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Factors Analysis: Consumers' Decisions in Purchasing EsTeh Indonesia Products in Urban Areas of Yogyakarta

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***Abstract*— This study was conducted to explore the dominant factors that become consumer preferences in purchasing decisions for EsTeh Indonesia products. The basic method carried out is a quantitative method with an Exploratory Factor Analysis (EFA). The sampling technique used was random sampling with the number of respondents 80 people who had bought EsTeh Indonesia products in Yogyakarta. The results showed that 3 dominant factors influence consumer preferences towards purchasing decisions for EsTeh Indonesia products, those are product Attractiveness, of which CSR activity by EsTeh Indonesia is included, Services, and Values.**

***Index Terms*— Factor Analysis, Purchasing Decision, Consumer Preferences, CSR Implementation.**

I. INTRODUCTION

A. CSR

Corporate Social Responsibility (CSR) is defined in various ways in literature. It's also referred to as public responsibility, corporate societal responsibility, corporate citizenship, business ethics, and more (Valor, 2005). Most research, however, only focuses on certain aspects of CSR (Vaaland et al., 2008). It's not a new concept that companies' activities can have negative impacts. The importance of environmental considerations and ethical behaviors has long been recognized and is reflected in laws. But CSR, as a concept, goes beyond just these aspects. However, CSR is complex and its interpretation varies, which points to the fact that a universally agreed-upon definition doesn't exist. Valor (2005) attributes this to societal demands that evolve. CSR presents a challenge to the neoclassical business model and is starting to become a paradigm.

The notion that business actions can have negative effects is not a novel concept. The requirement for companies to incorporate environmental considerations has been recognized and encoded in regulations for a considerable time, as has the significance of ethical conduct. Nonetheless, the concept of Corporate Social Responsibility (CSR) is more comprehensive and extensive. It is also intricate and vague, evidenced by diverse interpretations and viewpoints (Darrag & E-Bassiouny, 2013).

Managers might use corporate resources for social good to promote their agenda, like enhancing their self-image. The assumption that corporate managers are self-interested individuals can lead to skepticism about the simultaneous and effective pursuit of Corporate Social Responsibility (CSR) and Corporate Financial

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Performance (CFP) (Darrag & E-Bassiouny, 2013). Future research needs to refocus on basic research to develop conceptual tools and theoretical mechanisms that explain changing organizational behavior from a broader societal perspective (Lee, 2008).

Freeman's (2001) stakeholder theory emphasizes that managers need to consider not just shareholders, but also other key groups like employees, customers, suppliers, and local communities. These groups can influence a company's success, and neglecting their needs can harm the company. The theory argues that Corporate Social Responsibility (CSR) activities can improve a company's standing, especially among non-financial stakeholders. Neglecting CSR could lead to lost stakeholder support.

The stewardship theory suggests that managers, as stewards, put their interests first in asset management. This theory, a part of agency theory, emphasizes the managers' roles. Approaches like the stewardship theory view subordinates as team players, supportive of the organization, and trustworthy.

The Resource-Based View (RBV) theory argues that every company has unique resources and capabilities that can't easily be transferred between firms. It assumes firms are made up of diverse resources and capabilities that don't move easily across companies. If these resources are valuable, rare, hard to copy, and cannot be replaced, they can deliver a lasting competitive edge. In this context, companies add a social aspect to their products, which attracts some stakeholders, while also weighing the costs and potential profits of this social element. If two companies make the same product, but one adds a “social” feature valued by some consumers or other stakeholders, it could make a difference. Managers use a cost/benefit analysis to decide how much to spend on CSR activities/features. They gauge the demand for CSR and estimate the cost of meeting this demand.

Van Marrewijk (2008) divides CSR theories into three categories. The shareholder approach focuses on maximizing profits for shareholders. The stakeholder approach holds that a company should consider all stakeholders, as they affect its operations and profits. Lastly, the societal approach holds companies accountable to the entire society, emphasizing public approval as the key to a company's 'license to operate.

Garriga and Mele´ (2004) classify CSR theories into four groups: instrumental/institutional, political, integrative, and ethical. Each theory has four aspects: profits, political performance, social demands, and ethical values. They state that the most researched theory is the stakeholder theory, which advises companies to consider the interests of their stakeholders - customers, suppliers, shareholders, the local community, and skilled workers (Kumar and Lata, 2022).

