

Theory of Planned Behaviour of Coffee Purchase Intention Among Young Consumers in Indonesia.

- **Author(s):** Syahputra Syahputra ,Mahir Pradana ,Alvinsyah Zulfikar ,Liviani Oktaviani ,Fitriani Nur Utami
- **Abstract:** Indonesian young consumers are currently enjoying the rise of modern coffee products. We conducted this study to investigate intention and behaviour buying products of young consumers toward coffee in Indonesia using Theory of Planned Behaviour (TPB). The population used in this study is the community which comprises young consumers. The sample used is 100 respondents and we analyzed the result using path analysis with the assistance of SmartPLS version 3 software. The result shows that all elements of Theory of Planned Behaviour (TPB) have significant effect on purchase decision, but further studies is recommended.
- **Keywords:** Indonesian young consumers, behaviour buying products, population, Theory of Planned Behaviour (TPB)