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DOWNSTREAM INTEGRATION OF ROBUSTA COFFEE IN INDONESIA (CASE STUDY: LEDUG COFFEE INDONESIA, LEDUG VILLAGE, PRIGEN SUB-DISTRICT, PASURUAN DISTRICT)

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Abstract

Ledug Coffee Indonesia is a trading business engaged in coffee production upstream, downstream, and education. With the large number of similar robusta coffee business actors and the high demand for coffee, Ledug Coffee Indonesia still needs to innovate in diversifying processed coffee to increase added Value and sales through a targeted marketing mix. The purpose of this research is to find out about the amount of said Value of robusta coffee from green bean to roasted bean and from roasted bean to ground coffee and to determine the effect of the marketing mix (7P) of robusta coffee business on consumer buying interest in Ledug Coffee Indonesia methods in research analysis tools Hayami Method and WarpPLS 7.0 with 65 respondents. The results showed that the ratio of added Value generated from processing green beans into roasted beans was 38%, indicating that the Value was considered moderate. The percentage of added Value generated from processing roasted beans into ground coffee is 40%, which suggests that the Value is classified as medium. The results of the analysis of the effect of the 7P marketing mix on consumer buying interest in the robusta variant Ledug Coffee at Ledug Coffee Indonesia, which has a positive and significant impact, namely the product variable (X_1), price (X_2), people (X_5), and process (X_6). In contrast, the place variable (X_3) has a negative and significant effect. The promotion variable (X_4) has a negative and insignificant impact, while the physical evidence variable (X_7) has a positive and little influence.
Keywords: Downstream, Value Added, Marketing Mix, Consumer Buying Interest, Coffee.

INTRODUCTION

Coffee is one of the leading commodities from the plantation sub-sector, which has economic Value as a plantation crop and acts as a source of foreign exchange. Based on data from the International Coffee Organization (2020), Indonesia 2020 ranked fourth as the country with the most significant coffee production, reaching 11.95 million 60-kilogram bags in the world, equivalent to 7.1% of the total coffee supply in the world after Brazil, Vietnam, and Colombia. The domestic coffee industry does not rely solely on primary commodities in the form of coffee beans but in processed form to obtain added Value and increase competitiveness, increasing domestic consumption. In general, there are three types of coffee grown on Indonesian coffee plantations: robusta coffee, arabica coffee, and liberica coffee. Robusta coffee is coffee that has higher production when compared to arabica coffee and liberica coffee.

Ledug Coffee Indonesia is a trading business in coffee production, upstream, downstream, and education. Since 2009, Ledug Coffee Indonesia has produced coffee under the "Kopi Ledug" from organic coffee crops grown and produced by farmers in Ledug Village, Prigen District, Pasuruan Regency, East

Java Province. The presence of Ledug Coffee Indonesia is a solution to the problem of high coffee prices due to the game of intermediaries and the condition of forests and coffee plantations that need to be better maintained. Ledug coffee is grown naturally or organically so that it has good quality; Ledug Coffee Indonesia buys the harvest from coffee farmers at an appropriate price and processes the crop into roasted beans and ground coffee. The local market for Ledug Coffee has spread to Jakarta, Yogyakarta, Surabaya, Malang, Kediri, Mojokerto, and Bali. This coffee is not only marketed domestically but has also penetrated several countries, such as Japan, Italy, the Netherlands, Korea, and Taiwan.

With many similar robust coffee business actors and the high demand for coffee, Ledug Coffee Indonesia still needs to innovate in diversifying processed coffee to increase added Value and sales through a targeted marketing mix. Ledug Coffee Indonesia has diversified processed coffee products but needs to be developed again, considering that other competitors also have a variety of product diversifications. This business's marketing problem also needs to be strengthened by targeting a broad target market and consumer expectations. Based on this background, it is interesting to research to find out the amount of added Value of robusta coffee from green bean to roasted bean and from roasted bean to ground coffee and to find out the effect of the marketing mix (7P) of robusta coffee business on consumer buying interest in Ledug Coffee Indonesia.

LITERATURE REVIEW

Downstream

The term "downstream," according to Hendayana (2020), is the flow of innovation from the source (upstream) to the user (downstream), meaning that downstream means changing the invention or creation of something that previously did not exist into an innovation. Yusmeidi (2020) also stated that the downstream program is an additional technological activity that changes the form of primary products into new products to increase added Value. If agriculture only stops as a cultivation activity, the Value will be small or limited. The added Value of agriculture can be improved through downstream activities in the form of agro-industry and agriculture-based services (Sobir et al., 2021).

