

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

The Implication of Trust that Affect the Intention to Use the Mobile Application of the Fore Coffee Customer

Salsabil Ghassani

Student, Universitas Mercu Buana, Indonesia

Dr. Yanto Ramli

Lecturer, Universitas Mercu Buana, Indonesia

Abstract:

The aim of this study is to analyze the factors that influence the Intention to Use in the Application of Fore Coffee for the users. This research is to analyse the independent variables which was obtained from the preliminary survey: perceived ease of use, perceived usefulness and perceived compatibility and trust as the intervening variables, and intention to use as the dependent variable. The data is collected by spreading the questionnaire to 160 respondents as the sample who live in Jakarta. The sampling technique is using the purposive sampling and quantitative descriptive approach, and the data analysis techniques and data processing are using Partial Least Square. The results showed that perceived compatibility has the highest effect on the variable to trust compare to perceived ease of use and perceived usefulness. Perceived usefulness has the lowest effect compare to perceived ease of use, and the intervening variable of trust also has a positive and significant influence on the dependent variable of intention to use. This indicates that. Fore Coffee users believe that the mobile applications offered by Fore Coffee has made it easier for them to order coffee, take is up according to their preferred time and prevent them for queuing for the coffee.

Keywords: Perceived ease of use, perceived usefulness, perceived compatibility, trust, intention to use

1. Introduction

Indonesia is the known as an agriculture country that produce many kinds of agricultural products such as rice, vegetables, rubber, coffee and many more which is supporting the national economic growth. According to the Center for Agricultural Data and Information Systems, that based on the types of coffee cultivated between 2001 and 2019, the majority of coffee plantations in Indonesia are planting the Robusta coffee which has been reaching 80.89% or an average area of 1.02 million hectares, while Arabica coffee is only reaching an average area of 242.15 thousand hectares which is only 19.11% of the total area of Indonesian coffee plantation. The development of the coffee consumption in Indonesia has been creating a business opportunity in opening up coffee shops to accommodate the increasing demand of coffee lovers.

Drinking coffee is currently being the trend and life style among the society, especially the millennials. Based on the research conducted by Toffin, a business solution provider company in the form of bars and services in the hotel, restaurant and cafe industry together with MIX Maret Coom magazine, it was announced that the number of coffee shops in Indonesia until August 2019 have reached the number of 2,950 outlets, an increase of 1,950 outlets from 2016. these increase of coffee outlets also show that Indonesia's domestic coffee consumption continues to increase. According to Euromonitor data in 2013, retail sales volume for ready to drink Indonesian coffee was only around 50 million liters, in 2018 nearly 120 million liters with the current number of outlets recorded, Toffin estimated that the market value of coffee shops in Indonesia have reached Rp. 4.8 trillion per year. Based on the data from ICO (2019), Indonesia's domestic coffee consumption in the 2018-2019 period have reached 50.97% of the whole production. This development indicates that Indonesia has gone through the third wave of coffee consumption development, which has marked by the increasing number of coffee consumers who are classified as coffee lovers.

Fore Coffee is one of the start-up coffee shop which was founded in August 2018, Fore Coffee came from the abbreviation of the word "forest". Fore Coffee has developed its own mobile application named "Fore Coffee Application", this application can be downloaded on the iOS App Store and Google Play store operating systems. With this application, the consumers can order their favorite coffee and then pick them up at the nearest Fore Coffee shop according to their available time and do not have to queue for the coffee normally order on the counter. The Fore Coffee application has been downloaded by more than 100 thousand users within a month since the application has been launched, and in 2020 it has reached the number of 1 million downloads.

Based on the rapid growth of application downloaded only within a short time, this has given the idea that the application was welcome by the users who are mostly the millennials who are mostly connected to their mobile phone and social media users. This application was also announced by Fore Coffee in their social media marketing and tends to received thousands of "Likes" by the users.

According to Ramli & Soelton (2018), all companies need to develop the ability to implement innovation in developing products and processes to be different from their competitors in providing products and services to customers.

The development of application technology by Fore Coffee is an innovation that have been done in order to participate in developing products and creating improvements to its business. The innovation improved by Fore Coffee can be classified as one of the advantages provided to attract consumers' attention in buying Fore Coffee products through the application offered.

Based on the background discussed above, the purpose of this research is to investigate and find out the reason of why the application for ordering coffee has been welcome by the customers.

2. Literatur Review

2.1. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is a model of information utilization behavior. TAM was proposed by Davis (1989) who developed a framework of interest in the use of information technology. TAM is used to measure and predict the level of acceptance and use based on perceptions of the usefulness of an information technology by considering the level of ease of use.