The first domain, 'institutional', sees organizations as wealth creators using CSR for economic objectives. This includes shareholder and stakeholder theories and explores how CSR can provide competitive advantages. The second, 'political', is about the responsible use of a company's political power. It discusses theories such as corporate constitutionalism, corporate citizenship, and integrative social contract, emphasizing the importance of a company's actions and public image for its legitimacy. The third, 'integrative', focuses on meeting societal expectations. The fourth, 'ethical', examines a company's ethical responsibilities in its operating societies, discussing concepts like universal rights, sustainable development, and the common good approach (Garriga and Mele, 2004, Darrag & E-Bassiouny, 2013).

Corporate Social Responsibility (CSR) strategies linked with sustainable practices can create value and provide a competitive edge, enhancing a company's performance. This approach suggests that economic, social, and environmental resources could individually contribute to business performance improvement. This study examines how the economic, social, and environmental aspects of CSR impact the performance of small and medium-sized enterprises (SMEs). Based on a sample of 103 Brazilian companies, the results show that SMEs can strategically use resources for social and environmental issues, then economic CSR, to create value and gain a competitive advantage. Also, these three CSR dimensions, particularly the social aspect, can enhance SMEs' business performance compared to their competitors. (Bacinello et al., 2021).

Legitimacy theory indicates the response to environmental pressures involving social, political, and economic forces where organizational compliance to these different aspects may affect the survival of the businesses. Organizations strive to create a balance between their actions and how they are looked upon by outsiders and what is judged by society to be appropriate and what is not (Lata & Kumar, 2022). The stakeholder theory addresses the attention to the needs and rights of all stakeholders of a business as a useful way of developing socially responsible behavior. Stakeholder theory represents an attempt to broaden the perspective of the stockholder/classical view that the dominant interest of organizations is namely towards their stockholders only (Darrag & E-Bassiouny, 2013).

B. CSR and SMEs

Corporate Social Responsibility (CSR) strategies are often seen as beneficial only for large companies that can afford them (Little, 2012). However, CSR is still a topic of interest among researchers, with over 50 years of discussions in management literature. The focus has shifted from CSR to corporate social performance (Wartick & Cochran, 1985), and its impact on a firm's financial performance (Waddock & Graves, 1997). However, the perspectives of managers on their societal responsibilities, known as CSR orientation (CSRO), continue to be researched (Albinger & Freeman, 2000). Although SMEs represent an important part of creating economic value worldwide (Wickert, 2016), they tend to be investigated informally (Stoian & Gilman, 2016, Bacinello et al., 2021).

Wood (1991) suggested that a manager's orientation towards different projects can indicate their likelihood of emphasizing corporate social performance. She categorizes the areas in which managers operate into economic, legal, ethical, and discretionary domains, which align with Carroll’s (1979) areas of responsibility. Despite criticisms (e.g., Mitchell, Agle, & Wood, 1997), Carroll’s framework remains popular and useful for CSRO studies (Acar, Aupperle, & Lowy, 2001, Burton & Goldsby, 2009).

Carroll's (1979) framework starts with economic responsibility, which forms the basis for other responsibilities. Legal responsibility compels managers to pursue profit while adhering to laws. Carroll views these responsibilities as comprehensive and all-encompassing. Thus, a manager will always function within at least one of these areas. Given the cumulative nature of these responsibilities and the possibility of managers operating in multiple domains simultaneously, it's probable that managers may focus on more than one area at a time. However, in terms of CSRO, the emphasis placed on each domain can indicate which areas a manager deems most crucial during decision-making. The authors, in their study of small business owners' CSRO, used a framework that doesn't support the separation thesis. This could add some artificiality to the study. Yet, they believe the tool they used, which makes respondents see responsibilities as interconnected, lessens the impact of the separation thesis to a certain extent (Burton & Goldsby, 2009).

