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Application of the Theory of Planned Behavior in Explaining the Purchasing Behavior of Geographically Indicated Coffee in the Besuki Raya Area

Dimas Nur Fahmi^{1*}, Raden Andi Sularso², Deasy Wulandari³

^{1, 2, 3} Faculty of Economics and Business, University of Jember, Indonesia

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***Corresponding author:** Dimas Nur Fahmi

Abstract

This study aims to examine the application of the theory of planned behavior in explaining the purchasing behavior of coffee labeled with geographical indications in the Besuki Raya area. This study uses a quantitative approach with an explanatory research type. The study uses Structural Equation Modeling (SEM) analysis with the help of IBM SPSS software. Based on the discussion above, the conclusions of the study are: 1) Attitude has a positive and significant effect on purchase intention; 2) Subjective norms do not have a significant effect on purchase intention; 3) Perceived behavioral control has a positive and significant effect on purchase intention; 4) Purchase intention has a positive and significant direct effect on actual purchase behavior; 5) Attitude does not have a significant direct effect on actual purchase behavior; 6) Subjective norm does not have a significant direct influence on actual purchase behavior. 7) Perceived behavioral control does not have a significant direct influence on actual purchase behavior. 8) Purchase intention fully mediates the influence of attitude on actual purchase behavior. 9) Purchase intention does not mediate the influence of subjective norm on actual purchase behavior. 10) Purchase intention significantly mediates the influence of perceived behavioral control on actual purchase behavior.

Keywords: Labeled Coffee, Purchase Behavior, Theory of Planned Behavior

INTRODUCTION

The coffee industry holds a vital position as a strategic plantation commodity that not only generates foreign exchange but also supports the livelihoods of millions of farmers in Indonesia (Santoso, 2022; Safruddin et al., 2023). Currently, the global coffee market is experiencing a fundamental shift through the "Third Wave" phenomenon. Wave Coffee which specifically increases demand in the specialty segment Coffee. This segment highly values

traceability, quality, and regional uniqueness. This phenomenon essentially creates a significant opportunity for producing countries to differentiate their products and increase their selling value. The development of Indonesian coffee export value in recent years can be seen in Table 1:

Table 1. Indonesian Coffee Production and Export Conditions 2019-2023

No	Year	Production (tons)	Export Volume (tons)	Export Value (thousand USD)
1	2019	752,511	359,053	883,123
2	2020	762,380	379,354	821,932
3	2021	786,192	387,264	858,558
4	2022	774,960	437,555	1,148,383
5	2023	758,725	279,937	929,009

Source: Central Statistics Agency, 2025

The data in Table 1 shows that Indonesian coffee production during the 2019–2023 period ranged from 752–786 thousand tons per year, with the highest production recorded in 2021 at 786,192 tons and the lowest in 2019 at 752,511 tons. Meanwhile, export volume fluctuated significantly, with the highest volume occurring in 2022 at 437,555 tons and the lowest in 2023 at 279,937 tons. Export value showed significant variability, with the highest achievement in 2022 at USD 1,148,383 thousand and the lowest in 2021 at USD 858,558 thousand. These data reflect that production growth does not always align with growth in export volume or value, indicating global market dynamics and external factors that influence Indonesia's coffee export performance.

There is a paradox in the structure of the national coffee industry, which is 98.14% dominated by smallholder plantations, while the majority of premium coffee is still exported in bulk without a strong brand identity (Rahardjo et al., 2020). As a result, farmers tend to have a weak bargaining position and are trapped as price takers, so that production potential has not been fully converted into premium prices in the export market. However, the latest data shows indications of an increase in export value at the end of the period, which is suspected to be related to the increase in export prices in 2023. price Indonesian coffee exports are presented in Figure 1.

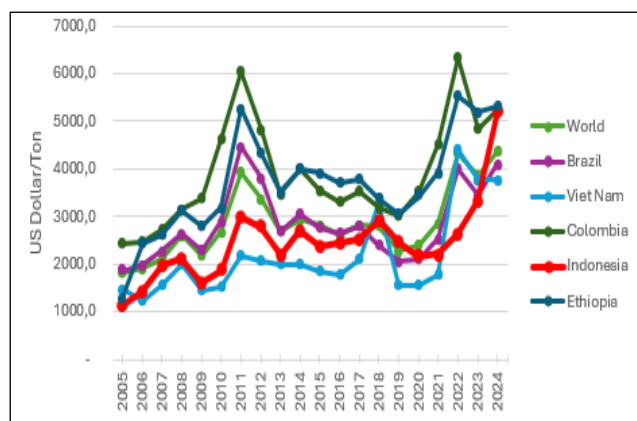


Figure 1. Indonesian and World Coffee Export Prices

Source: International Trade Center, 2025

Figure 1 shows that the unit price of Indonesian coffee exports before 2024 was still lower than that of other producing countries that had successfully established their reputation as specialty coffee producers. Based on Figure 1, the unit price of Indonesian coffee exports lagged behind competitors such as Colombia and Ethiopia.