Value Added

Hidayanti et al. (2021) state that every business wants to get maximum profit with low production costs and an efficient level of production efficiency by calculating added Value. Value added is a fundamental concept that reflects the Value of profits obtained from processed products (finished materials) minus the Value of raw materials and production costs in addition to the intermediate expenses used in the process in kilograms of raw materials. Value added is the increase in the Value of a commodity because it undergoes processing, transportation, or storage in production. Value added can be seen from two sides.

Namely, Value added for processing and value-added for marketing. Technical factors, including production capacity, influence value added for processing, the amount of raw materials, and labor, as well as market factors, including output prices, raw material prices, labor wages, and other raw materials besides fuel and labor (Eliyin, 2022).

Marketing Mix

According to Kotler and Keller (2012), the marketing mix is a set of marketing tools companies use to pursue their corporate goals. The indicators contained in the marketing mix include:

1. Product

   Products are anything produced to meet consumer needs, whether services, goods, or virtual products. Products are not limited to physical products or services in this digital era; companies can create virtual products like website applications.

2. Price

   Price is a value made to benchmark the Value of an item. According to Djaslim (2012), price is a medium of exchange used to obtain a product or service for a certain amount.

3. Place

   Tjiptono (2018) states that location selection decisions are related to long-term commitments to capital-intensive aspects, so companies must consider and select locations responsive to future economic, demographic, cultural, and competitive situations.

4. Promotion

   Kotler and Gary (2010) state that sales promotions are short-term incentives to encourage purchasing or selling a product or service. The promotion aims to attract consumers to try new products, lure consumers to leave competitors' products or make consumers leave mature products.

5. People

   There are four criteria for the role or influence of the people aspect that affects customers, according to Lupiyoadi (2001), namely:

   a. Contractors and people here frequently interact directly with consumers and greatly influence buying decisions.
   b. Modifiers, people do not directly affect consumers but are often in contact with consumers, for example, receptionists.
   c. Influencers are people who influence consumers in the decision to buy but do not directly contact consumers.

d. Isolated, people do not now participate in the marketing mix and only sometimes meet with consumers, such as sales administration, HR, and data processing employees.

6. Process

   To distinguish the process can be used in two ways, namely:

   a. In this case, complexity is related to the steps and stages in the process.
   b. Divegernce, related to changes in the process steps.

7. Physical Evidence

   The company, through its marketers, uses three ways to manage strategic Physical Evidence, according to Hurriyat (2005), namely as follows:

   a. An attention-creating medium, service companies differentiate from competitors and make physical Evidence as attractive as possible to attract customers from their target market.
   b. As a message-creating medium, using symbols or cues to communicate intensively to the audience about the specificity of the quality of service products.
   c. As an effect-creating medium, colorful uniforms, patterns, sounds, and designs create something else from the service products offered.

Consumer Buying Interest

According to Kotler and Keller (2012), consumer buying interest is consumer behavior where consumers desire to buy or choose a product based on experience in selecting, using, and consuming or even wanting an outcome. According to Ferdinand (2014), indicators of buying interest of a prospective consumer are as follows:

1. Transactional interest, namely, a person's tendency to buy a product.
2. Referential interest, namely, a person's tendency to refer products to others.
3. Preferential interest describes the behavior of a person who has a primary preference for a product. This preference can only be changed if something happens to the preferred product.
4. Explorative interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the favorable properties of the product.

Coffee

Coffee (*Coffea sp.*) is one of the plantation commodities that is widely consumed as a refreshing drink. Well-known types of coffee are robusta, arabica, and liberica. Coffee is one type of plantation crop that has long been cultivated and has high economic Value. Mustpa et al. (2020) beverage products with essential ingredients of coffee bean extract are consumed in about 2.25 billion cups every day worldwide. Kath et al. (2021) also stated that robusta coffee is the primary source of income for millions of small

farmers throughout the world's tropics. The price that smallholders can get for robusta coffee is strongly influenced by the characteristics of the beans, namely, the beans are of sufficient size and have minimal defects. Hartatie and Kholilullah (2018) stated that robusta coffee is the most widely produced coffee in Indonesia, reaching 87.1% of total coffee production in Indonesia. Brewed from robusta coffee powder, it has a chocolate-like taste and distinctive aroma; the color varies according to the processing method. Robusta coffee powder has a coarser texture than Arabica coffee. Robusta coffee yields are also higher than other types of coffee because robusta coffee has more fruit than other types of coffee (Aklimawati et al., 2015).