Small business owners haven't been thoroughly studied in CSRO research. This doesn't mean they're overlooked in social issues literature (Thompson & Smith, 1992, Ayuso & Navarrete-Báez, 2018, Khan, Yang, & Waheed, 2019). However, their priorities regarding responsibilities are often unexplored (Burton & Goldsby, 2009). Arlow and Ackelsberg (1991) suggested that small businesses deal with more local, fewer, narrower issues compared to larger corporations. This leads to the assumption that traditional CSR might be less significant to small business owners. Yet, Thompson and Smith (1991) noted that the scope of small business social actions is only limited by the creativity of the owner-managers (Burton & Goldsby, 2009).

Recent research has examined ethical attitudes and climates, which are associated with but distinct from CSR or CSRO. These studies suggest that small business owners can operate more profitably in non-economic domains than managers in larger businesses. Small business owners often hold the belief that strong ethics contribute to good business (Besser & Miller, 2001). The value placed on strong communities tends to be linked with ethical responsibilities (Burton & Goldsby, 2009).

Bucar and Hisrich (2001) discovered that compared to managers, entrepreneurs exhibited higher ethical attitudes towards internal matters. This could be due to their increased level of ownership and the understanding that they were operating within their enterprise rather than within a structure owned by someone else. Business owners who placed a high value on strong community ties were more prone to support their communities than those who prioritized maintaining a positive business image. Within Carroll's (1979) framework, these attitudes can both be linked to economic responsibilities.

Investing strategically in Corporate Social Responsibility (CSR) can increase a company's value. This happens when a company not only complies with the law but also promotes social good (McWilliams, Siegel, & Wright, 2005). Companies that engage in CSR activities can gain an advantage (Bacinello et al., 2021). For SMEs, strategies like CSR innovation and responsible management can drive sustainable economic growth (Briones-Peñalver, Bernal-Conesa, & Nieves Nieto, 2018). They aid in managing the business and creating value (Khan et al., 2019). Adopting proactive CSR value-creation strategies leads to the development of unique products and lower input costs (Torugsa et al., 2013). These strategies are crucial for financial success (Torugsa et al., 2012, Bacinello et al., 2021). SME owners-managers who apply proactive CSR practices supporting social cohesion and equity will take actions that benefit society (Torugsa et al., 2013). These actions not only improve employee well-being and motivation but also enhance business performance (BP).

C. Religion Value and CSR Implementation

Islamic Financial Institutions (IFIs) significantly focus on social responsibility and ethical investment, cornerstones of this rapidly growing sector. Specifically, Islamic ethical principles provide a solid foundation for a CSR framework that effectively encourages IFIs to prioritize CSR in their organizations. Because IFIs are grounded in strong religious and ethical principles, they naturally lean towards CSR and are committed to upholding these values. In contrast, conventional financial institutions often view CSR and SRI as voluntary, opting for them less frequently unless they directly benefit the organization. In essence, Islamic CSR adopts a 'taqwa'-based approach, where corporations aim not only for for-profit maximization but also for ultimate happiness in this life and the Hereafter (Al-Falah), as directed by Islam.

Corporations need to recognize their social and moral responsibilities towards consumers, employees, shareholders, and local communities. Islam encourages a balanced business world through practices rooted in its core beliefs. The Islamic belief in justice instills a need for balance between individual rights and duties towards others in business models. Accordingly, Islam's view of CSR advocates for a collective responsibility from various stakeholders to safeguard and promote societal interests. It specifically mandates greater responsibility from more fortunate corporations and individuals. For Islamic societies and organizations, maximizing outputs is not the only goal. They must also strive to enhance the 'spiritual health' of human consciousness and ensure justice and fairness in all human interactions (Alfakhri et al., 2018).

D. Tea Industry in Indonesia

The tea industry faces increasing competition due to changing tastes among millennials. Despite being the 5th largest in terms of plantation area, Indonesia ranks 8th in production. The food and beverage (F&B) industry is also experiencing rapid growth. In 2019, F&B services added USD 51.7 billion to Indonesia's GDP, accounting for 4.3% of that year's total GDP. The sector includes all food-related activities in restaurants and catering. However, unlike the larger industry, F&B services contracted during the COVID-19 pandemic, leading to a decline in its GDP contribution in 2020 due to pandemic restrictions. Specifically, the sector's contribution to GDP fell by -21.97%, -11.81%, and -8.88% in the second, third, and fourth quarters of 2020, respectively. Once large-scale social restrictions were lifted in Q2 2021, F&B services' contribution to GDP rose by 25.10% compared to Q2 2020 (Hasran & Gupta, 2023).

