience not only increases satisfaction and loyalty but can also strengthen sustainable purchasing behavior. In the context of Kopi Kenangan, the combination of sustainable business practices, service excellence, and digital convenience encourages consumers to make more sustainable purchasing choices. This shows that companies must maintain product and service quality and emphasize sustainability in building long-term customer relationships.

The ease of ordering through the app also becomes crucial to sustainable purchasing, where convenience and accessibility are key reasons. Kopi Kenangan's digital ordering platform, which allows customers to order quickly, supports sustainable behavior through efficient consumption. This minimizes unnecessary waste of time and resources, supporting more environmentally friendly business practices. Consumers aware of sustainability benefits may also prefer brands that simplify purchasing (Meixner et al., 2021).

The following article, written by Natalia Rosauli Basa Simanjuntak and Djumarno, published in *International Journal of Social Service and Research*, Vol. 03, No. 02, February 2023, titled "The Influence of Brand Image, Service Quality, and Price on Consumer Satisfaction (Study on Consumers of Kopi Kenangan, Tebet)," highlights how Kopi Kenangan's consumer satisfaction is influenced by key factors that may lead to sustainable purchasing.

This article focuses on three key factors: brand image, service quality, and price, which directly or indirectly influence sustainable purchasing. If Kopi Kenangan continues to promote a brand image aligned with sustainability values (such as environmentally friendly practices or support for local communities), this can increase consumer loyalty. Combining high-quality service and fair pricing will encourage consumers to continue choosing Kopi Kenangan sustainably.

High consumer satisfaction, supported by these elements, ultimately shapes consumer behavior that considers economic value and social and environmental aspects—the core of sustainable purchasing. This article provides important insights into how brand image, service quality, and price drive consumer satisfaction at Kopi Kenangan. This analysis is a foundation for understanding how these three factors influence sustainable consumer purchasing behavior, where loyalty and engagement with sustainable brands become more dominant.

Brand image is most strongly related to sustainable purchasing behavior among the three factors. Brand image significantly influences consumers' perceptions of a company's sustainability commitment. Kopi Kenangan can leverage its brand image to emphasize sustainability by using eco-friendly raw materials and recycled packaging and supporting local coffee farmers. When consumers perceive a brand as caring about the environment and society, they are likelier to be loyal and engage in repeat purchases (Simanjuntak & Djumarno, 2023).

Brands that consistently promote social and environmental values can enhance consumer sustainability awareness, which in turn encourages sustainable purchasing behavior (Górska-Warsewicz et al., 2021).

The following section presents the discussion of this research, focusing on the key findings and their implications in the context of sustainable purchasing behavior at Kopi Kenangan. By analyzing the brand's commitment to sustainability, the role of digital marketing and customer experience, and the influence of brand image, this section highlights how these factors interplay to drive consumer loyalty and sustainable purchasing decisions. Each subtopic offers insights into the strategies employed by Kopi Kenangan and their broader relevance in fostering sustainability within the F&B industry. Through this discussion, the study aims to bridge theoretical perspectives and practical applications, providing a comprehensive understanding of the factors that shape consumer behavior in relation to sustainability.

Kopi Kenangan's Commitment to Sustainability

Kopi Kenangan has demonstrated a strong commitment to becoming a sustainable F&B company, targeting key sustainability milestones by 2030. This commitment is evident in their strategic initiatives, which focus on employee welfare, environmental impact reduction, sustainable coffee quality, and support for local communities. These pillars reflect the company's dedication to sustainability and resonate with an increasingly environmentally conscious consumer base. By integrating these elements into their business practices, Kopi Kenangan appeals to consumers who value sustainability as a critical factor in their purchasing decisions (United Nations Environment Programme (UNEP), 2023).