RESEARCH METHODS

This research was conducted at Ledug Coffee Indonesia, Ledug Village, Prigen District, Pasuruan Regency, East Java Province. This research was conducted in March-June 2023. The population in this study were business owners, heads of marketing and their members, and consumers. The data sources of this research are primary data and secondary data. Ledug Coffee Indonesia business owners, the marketing department, and consumers were given questionnaires during research data collection. Data was collected using purposive sampling, with criteria including consumers of robusta variant Ledug Coffee with a minimum shopping frequency of one time, having visited Ledug Coffee Indonesia, and at least 17 years of age and above. This study uses SEM-PLS analysis. Kock (2018) states that the minimum number of respondents to be analyzed with WarpPLS is 50. The sampling method in this study uses the Slovin formula with a population of 185 so that 65 respondents are obtained.

RESULTS AND DISCUSSION

Value Added Analysis of Robusta Roasted Bean and Ground Coffee Variant Ledug Coffee

The value-added analysis determines whether roasted bean and robusta ground coffee products at Ledug Coffee Indonesia have high, medium, or low added Value. The Value added of a product, according to Sudiyono (2004), is the result of the Value of the final product minus intermediate costs consisting of raw material costs and raw material costs and other input costs, excluding labor costs, to the Value of the product produced. Value added is a reward for labor and a profit for the producer. The calculation of the added value of roasted bean products and robusta ground coffee variants at Ledug Coffee Indonesia can be seen in the following table:

Table 1

Results of Value-Added Analysis of Robusta Variant Ledug Coffee from Green Bean to Roasted Bean

No	Variable	Unit	Formulation	Value
I.	**Output, Input, Price**			
1.	Output	Kg	(1)	20
2.	Input	Kg	(2)	25
3.	Labor	HOK	(3)	2
4.	Conversion Factor		(4) = (1)/(2)	0,8
5.	Labor Coefficient	HOK/Kg	(5) = (3)/(2)	0,08
6.	Output Price	Rp/Kg	(6)	24.000
7.	Labor Wages	Rp/HOK	(7)	25.000
II.	**Income**			
8.	Raw Material Prices	Rp/Kg	(8)	7.500
9.	Other Input Contribution	Rp	(9)	4.371
10.	Output Value	Rp	(10) = (4) x (6)	19.200
11.	a. Value Added	Rp/Kg	(11a) = (10) – (9) – (8)	7.329
	b. Add Value Ratio	%	(11b) = (11a/10) x 100%	38%
12.	a. Direct Labor Income	Rp/Kg	(12a) = (5) x (7)	2.000
	b. Share of Labor	%	(12b) = (12a/11a) x 100%	27%
13.	a. Advantages	Rp/Kg	(13a) = (11a) - (12a)	5.329
	b. Profit Rate	%	(13b) = (13a/11a) x 100%	73%
III.	**Opportunity Cost of Input Factor**			
14.	Margin (Rp/Kg)	Rp/Kg	(14) = (10) - (8)	11.700
	a. Labor Income	%	(14a) = (12a/14) x 100%	17%
	b. Share of Other Input	%	(14b) = (9/14) x 100%	37%
	c. Institution Profit	%	(14c) = (13a/14) x 100%	46%

Based on Table 1, it can be seen that the average use of raw materials per one production process of robusta variant roasted bean is 25 kilograms of green bean with a roasted bean production yield of 20 kilograms or equivalent to 100 pcs of packaging containing 200 grams per one production process. The labor coefficient required to process 25 kilograms of green beans into roasted bean products is 0,08 HOK/kilogram. The average Value of the labor contribution ratio is 27%. It shows that Ledug Coffee Indonesia can play a role in providing income for its workers, which is Rp. 2.000/kilogram. The selling price of the roasted bean robusta variant is, on average, Rp 24.000/200-gram package, and the conversion factor is 0.8, so the average output value obtained by producers is Rp. 19.200/kilogram. The Added Value of the roasted bean robusta variant is obtained from the Value of the product minus other inputs. The added Value of processing green beans into roasted beans is Rp. 7.329 per kilogram, with a percentage of 38%. According to Hubeis (1997), the value-added ratio can be classified into 3: low if < 15%, medium if 15% - 40%, and high if > 40%. Thus, the added value given to green beans after being processed into roasted bean products is medium. Further analysis shows that the average profit given from Ledug Coffee Indonesia is Rp. 5.329/kilogram or 73%. The margin obtained in one production of roasted bean is Rp. 11.700 with a

share of labor income of 17% and other input contributions of 37%, so the producer's profit is 46%. Ledug Coffee Indonesia is feasible to develop.