EsTeh Indonesia is the 3rd most consumed modern tea brand in Indonesia (katadata, 2024). Among their goals is a commitment to helping others. They demonstrated this commitment by donating necessities like rice through the Bogor City Government during the COVID-19 pandemic in 2022. They also assisted residents impacted by natural disasters and worked on mitigating the effects of climate change, although their climate-related corporate CSR activities could use further development (Biró & Szalmáné Csete, 2020). Along with Rumah Tahfizh Center, EsTeh Indonesia organized a 'Spirit Of Muharram' program to benefit the community. They also helped orphans from poor families in Bogor in 2023, focusing on improving education, health, and care. In a show of solidarity, EsTeh Indonesia distributed information about the humanitarian crisis in Palestine through the National Amil Zakat Agency (BAZNAS) RI. This effort is part of their CSR program aimed at helping others.

CSR has become a crucial concept in modern business, highlighting the need for organizations to consider their social and environmental impacts (Widhagdha et al., 2022; Sari 2012). In Indonesia, CSR is mainly governed by Law Number 40 of 2007 concerning Limited Liability Companies, Article 1 Number 3 (Waagstein, 2011). The implementation of CSR by the company can be used as a marketing strategy based on consumer perception (Wangke, 2014).

The rapidly increasing development of the food and beverage industry is supported by changing consumption patterns, one of which is influenced by consumer preferences. Consumer preference is defined as a person's choice of likes or dislikes towards a product, good, or service consumed (Rajpurohit & Vasita, 2011). Apart from lifestyle changes, tea has become the closest beverage product to the culture of Indonesian people which over time, is no longer caused by hereditary factors but because of favorite factors (Andrianto, 2006).

Yogyakarta, often referred to as the Students City, is a key expansion area for EsTeh Indonesia. With around 16 outlets spread across the city, we aim to cater to all economic classes. However, Stephanus & Caroline Sutjiono (2019) highlight that the main consumers of innovative tea beverages are the young. This demographic often falls into the Y Generation, those born between 1980-2000.

Given its large student population, Yogyakarta likely has many Y Generation EsTeh Indonesia consumers. It's important to note that consumer preferences can change based on region, time, environment, etc. Hence, findings from different studies can't be generalized due to the environmental factors that uniquely influence customer preferences. Consumer choices are shaped by various factors such as region, time, and environment. It's

challenging to draw broad conclusions from different studies due to these environmental differences that significantly alter customer preferences. This highlights the need for focused research, especially in determining the importance of attributes.
The goal of this study is to identify the key factors influencing consumer purchasing decisions for EsTeh Indonesia products.

II. Research Methods

A. Types of Research

This study employs a quantitative method using an Exploratory Factor Analysis (EFA). We use a random sampling technique from a set population. Data is collected in two stages: stage 1 involves open questions to gather information about the key variables in consumer decision-making, and stage 2 uses a questionnaire to measure these variables.
According to the multivariate theory, the required sample size for factor analysis should be at least five times the amount of the variables being studied. In this study, 16 variables were examined, hence, the sample size was 80 respondents.

B. Time and Place of Research

This research was conducted in the Yogyakarta municipality area, starting from February - March 2023.

C. Research Subject

The subjects of this research were all young individuals who consumed EsTeh Indonesia products in the Yogyakarta municipality area.

D. Data and Data Sources

The data in this research includes primary data and secondary data. Primary data sources were obtained from interviews with individuals and from observations. Meanwhile, secondary data comes from journals, published articles, books, notes, regulations, and others related to CSR programs.