This wide value gap between Indonesian coffee and coffee from other countries indicates that Indonesia's coffee production potential has not been fully converted into financial value in the export market (Fadilah et al., 2024).

Silva et al., (2025) Consumers in the specialty coffee market no longer only consider coffee as a beverage commodity, but also assess non-physical attributes inherent in the product such as quality assurance, authenticity of origin, regional reputation, and the symbolic value offered. Geographical indication labels are one of the markers that can provide information about the geographical identity of the product while guaranteeing unique characteristics that generic coffee does not have. The presence of these labels encourages consumers to assess the benefits of the product, form beliefs about quality and authenticity, and determine attitudes towards purchasing decisions. This process shows that consumer purchase intentions for coffee labeled with geographical indications are not only influenced by personal preferences, but also by the perception of product value, the level of consumer knowledge, social influence, and the perception of ease of obtaining the product.

Current development of the specialty coffee industry involves various certification instruments that are often used as markers of quality and production standards, such as cupping scores from the Specialty Coffee Association of Indonesia (SCAI), organic certification, and fair trade. These various quality certifications generally focus more on the technical evaluation and partial flavor profile of coffee beans over a specific period. In contrast to these approaches, there is a labeling instrument that offers a much more comprehensive strategic function and added value: Geographical Indication (GI) labeling. GI labels can guarantee the authenticity of the unique characteristics of products born from a combination of natural and human factors in a particular region, while also providing intellectual property rights protection and guaranteeing sustainable communal traceability. This regional identity-based approach is directly able to address the main problem in the national coffee industry, namely the effort to free farmers from the chain of trade in bulk coffee without identity. Therefore, considering the significant relevance and role of these labels as instruments for creating added value that directly impact the reputation of the region and the local economy, this research specifically focuses on examining coffee products labeled with geographical indications.

Indonesia boasts a diverse range of regionally recognized coffee products, known for their distinctive flavors and geographic identity. Various coffees across the archipelago are renowned for their distinctive flavors and strong geographic identity, including Gayo Coffee, Kintamani Coffee from Bali, and Toraja Coffee. The success of these regions in building a shared identity has spurred other regions to leverage their geographic potential to compete in the specialty market. One example is the Besuki Raya region in East Java, a major specialty coffee hub recognized on the global coffee trade map by the term "Java Coffee."

The Besuki Raya area in East Java also has a comparative advantage in legality by holding five Geographical Indication (GI) certificates at once, namely Java Ijen-Raung Arabica Coffee, Hyang Argopuro Arabica Coffee, Java Argopuro Jember Robusta Coffee, Java Raung Gunitir Jember Robusta Coffee, and Java Banyuwangi Robusta Coffee. However, despite the success in obtaining official recognition for its quality and geographical authenticity, the reality on the ground shows that most coffee products labeled with

geographical indications are not fully understood and perceived differently by target consumers (specialty coffee value chain actors). The gap between the large potential of geographical identity and the less than understanding and market absorption is an urgent problem that requires a solution. Therefore, this study chose the Besuki Raya area as the research location to examine in depth the factors that drive purchase intention for coffee products labeled.

The Theory of Planned Behavior put forward by Ajzen (1991) in Biscayne (2026) explains that an individual's intention to carry out a behavior is influenced by three main constructs, namely attitude, subjective norm, and perceived behavioral. Attitude indicates an individual's positive or negative evaluation of an action, subjective norm indicates perceptions of social pressure from the surrounding environment, while perceived behavioral control indicates perceptions of the ease or ability to perform the action. These three constructs shape an individual's psychological readiness before the actual behavior occurs. In the context of consumer behavior, this theory explains that purchase intention is influenced not only by personal desires but also by the evaluation process, social influences, and the consumer's belief in their ability to make a purchase.