Table 2

Result of Value-Added Analysis of Robusta Variant Ledug Coffee from Roasted Bean to Ground Coffee

No	Variable	Unit	Formulation	Value
I.	**Output, Input, Price**			
1.	Output	Kg	(1)	100
2.	Input	Kg	(2)	105
3.	Labor	HOK	(3)	2
4.	Conversion Factor		(4) = (1)/(2)	0,95
5.	Labor Coefficient	HOK/Kg	(5) = (3)/(2)	0,02
6.	Output Price	Rp/Kg	(6)	24.000
7.	Labor Wages	Rp/HOK	(7)	25.000
II.	**Income**			
8.	Raw Material Prices	Rp/Kg	(8)	10.500
9.	Other Input Contribution	Rp	(9)	3.179
10.	Output Value	Rp	(10) = (4) x (6)	22.857
11.	a. Value Added	Rp/Kg	(11a) = (10) - (9) - (8)	9.179
	b. Add Value Ratio	%	(11b) = (11a/10) x 100%	40%
12.	a. Direct Labor Income	Rp/Kg	(12a) = (5) x (7)	476
	b. Share of Labor	%	(12b) = (12a/11a) x 100%	5%
13.	a. Advantages	Rp/Kg	(13a) = (11a) - (12a)	8.702
	b. Profit Rate	%	(13b) = (13a/11a) x 100%	95%
III.	**Opportunity Cost of Input Factor**			
14.	Margin (Rp/Kg)	Rp/Kg	(14) = (10) - (8)	12.357
	a. Labor Income	%	(14a) = (12a/14) x 100%	4%
	b. Share of Other Input	%	(14b) = (9/14) x 100%	26%
	c. Institution Profit	%	(14c) = (13a/14) x 100%	70%

Based on Table 2, it can be seen that the average use of raw materials per one-time robusta variant ground coffee production process is 105 kilograms of roasted beans with a ground coffee production yield of 20 kilograms or the equivalent of 500 pcs of packaging containing 200 grams per one-time production process. The labor coefficient required to process 105 kilograms of roasted beans into ground coffee products is 0,02 HOK/kilogram. The average Value of the labor contribution ratio is 5%. It shows that Ledug Coffee Indonesia can play a role in providing income for its workers, which is Rp—476/kilogram. The selling price of the roasted bean robusta variant is, on average, Rp. 24.000/200-gram package and the conversion factor is 0,95, so the average output value producers obtain is Rp. 22.857/kilogram. The added Value of the roasted bean robusta variant is obtained from the product value minus other inputs. The added Value of processing green beans into roasted beans is Rp. 9.179 per kilogram with a percentage of 40%. According to Hubeis (1997), the value-added ratio can be classified into 3: low if < 15%, medium if 15% - 40%, and high if > 40%. Thus, the added value given to roasted beans after being processed into ground

coffee products is medium. Further analysis shows that the average profit given from Ledug Coffee Indonesia is Rp. 8.702/kilogram or 95%. The margin obtained in one production of ground coffee is Rp. 12.357 with a share of labor income of 4% and other input contributions of 26%, so the producer's profit is 70%. Ledug Coffee Indonesia is feasible to develop.

Analysis of the Effect of Marketing Mix (7P) Ledug Coffee Robusta Variant on Consumer Buying Interest

Table 3. Hypothesis Testing

Hypothesis	*Path Coefficient*	*P-Values*	*Standard Error for Path Coefficient*	*Effect Size*	Conclusion
Product → Consumer Buying Interest	0,244	0,018	0,114	0,147	Accepted
Price → Consumer Buying Interest	0,200	0,045	0,116	0,092	Accepted
Place → Consumer Buying Interest	-0,274	0,009	0,113	0,142	Accepted
Promotion → Minat Beli	-0,109	0,184	0,120	0,051	Rejected
People → Consumer Buying Interest	0,219	0,031	0,115	0,116	Accepted
Process → Consumer Buying Interest	0,460	<0,001	0,106	0,318	Accepted
Physical Evidence → Consumer Buying Interest	0,174	0,070	0,117	0,110	Rejected

Based on Table 3. it can be seen that the product variable has a positive influence on the purchase intention of the robusta variant of Ledug Coffee; it can be seen from the p-value of 0.018 where this Value has met the criteria for acceptance of the hypothesis, namely p-value ≤ 0.05. The product also positively influences the purchase intention of the robusta variant of Ledug Coffee because it has a favorable path coefficient value of 0.244. The direction of the path coefficient shows a positive value, which means that if there is an increase in the product variable while other variables remain, the Value of buying interest will increase. If the better the quality of the product provided, the more someone wants to buy the product (Tjiptono, 2007).