E. Data Analysis Technique

i. Test Validity and Reliability: Validity measures how accurately a test captures what it's supposed to measure. Any errors in validity testing can severely affect overall research results. A common guideline, according to Azwar (2012), is to use a criterion of > 0.30 for item-total correlation. Test items that achieve a correlation coefficient of at least 0.30 are considered psychometrically valid.
Reliability is evaluated using Cronbach Alpha, with a threshold value of 0.6. If a variable's Cronbach Alpha value exceeds 0.6, it indicates that the questions in the test are reliable. If the value is less than 0.6, the reliability of the questions is deemed insufficient (Ghozali, 2011). Item test correlation is used for validity testing in this study.

ii. Factor Analysis: The factor analysis procedure in this study is carried out with the following steps:

- Problem Formulation: The first step in conducting a factor analysis is problem formulation. This involves identifying the goals and objectives of the factor analysis and measuring variables on the Likert scale. Following this, results are tabulated based on the data.
- Input tabulated data on JASP software.
- Perform data analysis procedures with JASP software, Preparation of Intercorrelation
- Matrix value testing is conducted, specifically the KMO & Bartlett Test, which assesses sample feasibility. If the KMO MSA value exceeds 0.5 and the significance value is under 0.05, data analysis can proceed.
- Extraction Factors: In this study, we use the Principal Components Analysis approach. The reason is, that PCA helps identify the fewest number of factors by generating factors with the lowest specific variance and error variance.
- Rotation Factor: A factor matrix in factor analysis uses coefficients to represent standardized variables as factors within certain constraints. The expected factor value is not 0. Variables are assessed based on their representation of factors and are categorized into strong and weak correlations. Variables with a

weak correlation to the factor usually have a value lower than 0.5, while the rest are strongly correlated enough to be represented by the factor.

- Scoring and Interpretation: The interpretation of the factors is based on the highest loading value.

III. RESULT AND DISCUSSION

A. Description Analysis

The study found that 60% of the respondents were women, while the remaining 40% were men. Women showed the highest interest in this product, aligning with Mangkunegara's (2002) assertion that women are more sensitive buyers than men. All respondents were aged between 13 and 28, a range encompassing early adolescence to early adulthood - a crucial time for shaping attitudes, behaviors, and social preferences.

B. Variable Description

The data from the distribution of the first questionnaire to 3 outlet respondents are as follows:
Internal Stimuli of the Product from the Viewpoint of the Consumers
Product packaging design

X1 Product quality: the quality/value that EsTeh has based on physical condition and shelf life.
X2 Product flavor variants: Various flavors of iced tea production
X3 Variants of sugar levels in products: various doses of sugar
X4 Product size variants: various sizes of product packaging
X5 Product packaging design: creation of the exterior of a product
X6 Product taste: the consumer's view of the taste of the product that is intended to be purchased been used.
X7 Benefits of the product for health: lower the risk of illness.

External Stimuli of the Product from the Viewpoint of the Consumers

X8 Product price: affordability of the price of other tea beverages that consumers must pay.
X9 Halal products: recognition of the quality of products produced by Esteh Indonesia.
X10 Quality of outlet service: synchronous service using what the customer needs.
X11 Product branding: The corporate identity that affects product purchase satisfaction.
X12 Application of CSR: ways or tools used to increase beverage marketing by doing social activities
X13 References/recommendations
X14 Outlets are widespread: EsTeh outlet locations
X15 Outlet convenience
X16 Length of order time
X17 Payment options: ease of payment
X18 Current drink trends: popular drinks.

Data from the first questionnaire is used to create a second questionnaire. This questionnaire aims to identify the primary factors influencing the purchase of contemporary tea drinks. It was given to 18 people who frequently buy or enjoy these drinks. The questionnaire uses a Likert scale of 1-5, with 1 being the most negative and 5 the most positive. The collected data is then converted into interval data.
The data from questionnaire 2 were then tested for validity and reliability which can be seen in Table 1.

TABLE I. TOTAL RELIABILITY TEST RESULTS VARIABLE TEST DATA

Estimate	Cronbach's α
Point estimate	0,903
95% CI lower bound	0,810
95% CI upper bound	0,956

Based on Table 1, Cronbach's α value of 0.903 indicates that the measurement instrument used in this study has a very high level of reliability. That is, the instrument is reliable in measuring the observed variables or constructs. In addition to reliability tests, item correlation tests also need to be performed in factor analysis. The item-test correlation test is included in the validity test of the measurement instrument. This test is used to evaluate the internal validity of the measurement instrument, that is the extent to which each item on the instrument can measure the variable or construct that is measured consistently.