Based on this gap, this study focuses on the application of the Theory of Planned Behavior (TPB) model in its entirety to explain the process of forming actual purchasing behavior for coffee labeled with Geographical Indications in the Besuki Raya Area. Most previous studies generally only stop at the stage of analyzing purchase intention without testing real actions in the field. Therefore, this study offers an important contribution by placing purchasing behavior as the final output variable that is directly influenced by purchase intention and perceived behavioral control.

By testing the three main pillars of TPB namely attitude, subjective norm, and perceived behavioral control, this study aims to empirically analyze the extent to which the psychological readiness of business actors (processors, roasteries, and cafes) can actually be actualized into real purchasing actions for local coffee products labeled with Geographical Indications in the Besuki Raya.

LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior (TPB) proposed by Ajzen (1991) in Ekasari et al. (2025:11) is development from Theory of Reasoned Action (TRA) introduced by Ajzen and Fishbein. Theory of Reasoned Action explain that intention individual for do something behavior influenced by attitude to behavior and subjective norms. The Theory of Planned Behavior adds variables perceived behavioral control as influencing factors intention individual in do something action. Ajzen explained that attitude to behavior is evaluation individuals who are positive or negative to something Action. Individuals form attitudes based on their assessment of the benefits or costs of a particular behavior. Subjective norms reflect an individual's perception of the social pressures that encourage or inhibit an action. Perceived behavioral control reflects an individual's view of the ease or difficulty of performing an action.

Attitude

Attitude is one of the main constructs in the Theory of Planned Behavior proposed by Ajzen (1991). Attitude indicates an individual's level of evaluation of a behavior, whether in the form of a positive or negative assessment. Individuals who view a

behavior as beneficial, valuable, and producing good results tend to show a tendency to accept that behavior. This assessment makes attitude an internal factor that plays a significant role in forming a person's intention to perform an action (Biscayne, 2026:3) .

Ajzen (1991) explains that attitudes are formed through an individual's beliefs about the consequences of a behavior. These beliefs include perceptions of the benefits, quality of outcomes, risks, and possible experiences gained after the action is taken. The individual then evaluates these consequences, resulting in feelings of liking or disliking the behavior under consideration. This evaluative process demonstrates that attitudes are not only shaped by rational considerations but are also influenced by affective elements such as feelings of pleasure, trust, comfort, or pride in a particular behavior.

Subjective norm

Subjective norm is a social construct in the Theory of Planned Behavior that explains an individual's perception of social pressure or encouragement to perform or not perform a behavior. Ajzen (1991) defines subjective norm as a person's perception of the expectations, approval, or evaluation of people considered important to the action they will take. These important people can be family, friends, coworkers, community, or other social environments with which the individual is close. This perception of social support makes subjective norm an external factor that influences the formation of behavioral intentions (Biscayne, 2026:4).

Ajzen (1991) explains that subjective norms are formed through normative beliefs, namely, an individual's belief regarding whether the social environment requires them to perform an action. This belief is followed by the individual's motivation to conform to existing social expectations. Individuals who perceive approval, encouragement, or reinforcement from their environment tend to show greater acceptance of certain behaviors. This social influence demonstrates that a person's decisions are not entirely based on personal considerations but are also influenced by demands for conformity to groups.

Perceived behavioral control

According to Astari et al. (2023:31) perceived behavioral control is construct in Theory of Planned Behavior which explains perception individual about level convenience or difficulty For do something behavior. Ajzen (1991) defines perceived behavioral control as belief somebody to ability himself in carry out actions that are influenced by availability source power, opportunity, knowledge, and factor supporter. Perception the show that intention behavior No only influenced by desire, but also by judgment individual about whether behavior the can done in a way realistic.

Ajzen (1991) explains that perceived behavioral control is formed through control beliefs, namely belief individual about existence facilitating factors and hinder implementation something Action. Enabling factors can include the availability of money, time, access to information, experience, and ease of obtaining the product. Inhibiting factors can include limited funds, lack of knowledge, difficulty in access, or poor decision-making ability. Individuals who perceive themselves to have adequate resources and opportunities tend to exhibit higher levels of behavioral control. This perception of control reinforces the belief that the behavior can be performed without significant obstacles.