The price variable significantly affects the purchase intention of robusta variant Ledug Coffee; it can be seen from the p-value of 0.045 where this Value has met the criteria for acceptance of the hypothesis, namely p-value ≤ 0.05. Price also positively influences the purchase intention of the robusta variant of Ledug Coffee because it has a favorable path coefficient value of 0.200. The direction of the path coefficient shows a positive value, which means that if there is an increase in the price variable while other variables remain, the Value of buying interest will increase. Price is part of the attributes of the marketing mix, which is a consideration for someone making a product purchase with high involvement (Kotler & Keller, 2012).

The place variable significantly influences the purchase intention of robusta variant Ledug Coffee; it can be seen from the p-value of 0.009 where this Value meets the criteria for acceptance of the hypothesis, namely p-value ≤ 0.05. Place negatively influences the purchase intention of the robusta variant of Ledug

Coffee because it has a path coefficient value of -0.274. The direction of the path coefficient shows a negative value, which means that if there is an increase in the place variable while other variables remain, the Value of buying interest will decrease or remain. Choosing the right business location increases consumer buying interest (Tania et al., 2023).

The promotion variable does not significantly affect the purchase intention of the robusta variant of Ledug Coffee; it can be seen from the p-value of 0.184 where this Value does not meet the criteria for acceptance of the hypothesis, namely p-value ≥ 0.05. Promotion negatively influences the purchase intention of the robusta variant of Ledug Coffee because it has a path coefficient value of -0.109. The direction of the path coefficient shows a negative value, which means that if there is an increase in the promotion variable while other variables remain, the Value of buying interest will decrease or remain. This study's results align with research conducted by Wijayanthi and Dewi (2022); promotion has no significant effect on buying interest, so attractive promotions do not impact consumer buying interest. The promotion carried out by Ledug Coffee Indonesia is also still minimal and less widespread; most buyers come from resellers and from people around who already know Ledug Coffee.

The people variable significantly influences the purchase intention of robusta variant Ledug Coffee; it can be seen from the p-value of 0.031 where this Value meets the criteria for acceptance of the hypothesis, namely p-value ≤ 0.05. People also positively influence the purchase intention of the robusta variant of Ledug Coffee because it has a favorable path coefficient value of 0.219. The direction of the path coefficient shows a positive value, which means that if there is an increase in the people variable while other variables remain, the Value of buying interest will increase. Decreasing or increasing service can affect consumers' satisfaction and purchase intention (Hariyanto et al., 2022).

The process variable significantly affects the purchase intention of robusta variant Ledug Coffee; it can be seen from the p-value of <0.001 where this Value does not meet the criteria for acceptance of the hypothesis, namely p-value ≤ 0.05. The process positively influences the purchase intention of the robusta variant of Ledug Coffee because it has a path coefficient value of 0.460. The direction of the path coefficient shows a positive value, which means that if there is an increase in the process variable while other variables remain, the Value of buying interest will increase. The process reflects how all marketing mix elements are coordinated to ensure the quality and consistency of consumer services (Wijayanthi & Dewi, 2022).

The physical evidence variable does not significantly affect the purchase intention of robusta variant Ledug Coffee; it can be seen from the p-value of 0.070 where this Value does not meet the criteria for acceptance of the hypothesis, namely p-value ≥ 0.05. However, physical Evidence has a positive influence on buying interest in the robusta variant of Ledug Coffee because it has a favorable path coefficient value of 0.174, which shows a positive value, which means that if there is an increase in the process variable

while other variables remain, the Value of buying interest will increase. It shows that good physical Evidence does not always increase consumer buying interest because consumers who buy robusta variant Ledug Coffee products are not so concerned with the physical evidence variable. This research aligns with research conducted by Lutfiah et al. (2021), which states that physical Evidence does not significantly affect consumer buying interest.

CONCLUSION

The added value generated from processing green beans into roasted beans is Rp. 7.329/kilogram with a value-added ratio of 38% indicates that the Value is categorized as medium. The added value generated from processing roasted beans into ground coffee is Rp. 9.179/kilogram with a value-added ratio of 40% indicates that the Value is categorized as medium. The results of the analysis of the effect of the 7P marketing mix on consumer buying interest in robusta variant Ledug Coffee at Ledug Coffee, which has a positive and significant effect, namely the product variable (X_1), price (X_2), people (X_5), and process (X_6). In contrast, the place variable (X_3) has a negative and significant effect. The promotion variable (X_4) has a negative and insignificant effect, while the physical evidence variable (X_7) has a positive and insignificant effect.

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