TABLE II. TEST RESULTS VALIDITY AND RELIABILITY OF VARIABLE TEST DATA ITEMS

	If item dropped	
Items	Cronbach's α	Item-rest correlation
X_1	0,901	0,458
X_2	0,900	0,472
X_3	0,900	0,477
X_4	0,892	0,724
X_5	0,893	0,717
X_6	0,907	0,180
X_7	0,903	0,361
X_8	0,897	0,571
X_9	0,907	0,195
X_{10}	0,902	0,415
X_{11}	0,892	0,737
X_{12}	0,892	0,739
X_{13}	0,896	0,592
X_{14}	0,899	0,508
X_{15}	0,893	0,713
X_{16}	0,896	0,609
X_{17}	0,894	0,655
X_{18}	0,890	0,787

Based on Table 2, all variables have met the validity requirements, except for variables X6 and X9 which have item-test correlation values less than 0.3, then these two variables are eliminated and retested which produces further data as the results are listed in Table 3.

TABLE III. TOTAL RELIABILITY TEST RESULTS

Estimate	Cronbach's α
Point estimate	0,913
95% CI lower bound	0,825
95% CI upper bound	0,961

Based on Table 3, Cronbach's α value rose to 0.913 indicating that the measurement instrument used in this study has a very high level of reliability. That is, the instrument is reliable in measuring the observed variables or constructs.

TABLE IV. ITEM VALIDITY AND RELIABILITY TEST RESULTS

	If item dropped	
Items	Cronbach's α	Item-rest correlation
X_1	0,911	0,497
X_2	0,912	0,468
X_3	0,911	0,486
X_4	0,903	0,739
X_5	0,905	0,663
X_6	0,914	0,361
X_7	0,907	0,609
X_8	0,913	0,405
X_9	0,904	0,710
X_{10}	0,903	0,745
X_{11}	0,908	0,594
X_{12}	0,910	0,524
X_{13}	0,903	0,738
X_{14}	0,907	0,613
X_{15}	0,906	0,655
X_{16}	0,901	0,788

Based on Table 4, the item-test correlation value of all variables is more than 0.3, meaning that these variables are declared valid and reliable to be used as questionnaire material 3. Here are the 16 variables used in Questionnaire 3.

X1	Product Quality
X2	Product flavor variants
X3	Variants of sugar levels in products
X4	Product size variants
X5	Product packaging design
X6	Product Benefits for Health
X7	Product price
X8	Quality outlet service
X9	Product Branding
X10	CSR Implementation
X11	References and recommendations
X12	Outlets are widespread
X13	Outlet convenience
X14	Length of booking time
X15	Payment options
X16	Current beverage trends

C. Factor Analysis

After all data was valid and reliable, factor analysis was carried out from the data from Questionnaire 3 results by 80 respondents. Table 5 below shows the results of the KMO test as a step before factor analysis.

TABLE V. KAISER-MEYER-OLKIN (KMO) TEST RESULTS

	MSA
Overall MSA	0,892
X_1	0,899
X_2	0,903
X_3	0,906
X_4	0,889
X_5	0,835
X_6	0,863
X_7	0,856
X_8	0,878
X_9	0,859
X_{10}	0,936
X_{11}	0,913
X_{12}	0,929
X_{13}	0,852
X_{14}	0,839
X_{15}	0,918
X_{16}	0,952

Table 5 shows that in this study, the overall MSA value of 0.892 shows that the data used in factor analysis are very adequate and reliable in factor analysis.

TABLE VI. BARTLETT'S TEST RESULTS

X^2	Df	P
787.480	120.000	<.001

In this study, a p-value of <0.001 indicates that Bartlett's test results are statistically significant. That is, the hypothesis that a covariance matrix is an identity matrix is rejected because there is a correlation between the variables. Therefore, factor analysis can be performed on such data.
While the df value (degrees of freedom) of 120,000 indicates the number of parameters or variables tested in factor analysis. A large df value indicates that factor analysis was performed on data with many variables tested.