Purchase intention

Purchase intention is a consumer's tendency or desire to purchase a product after going through a process of consideration and evaluation. Marketing literature defines purchase intention as a subjective probability indicating how likely a consumer is to choose and purchase a particular product in the future. Purchase intention reflects a consumer's psychological readiness before an actual purchase decision occurs. This position positions purchase intention as an indicator for predicting consumer purchasing behavior.

Ajzen (1991) places intention as a central factor in the Theory of Planned Behavior because it indicates how strongly an individual is motivated to carry out an action. Intention reflects a person's willingness, plan, and commitment to perform a previously considered behavior. A high level of intention indicates a greater drive to translate the behavior into action. This construct explains that purchasing behavior does not emerge spontaneously but is preceded by mental readiness formed through an evaluative process.

Purchase behavior

Purchase behavior is the actual action of a business actor after passing through the purchase intention stage. Marketing management literature defines purchasing behavior as the concrete conversion of cognitive evaluation into actual transactional action in the marketplace. This concrete action is the final outcome of the entire decision-making process and the psychological commitment previously considered. Researchers use actual purchasing behavior as the final variable to objectively determine the realization of business decisions.

Ajzen (1991) explains that actual behavioral outcomes depend on the strength of intention and the level of perceived behavioral control. Intention to act reflects the motivation and willingness of entrepreneurs to allocate business resources to concrete actions. Behavioral control determines the realization of actions based on the availability of opportunities, access, and actual capabilities. The combination of strong intentions and adequate perceived control will increase the probability of actual purchase action.

METHODOLOGY

Study This use approach quantitative with type study Explanatory research. This approach was chosen because the study aims to explain the causal relationship between variables, namely the influence of attitude, subjective norms, and perceived behavioral control on purchase behavior through purchase intention. The quantitative method was chosen to obtain measurable and objective results through statistical analysis, thereby providing an empirical understanding of the phenomena occurring among coffee entrepreneurs in the Besuki Raya area.

The research population includes business actors in the specialty coffee value chain in the Besuki Raya area. The administrative area study This covering Jember Regency, Bondowoso Regency, and Banyuwangi Regency. Subject research on segments business business-to-business (B2B) consists of on three group perpetrator business, namely processor, roastery, and manager cafe. Researchers collected samples using a non-probability sampling method with a purposive sampling approach. The specific criteria for respondents are divided into three categories based on the role of business actors in the coffee supply chain, namely processors, roasteries, and

business managers. The sample size was determined using the Hair formula for SEM-PLS analysis, which is a minimum of 5–10 times the number of indicators in the model (Triono & Dalimunthe, 2024).

The type of data in this study is interval data, obtained through measurements using a five-point Likert scale. Although conceptually the Likert scale is included in the ordinal category, in quantitative research and multivariate analysis the data is treated as interval data so that it can be analyzed using parametric statistical techniques. The data source used is primary data, namely data obtained directly from respondents. Research respondents include processors, roastery business owners, and cafe managers in the Besuki Raya area. The study uses Structural Equation Modeling (SEM) analysis with the help of IBM SPSS software. Testing the direct effect hypothesis to prove the significance of the causal relationship of direct influence between variables.

RESULTS AND DISCUSSION

General description

specialty coffee production centers, long known in the international coffee trade as "Java Coffee." Administratively and geographically, this region boasts a strong comparative advantage in product legality, having secured five official Geographical Indication (GI) certificates. These communal certifications are overseen by the respective Geographical Indication Protection Communities (GPAs) to ensure product authenticity, distinctive quality characteristics, and traceability.

Data Analysis Results

Data analysis in this study used the Structural Equation Modeling (SEM) method with the help of the IBM AMOS application to test the structural relationships between variables in the research model.

1. Outer Model Test

Outer Model testing uses convergent validity and construct reliability tests. Test results AVE in table 2:

Table 2. Results of AVE test

Variables	AVE	Information
X ₁ (Attitude)	0.574	Valid
X ₂ (Subjective Norm)	0.602	Valid
X ₃ (Perceived Behavioral Control)	0.570	Valid
Z (Purchase Intention)	0.534	Valid
Y (Purchase Behavior)	0.592	Valid

Source: Processed Primary Data (2026)

The data processing results in Table 2 indicate that all research variables have met the convergent validity criteria. The Average Variance Extracted (AVE) value for each variable is above the minimum threshold of 0.50. This condition indicates that each variable is able to explain more than 50% of the variance of the indicators that form it.