Beyond their internal efforts, Kopi Kenangan's sustainability practices have earned external recognition and awards, reinforcing their credibility as a responsible brand. For instance, their initiatives to reduce single-use plastics and support ethical sourcing of coffee beans have minimized environmental footprints and created economic opportunities for local farmers. These tangible

impacts demonstrate that sustainability is a strategic goal for Kopi Kenangan and a core component of their operational model, strengthening consumer trust and loyalty.

Kopi Kenangan's sustainability commitment aligns with broader research findings on sustainable consumer behavior. Studies have shown that sustainability initiatives focusing on environmental and social dimensions significantly influence consumer trust and loyalty. Specifically, sustainable food marketing strategies that highlight eco-friendly practices and ethical sourcing resonate strongly with environmentally conscious consumers. This supports the effectiveness of Kopi Kenangan's focus on reducing its environmental footprint through initiatives like eco-friendly packaging and ethical coffee sourcing, while simultaneously fostering strong community relationships. These practices strengthen the brand's appeal to a growing demographic of sustainability-conscious consumers and position the company as a leader in sustainable practices within the F&B industry (Rodriguez-Sanchez & Sellers-Rubio, 2021).

The Role of Digital Marketing and Customer Experience

Advanced digital marketing strategies play a significant role in attracting new consumers and increasing engagement from existing customers. By utilizing personalized data, Kopi Kenangan creates marketing content relevant to customer demographics, enhancing engagement and strengthening loyalty. In this context, the easy and convenient digital experience through the ordering app simplifies the purchasing process for consumers, supporting sustainable behavior through efficient consumption. This technology increases sales volume and strengthens long-term relationships with customers.

This approach aligns with the study on sustainability in the beverage industry, highlighting the growing importance of consumer-centric marketing in driving sustainable behavior. The research emphasizes that marketing campaigns tailored to consumers' environmental concerns significantly influence their purchasing decisions. It suggests that personalization and digital platforms are critical for fostering sustainability in consumption practices (Rodriguez-Sanchez & Sellers-Rubio, 2021). By leveraging such strategies, Kopi Kenangan addresses consumers' expectations for sustainability and builds trust and loyalty, key elements for retaining customers in a competitive market.

Moreover, customer experience continues to play a crucial role in encouraging repeat purchases. Combining a comfortable store atmosphere, quality service, and ease of digital ordering creates a positive experience, making consumers more likely to return. When consumers encounter seamless, eco-friendly purchasing processes, it reinforces their perception of the brand as aligned with their sustainability values, a critical factor for success in today's market.

Brand Image and Its Impact on Sustainable Purchasing Behavior

The brand image of Kopi Kenangan plays a vital role in shaping consumer perceptions of its sustainability efforts. By promoting values aligned with social and environmental care, Kopi Kenangan successfully positions itself as a brand that consumers trust and support. A strong brand image that highlights sustainable practices, such as using eco-friendly materials and supporting local coffee farmers, enhances consumer awareness of sustainability issues. This alignment between brand values and consumer expectations drives loyalty and sustainable purchasing behavior, illustrating the critical role of brand perception in fostering long-term relationships with environmentally conscious consumers. Another study strengthens this, "The effects of green brand image on brand loyalty: The case of the coffee industry," a positive green brand image significantly influences consumer loyalty and purchasing behavior, particularly among environmentally conscious consumers (Watson et al., 2024).

This alignment between brand values and consumer expectations drives loyalty and sustainable purchasing behavior. The article "Does CSR Perception Matter to Brand Loyalty? The Mediating Roles of Trust and Brand Image" emphasizes that consumers are more likely to remain loyal to brands that demonstrate a commitment to corporate social responsibility (CSR) and sustainability. This loyalty is rooted in the perception that the brand shares their values and is genuinely invested in social and environmental issues (K. H. Min & Leong, 2024).

Furthermore, the research "Promoting Responsible Sustainable Consumer Behavior through Brand Image" illustrates how a strong brand image that reflects sustainability can lead to increased consumer engagement and advocacy. This indicates that brands like Kopi Kenangan, which effectively communicate their sustainable practices, can foster long-term relationships with environmentally conscious consumers, ultimately solidifying their reputation as trusted and responsible brands (Jia et al., 2023).