2.2. Perceived Ease of Use

Gunawan *et al.*, (2019) explain in their research that perceived ease of use is the level or situation where someone believes that using a particular system does not require any effort (free of effort). The intensity of use and interaction between users and the system can also indicate ease of use. Perceived ease of use can be measured by the following indicators: easy to learn, easy for users, and easy to operate.

According to Venkatesh and Michael (2000), perceived ease of use is proven to have an influence on interest through two causal pathways, namely a direct effect on interest and an indirect effect on interest through perceived usefulness. Based on the definition above, it can be concluded that perceived ease of use is one's belief that technology is easy to learn.

2.3. Perceived Usefulness

Rekarti & Hertina (2014) explained that perceived usefulness is something that states individuals believe that the use of a particular technology will improve the performance of individuals. Perceived usefulness are the perceptions of usefulness defined as a measure where the use of a technology is believed to bring usefulness to those who use it.

Meanwhile, according to Thomspos et al (1991) stated that the benefits of information technology are the benefits expected by information technology users in carrying out their duties. Based on the above definition, it can be concluded that perceived usefulness is the belief in using technology to improve the performance and achievement of those who use it.

2.4. Perceived Compatibility

Lee & Wan (2010) state that compatibility is the level at which users perceive that innovation on a certain subject is in accordance with existing values, past experiences and potential needs. From this explanation, it can be concluded that perceived compatibility is the perception that the innovation of the product or service offered is in accordance with their needs.

2.5. Trust

Budiantara *et al.*, (2019) explain that Trust is "the willingness of consumers that depend on other parties and be vulnerable to other parties' actions during a certain process, with the hope that the other party will adopt acceptable practices and will be able to provide the products and services that they have promised".

According to Rotter (1967) in Ramos et al (2016), it is explained that trust is an individual's hope that the words of other individuals can be trusted. Thus, trust will be one party's willingness to accept vulnerability but with the hope that one can rely on the other party (Morgan; Hunt 2994) in Ramos et al (2016).

2.6. Intention to Use

According to Rekarti & Hetina (2014), it is explained that interest in using is an interest and is generally defined as a deep desire to do something you like. Interest in using is the user's desire to use or reuse a certain object. The level of use of a computer technology in a person can be seen from the attitude of his attention to the technology (Davis 1989).

2.7. Research Hypothesis

2.7.1. Perceived Ease of Use Relationship with Trust

Singh & Sibha (2019) found that perceived ease of use has an effect on trust. This is reinforced by research conducted by Yudiarti & Puspaningrum (2018) that perceived ease of use affects trust. According to Rofiq (2007) in Yudiarti & Puspaningrum (2018) that the trust of certain parties towards other people who believe that this person will fulfill their obligations as expected. Based on previous research, the hypotheses in this study are:

- H_1 : Perceived ease of use has a positive and significant effect on trust

2.7.2. Perceived Usefulness Relationship with Trust

According to Afshan & Sharif (2016) individuals will adopt technology if they accept that the technology can improve daily performance and will not adopt it if the technology does not help improve performance. Research conducted

by Ramos et al (2016) shows a positive influence and a direct relationship between usefulness and trust. In their research, Ramos et al. Concluded that consumers who feel the benefits of mobile applications tend to have positive trust in these applications. Based on previous research, the hypotheses in this study are:

- H_2 : Perceived usefulness has a positive and significant effect on trust

2.7.3. Perceived Compatibility Relationship with Trust

Research conducted by Singh & Sinha (2019) shows that perceived compatibility directly affects perceived usefulness and indirectly affects trust. Perceived compatibility is the extent to which the resulting innovation is considered consistent by potential users by looking at their previous experiences and what their needs are (Ozturk et al, 2016). Based on previous research, the hypotheses in this study are:

- H_3 : Perceived compatibility has a positive and significant effect on trust

2.7.4. Relationship between Perceived Ease of Use and Intention to Use

Research conducted by Rehman, Bhatti, Mohamed and Ayoup (2019) found that the variable perceived ease of use had a significant and positive effect on intention to use. Cho (2015) found that perceived ease of use is one of the variables that influences purchase intention in buying online. According to Alalwan, Dwivedi, Randa & Willimans (2016) found that perceived ease of use has a significant effect on intention to adopt and Koksai (2016) said that services are easily accessible and easy to obtain information or perceived ease of use has a significant effect on intention to use. Based on previous research, the hypotheses in this study are:

- H_4 : Perceived ease of use has a positive and significant effect on intention to use

2.7.5. The relationship between Perceived Usefulness and Intention to Use

Previous research conducted by Punjakunaporn and Techkittiroj (2019) stated that perceived usefulness has a positive effect on buying interest in a mobile application, this is reinforced by research conducted by Rehman, Bhatti, Mohamed and Ayoup (2019) found that perceived usefulness has a positive effect on intention. to use / purchase intention. Research conducted by Arahita & Hatammimi (2015) shows that perceived usefulness has a positive influence on consumer demand to use applications on cellphones. Based on previous research, the hypotheses in this study are:

- H_5 : Perceived usefulness has a positive and significant effect on intention to use

2.7.6. Perceived Compatibility Relationship with Intention to Use

Perceived compatibility has a positive influence on the intention to use in using the application (Septiani, Handayani & Azzahro 2017) this shows that compatibility refers to whether the user feels the innovation is in accordance with the user's needs and lifestyle. The higher the level of compatibility, the higher the user's interest in adopting new technology. Research conducted by Ma, Su et al (2018) found that perceived compatibility has an indirect effect on intention to use. Based on previous research, the hypothesis in this study is:

- H_6 : Perceived compatibility has a positive and significant effect on intention to use.

2.7.7. Trust Relationship with Intention to Use

According to Chen and Barnes (2007) in Yudiarti & Puspaningsrum (2018), it is clear that building trust online is very important for companies in achieving success in trading online where transactions are more impersonal. However, research (Nugroho, 2018) states that trust has no effect on individual interest in using the e-commerce system. research conducted by Yudiarti & Puspaningrum (2018) shows that the trust variable has a direct influence on interest in using. Based on previous research, the hypotheses in this study are:

H_7 : Trust has a positive and significant effect on intention to use

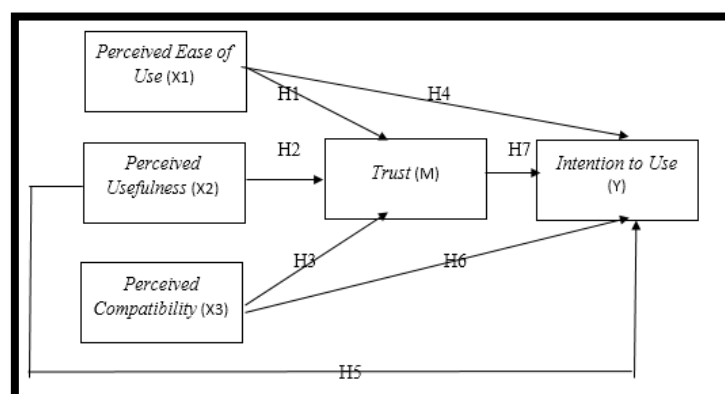


Figure 1: Conceptual Framework

3. Methodology

This research is using quantitative research; the sampling technique is carried out by non-probability sampling method, such as the purposive sampling. The research population are the respondents which are located in Jakarta who

have used the Fore Coffee application. In this study, the minimum sample size refers to the statement of Hair et al (2010) which states that the number of samples must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5$ is observed variable until $n \times 10$ is observed variable. In this study, the number of question items as many as 32 items were used to measure 6 variables, ($32 \text{ question items} \times 5 = 160$) so that the number of respondents used was 160 respondents. The data analysis method was carried out by descriptive analysis and Partial Least Square (PLS).

4. Result and Discussion

4.1. Result

The results of descriptive analysis were conducted on the customers of Fore Coffee application to find out the trust of the application on the perceived ease of use, perceived of usefulness and perceived compatibility. Based on the above-mentioned independent variable and then to find out the most significant influence of the variables towards the dependent variable of intention to use of the customers against the mobile application of Fore Coffee.

Variable	AVE	Composite Reliability	Cronbach's Alpha	R square
Perceived Ease of Use	0.705	0.950	0.940	-
Perceived Usefulness	0.712	0.952	0.942	-
Perceived Compatibiliy	0.719	0.911	0868	-
Trust	0.810	0.944	0.922	0.602
Intention to Use	0.756	0.961	0.954	0.808

Table 1: Goodness of Fit Model (GoF)

Source: Data Processing (2020)

Based on table 1, it is stated that the R square value on the Trust variable is 0.602 or 60%, it can be concluded that the influence of the variable perceived ease of use, perceived usefulness and perceived compatibility has an influence on the trust variable by 60% and 40% is influenced by other factors and the R value. square on the intention to use variable of 0.808 or 80%, which means that the three independent variables and one intervening variable in the model, such as perceived ease of use, perceived usefulness and perceived compatibility and trust variables affect the intention to use variable by 80% and the remaining 20 % influenced by other variables that are not explained outside of this research model. Table results shows that the test results of composite reliability and cronbach's alpha have a value above 0.7, the AVE value for each variable is above 0.5 which indicates that there is no convergent validity problem in the model that has been tested.