The reliability of this instrument is measured based on the Construct Reliability (CR) value. The results of the construct reliability test are shown in Table 3:

Table 3. Results of construct reliability (CR) test

No	Variables	CR	Information
1	X ₁ (Attitude)	0.793	Reliable
2	X ₂ (Subjective Norm)	0.819	Reliable
3	X ₃ (Perceived Behavioral Control)	0.799	Reliable
4	Z (Purchase Intention)	0.775	Reliable
5	Y (Purchase Behavior)	0.813	Reliable

Source: Processed Primary Data (2026)

The data analysis results in Table 3 indicate that all constructs or latent variables in the research model met reliability criteria. The Construct Reliability (CR) values for all five variables were above the minimum threshold of 0.70. These results indicate that the research instrument has a good level of reliability and internal consistency. This indicates that all questions in the questionnaire are capable of providing stable and reliable measurement results.

2. Goodness of Fit Test

Goodness of Fit (GoF) test on the structural model aims to evaluate the level of agreement between the proposed theoretical model and empirical data obtained from the field. The results of the evaluation index. The model suitability is presented in Table 4

Table 4. Results of the goodness of fit test

No	Index	Cut-off Value	Results	Model Evaluation
1	Chi-Square	As small as Possible	88,922	Good Fit
2	Probability	≥ 0.05	0.232	Good Fit
3	GFI	≥ 0.90	0.933	Good Fit
4	AGFI	≥ 0.90	0.899	Marginal Fit
5	RMSEA	≤ 0.08	0.027	Good Fit
6	TLI	≥ 0.95	0.981	Good Fit
7	NFI	≥ 0.90	0.879	Marginal Fit
8	PCFI	≥ 0.95	0.751	Marginal Fit
9	CMIN/DF	≤ 2.00	1,112	Good Fit

Source: Processed Primary Data (2026)

Based on the data in Table 4, the majority of the main criteria in the model suitability test are in the Good Fit category (Very Good). Absolute fit indicators such as the significance level (Probability) of 0.232, which meets the requirements because it is above the minimum limit of 0.05. The GFI index of 0.933, RMSEA of 0.027, TLI of 0.981, and CMIN/DF ratio of 1.112 also indicate a very strong Good Fit evaluation. Although there are several measurement indices such as AGFI (0.899), NFI (0.879), and PCFI (0.751) that are in the Marginal Fit category (Sufficient Fit), this is still acceptable within the tolerance limit. The results of the GoF test confirm that the proposed model has a good degree of fit with the field data and is considered worthy to proceed to the research hypothesis testing stage.

3. Hypothesis Testing Direct Effect

The direct effect hypothesis is tested by analyzing the estimated path coefficient (β) and probability (P) values to determine the significance of the causal relationship between variables. The hypothesis is accepted if the P value is at the 5% significance level. The results of the hypothesis testing are:

Table 5. Hypothesis test results

H	β	SE	CR	P	Conclusion
H ₁	0.609	0.143	4,262	0,000	Positive. Significant
H ₂	0.032	0.073	0.446	0.655	Positive. Not Significant
H ₃	0.398	0.119	3,358	0,000	Positive. Significant
H ₄	0.85	0.218	3,891	0,000	Positive. Significant
H ₅	0.284	0.148	1,917	0.055	Positive. Not Significant
H ₆	-0.148	0.083	-1,772	0.076	Negative. Not Significant
H ₇	-0.302	0.193	-1.56	0.119	Negative. Not Significant

Source: Processed Primary Data (2026)

4. Sobel Test Results

The Sobel test in structural analysis aims to evaluate the significance of the role of the intervening variable (Purchase Intention) in mediating the influence of the independent variable on the dependent variable. The results of the Sobel test are presented in Table 6:

Table 6. Sobel test results

Hypothesis	t-Stat	P-Value	Conclusion
H ₈	2.8758	0.004	Significant
H ₉	0.4356	0.663	Not Significant
H ₁₀	2.5385	0.001	Significant

Source: Processed Primary Data (2026)

Discussion of Research Results

1. The Influence of Attitude on Purchase Intention

Test results hypothesis first (H₁) proves that attitude (attitude) has influence positive and significant to intention purchase intention of labeled coffee Indication Geographical Findings in the Greater Besuki Area study This support and strengthen results study empirical Previously carried out by Chen (2021), Wibowo et al. (2024), Pamungkas (2023), as well as Užara and Filipović (2023). These previous researchers emphasized that positive attitudes based on belief in social and economic benefits and product quality are key pillars that foster consumer purchase intention for certified products. Businesses in the Greater Besuki area believe that purchasing coffee labeled with a Geographical Indication (GI) significantly contributes to supporting the sustainability of local agriculture, increasing farmer incomes, and maintaining in the region of origin.