In addition, Kopi Kenangan's proactive communication of its sustainability initiatives through social media and public relations campaigns strengthens this perception. Research indicates that effective communication strategies significantly enhance consumer perceptions of brand authenticity and accountability. A study titled "The Role of Social Media in Corporate Social Responsibility Communication" highlights how brands that actively engage with their audience on social media can foster a sense of trust and transparency. By sharing progress reports and updates on sustainability initiatives, companies can create a narrative that resonates with consumers, reinforcing their commitment to responsible practices (Testarmata et al., 2018). The brand makes a narrative of accountability and authenticity by transparently sharing progress reports and collaborating with influencers who align with their values. The article "Influencer Marketing and Its Impact on Consumer Behavior" discusses how partnerships with influencers can enhance brand credibility, especially when those influencers genuinely support the brand's values. This collaboration amplifies the brand's message and helps mitigate consumer skepticism regarding greenwashing, as consumers are more likely to trust endorsements from individuals they perceive as authentic (Bhardwaj et al., 2024).

This proactive approach mitigates consumer skepticism regarding greenwashing and ensures that its sustainability message resonates with its target audience. According to a report by the Global Sustainability Study, consumers are increasingly wary of brands that engage in greenwashing, making transparency and authenticity crucial for building trust. By effectively communicating its sustainability efforts, Kopi Kenangan can solidify its reputation as a trusted and responsible brand, appealing to consumers who prioritize ethical consumption (Tangas et al., 2022).

The brand creates a narrative of accountability and authenticity by transparently sharing progress reports and collaborating with influencers who align with their values. This proactive approach mitigates consumer skepticism regarding greenwashing and ensures its sustainability message resonates with its target audience, further solidifying its reputation as a trusted and responsible brand.

Findings from recent studies further reinforce the strong alignment between Kopi Kenangan's brand image and sustainable practices. Research highlights that sustainable packaging significantly shapes consumer perceptions of brand sustainability, especially in the food and beverage industry. Eco-friendly packaging conveys a commitment to reducing environmental impact and enhances consumer trust in the brand's authenticity and responsibility. Kopi Kenangan's use of recyclable and biodegradable materials in packaging strengthens its position as a brand that values sustainability. This enhances the emotional connection with consumers who prioritize environmental stewardship in purchasing decisions, driving loyalty and repeat purchases (Farzana, 2024).

CONCLUSION

Various interconnected factors, including brand image, customer experience, and digital marketing strategies, influence sustainable purchasing behavior at Kopi Kenangan. A strong brand image emphasizing sustainability values, such as using eco-friendly materials and supporting local communities, has influenced consumer loyalty and purchasing decisions. Positive customer experiences, in terms of service quality, store atmosphere, and ease of digital ordering, also play an essential role in building long-term relationships with consumers.

Personalized and relevant digital marketing strategies strengthen consumer loyalty, increase engagement, and encourage repeat purchases. Therefore, combining sustainable business practices, service quality, and excellent customer experience is key to driving sustainable purchasing behavior among Kopi Kenangan's consumers. Kopi Kenangan must maintain its commitment to sustainable practices while ensuring high-quality products and services continue growing in a market that is increasingly concerned with sustainability issues.

This study is limited by its focus on a single case, which may not be generalizable to other contexts or industries. Additionally, the reliance on self-reported data may introduce bias. Future studies should consider longitudinal designs and diverse samples to validate these findings.

Further research should explore the impact of specific sustainable practices on consumer behavior across different regions and cultural contexts. Investigating the long-term effects of digital marketing strategies on sustainability perceptions would also be beneficial. Integrating qualitative methods could provide deeper insights into consumer motivations and the effectiveness of sustainability initiatives.

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