TABLE VII. FACTOR EXTRACTION RESULTS

	Factor 1	Factor 2	Factor 3	Uniqueness
X_5	0,668			0,340
X_2	0,637			0,265
X_1	0,633			0,260
X_4	0,612			0,334
X_{11}	0,507		0,480	0,337
X_{10}	0,447			0,452
X_9	0,446	0,459		0,408
X_{16}	0,408		0,557	0,256
X_{15}		0,742		0,170
X_{13}		0,561		0,366
X_{14}		0,497		0,483
X_8		0,495		0,371
X_{12}		0,483		0,402
X_6			0,659	0,419
X_7			0,576	0,429
X_3			0,461	0,440

Based on Table 7, the results of factor extraction with PCA and Varimax resulted in 3 factors.

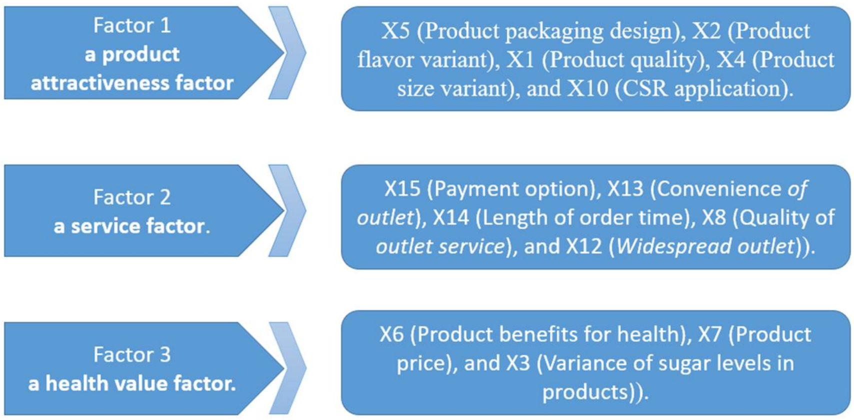

Figure 1. Three dominant factors that influence consumer preferences regarding purchasing decisions for EsTeh Indonesia products

The results differ from the research conducted by Natasya, et al (2018) in which the packaging and appearance of the product are not the main reasons or motivations for purchasing Thai green tea for the first time. However, according to Utama & Amelia, 2009, product attributes are product elements that are considered important by consumers and are used as examples basis for making product purchasing decisions. In line with the results of research conducted by Stephanus & Caroline Sutjiono (2019) that the drinking factor attributes which include several things such as beverage product quality, features of beverage products, and the style & design of beverage products are among the factors that contributed most to encouraging generation Y in adopting innovation tea.
In line with previous research conducted by Rohmah & Subari, 2021 the service factor is one consumer preferences that influence consumer purchasing decisions for Janji Jiwa coffee drink. In contrast to the research of Stephanus & Caroline Sutjiono (2019) drinks Nutritious or healthy are not a big consideration for Generation Y (the early majority) in adopting tea drink innovation. Yet, Yoon Kin Tong et al. (2012) show that drinking healthy or having health benefits is a preference for young consumers.

The variables X_{11} (References and recommendations), X_9 (*Product branding), and X_{16} (current beverage trends) have* high *loading factors* on two different factors. This suggests that these two variables correlate with more than one factor. X_{11} and X_{16} correlate with factors 1 and 2, while X_9 correlates with factors 1 and 3. This suggests that references, recommendations, and current beverage trends can influence consumer perceptions of the attractiveness of products and services. Branding can affect consumer perception of product attractiveness and product health value.

IV. CONCLUSION AND RECOMMENDATION

A. Conclusion

Three key factors affect consumer preferences and purchase decisions for EsTeh Indonesia products: product attractiveness, service considerations, and health value elements. Product attractiveness is determined by the design of the packaging, range of flavors, product quality, size options, and Corporate Social Responsibility (CSR) practices. Service considerations include payment options, the convenience of the outlet, order processing time, quality of service at the outlet, and outlet locations. Value elements are influenced by the product's price, health benefits, and variety in sugar levels. Hence, CSR becomes a factor that appeals to customers. In addition, CSR carried out by EsTeh Indonesia is also driven by spiritual motivation.

B. Recommendation

Companies in similar industries should take into account consumer preferences, such as product appeal, service, health benefits, and financial value, to make their product the consumer's choice. Additionally, consumers consider CSR activities carried out by EsTeh Indonesia as a factor influencing attractiveness.

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