2. The Influence of Subjective Norm on Purchase Intention

Test results hypothesis second (H_2) shows that subjective norms do not own influence significant to intention purchase intention of labeled coffee Indication Geographical characteristics in the Besuki Raya area. This finding is inconsistent with several previous studies, such as Wibowo et al. (2024) and Užara and Filipović (2023), which stated that subjective norms have a significant influence on purchase intention. This difference in results is due to the differences in the market segments analyzed, where previous studies focused on end - consumers, while this study analyzes the B2B business segment. This limited visual understanding results in the lack of strong normative social pressure or group expectations within the Besuki Raya coffee business community, so subjective norms fail to trigger purchase intention.

3. The Influence of Perceived Behavioral Control on Purchase Intention

Test results hypothesis third (H_3) proves that control perceived behavioral control has an effect positive and significant to intention purchase intention of labeled coffee Indication Geographical Indications in the Greater Besuki Area. These empirical findings are consistent with and support previous research by Wibowo et al. (2024), Dzulkipili et al. (2023), and Užara and Filipović (2023). Previous research has shown that a high level of behavioral control is a crucial driver for the formation of purchase intentions for certified products. The Greater Besuki Area, which holds five Geographical Indication certificates, guarantees an abundant supply for local businesses. The availability of raw materials on the slopes of Mount Ijen, Raung, Argopuro, and Gunitir facilitates direct transactions without lengthy intermediaries. This ease of operational access and sufficient financial capacity eliminates business concerns for business owners, thereby stimulating a strong desire to secure stocks of Geographical Indication-labeled coffee.

4. The Influence of Purchase Intention on Purchase Behavior

Test results hypothesis fourth (H_4) confirms that intention purchase (purchase intention) has influence positive and significant in a way direct to behavior purchase actual (purchase behavior) of labeled coffee Indication Geographical. Findings This give support strong empirical to study Previous studies conducted by Shanbhag et al. (2023), Kamalanon et al. (2022), and Ferreira and Pereira (2023) demonstrated that the strength of intention to act is consistently followed by an increase in actual transactions in the market. Business actors in the Besuki Raya area realize their intentions through concrete actions such as routine purchases, fulfilling daily raw material supplies, and proving real transactions over the past six months. A strong mental commitment successfully shifts the psychological interest of business actors into concrete economic behavior that benefits the local coffee plantation ecosystem.

5. The Influence of Attitude on Purchase Behavior

The results of the fifth hypothesis test (H_5) indicate that attitude does not have a significant direct influence on actual purchasing behavior for Geographical Indication-labeled coffee. This research finding is inconsistent with previous studies by Ferreira and Pereira (2023), Wang and Yu (2025), and Hafidzah (2024), which stated that attitudinal dimensions can directly predict purchasing behavior. This discrepancy confirms that in the context of professional business relationships, purchasing decisions involving

the allocation of business capital budgets require more complex procedural considerations than retail consumer behavior. A positive attitude toward plantation environmental conservation will only persist as a passive cognitive belief if it is not integrated into menu planning, price agreements, and daily business turnover projections.

6. The Influence of Subjective Norm on Purchase Behavior

Test results hypothesis sixth (H_6) proves that subjective norms do not influential significant to behavior purchase actual (purchase behavior) of labeled coffee Indication Geographical Findings in the Greater Besuki Area This No in line with results study previously from Hafidzah (2024) who stated that demands group social and expectations colleague business own role crucial in direct action purchase real. Difference results This based on reality that perpetrator business cafes and roasteries in the Besuki Raya area operate under dynamics Intense market competition. Transaction decisions are driven by the functional utility of the product, the stability of daily supply, and the acceptability of the coffee's taste to end consumers, rather than simply normative responses to external pressures. Entrepreneurs maintain their business independence by ignoring social pressures that do not directly benefit their business's viability.

7. The Influence of Perceived Behavioral Control on Purchase Behavior

Test results hypothesis seventh (H_7) shows that control perceived behavioral control does not influential significant in a way direct to behavior purchase actual (purchase behavior) of labeled coffee Indication Geographical. The findings of this study contrast with those of Kamalanon et al. (2022), which stated that high perceived control directly influences actual purchasing behavior. While low physical barriers and the availability of working capital provide freedom of action, executing purchasing transactions in the B2B ecosystem requires an active trigger in the form of procurement intentions. Premium-value Geographically Indicated coffee will only be purchased if the entrepreneur has a specific commercial plan to process it into a high-value product. Ease of access to daily operations only serves as a guarantee of supply convenience after transaction decisions have been carefully planned in the form of purchase intentions.

8. Role of Mediation Purchase Intention on Influence Attitude to Purchase Behavior

Sobel test results for hypothesis eighth (H_8) proves in a way empirical that intention purchase intention plays a role as a significant absolute mediator (full mediator) in bridge influence attitude towards behavior purchase Actual purchase behavior (purchase behavior). This finding strengthens the theoretical foundation of Margariti et al. (2024), which confirms the crucial role of purchase intention as a key bridge in overcoming the gap between attitudes and actual behavior. Upstream and downstream business actors in the Besuki Raya area who believe in the benefits of Geographical Indication legal protection will formulate periodic purchasing plans in advance. This mature commitment to procuring raw materials is then translated into regular physical transactions of coffee bean absorption.

9. Role of Mediation Purchase Intention on Influence Subjective Norm to Purchase Behavior

Sobel test results for hypothesis ninth (H_9) states that intention purchase (purchase intention) no capable mediate the influence of

subjective norms on behavior purchase actual (purchase behavior) significant. This finding contradicts the research findings of Moazzam et al. (2022) and Wibowo et al. (2024), which demonstrated the significant mediating role of purchase intention in channeling social influence into actual purchasing actions. This inconsistency in results confirms that the purchasing behavior of professional business actors (processors, roasteries, and cafes) cannot be driven by normative compliance alone. The absence of this mediating function indicates that pressure from coffee producer associations or social group feedback will not lead to actual purchase transactions as long as entrepreneurs do not see any functional added value that benefits their business operations independently.

10. Role of Mediation Purchase Intention on Influence Perceived Behavioral Control to Purchase Behavior

Sobel test results for hypothesis tenth (H_{10}) proves in a way scientific that intention purchase (purchase intention) significant mediate influence control perceived behavioral control towards behavior purchase Actual purchase behavior (purchase behavior). The findings of this study support the study of Salleh et al. (2024) which confirmed the significant mediating role of purchase intention in linking individual perceptions of control with sustainable consumption actions. Cafe managers and roastery owners in the Besuki Raya area, supported by the availability of operational budgets, will develop a thorough raw material procurement plan. The absence of financial and geographical barriers facilitates the conversion of these plans into real transactions in the form of the absorption of certified local coffee beans for daily commercial menus. This successful mediation pathway demonstrates that optimal behavioral control must be balanced with efforts to grow market interest so that the resource capacity of business actors is productively actualized.

CONCLUSION

Based on the discussion above, the research conclusions are:

1. Attitude has a positive and significant influence on purchase intention of coffee labeled with Geographical Indication in the Besuki Raya Area.
2. Subjective norms do not have a significant influence on purchase intention of coffee labeled with Geographical Indication in the Besuki Raya Area.
3. Perceived behavioral control has a positive and significant effect on purchase intention for coffee labeled with Geographical Indication in the Besuki Raya area.
4. Purchase intention has a positive and significant direct effect on actual purchasing behavior of coffee labeled with Geographical Indications in the Besuki Raya area.
5. Attitude does not have a significant direct influence on the actual purchasing behavior of coffee labeled with Geographical Indication in the Besuki Raya Area.
6. Subjective norms do not have a significant direct influence on actual purchasing behavior of coffee labeled with Geographical Indications in the Besuki Raya Area.
7. Perceived behavioral control does not have a significant direct influence on actual purchasing behavior of Geographical Indication labeled coffee in the Besuki Raya area.

8. Purchase intention fully mediates the influence of attitude on actual purchase behavior of coffee labeled with Geographical Indication in the Besuki Raya area.
9. Purchase intention is not able to mediate the influence of subjective norms on actual purchasing behavior of coffee labeled with Geographical Indication in the Besuki Raya area.
10. Purchase intention significantly mediates the influence of perceived behavioral control on actual purchasing behavior of coffee labeled with Geographical Indication in the Besuki Raya area.

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