The estimated value for the path analysis in the structural model must be significant. This significant value can be obtained from the bootstrapping processing. The significance of the hypothesis is by looking at the value of the parameter coefficient and the significance value of the T-statistics on the bootstrapping algorithm report. To find out the significant or insignificant is seen from the T-table at $\alpha 0.05$ (5%) = 1.96. Then, T-tables are to compare with the T-counts (T-statistics) as explained below.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values
Perceived Ease of Use → Trust	0.312	0.312	0.103	3,023	0.003
Perceived Usefulness → Trust	0.218	0.220	0.084	2,587	0.010
Perceived Compatibility → Trust	0.346	0.345	0.069	5,009	0.000
Perceived Ease of Use → Intention to Use	0.180	0.187	0.074	2,424	0.016
Perceived Usefulness → Intention to Use	0.276	0.270	0.105	2,617	0.009
Perceived Compatibility → Intention to Use	0.251	0.250	0.070	3,579	0.000
Trust → Intention to Use	0.321	0.318	0.077	4,192	0.000

Table 2: The Results of the Hypothesis Testing

Source: Data Processing (2020)

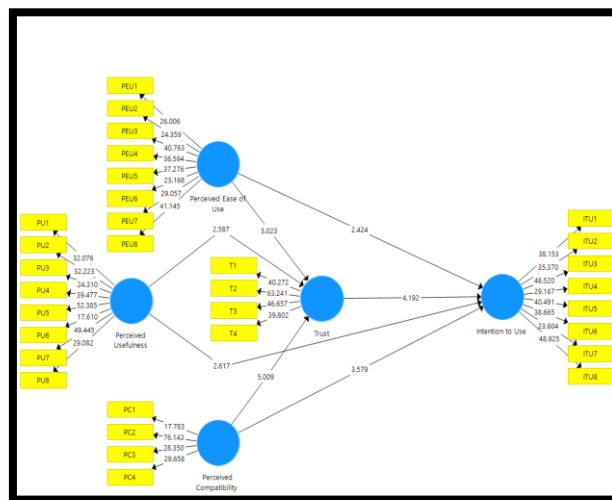


Figure 2: Bootstrapping Test Results

From the results of hypothesis testing above, it was revealed that perceived compatibility has the highest influence on trust compared to perceived use of ease and perceived usefulness. Perceived compatibility also has the highest influence against intention to use rather than the other two independent variables. While trust as the intervening variable is also an important factor in determining the effect of intention to use.

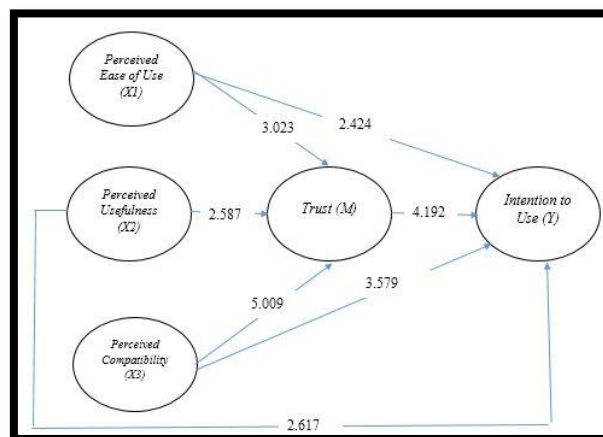


Figure 3: T-Statistic Test Results

Based on the testing results above, the research variables indicate that perceived compatibility has the most significant influence on Trust as the intervening variable with the figure of 5,009, compared to variable perceived ease of use and perceived usefulness. The direct effect of perceived compatibility contributes higher influence towards the intention to use with the figure of 3,579 compared to the direct effect of variable perceived ease of use with the figure of 2,424 and perceived usefulness with the figure of 2,617. Trust as the intervening variable also has a positive effect on intention to use with the figure of 4,192 which means the intervening variable has a significant effect on the intention to use of Fore Coffee application.

4.2. Discussion

4.2.1. The Effect of Perceived Ease of Use towards Trust

Based on the results of hypothesis testing (H1) in this study, it shows that the Perceived Ease of Use variable has a positive and significant effect on the Trust variable in using the Fore Coffee mobile application with a t-statistic result of $3.023 > 1.96$ and a P value of $0.003 < 0, 05$ in this case the hypothesis H1 is accepted. This shows that the Fore Coffee application has made it easy for users to use the Fore Coffee application, this is shown by the instructions that exist when the user first uses the application.

4.2.2. The Effect of Perceived Usefulness towards Trust

Based on the results of hypothesis testing (H2) in this study, it shows that the variable perceived usefulness has a positive and significant effect on the trust variable in the Fore Coffee application with a t-statistic result of $2.587 > 1.96$ and a p value of $0.010 < 0.05$ and in this case hypothesis H2 is accepted. Fore Coffee application users can experience the benefits offered by the Fore company in creating applications other than by helping to improve user performance, this application has the benefit of saving users time in waiting in queues.

4.2.3. The Effect of Perceived Compatibility towards Trust

Based on the results of hypothesis testing (H3), it shows that the variable perceived compatibility has a positive and significant effect on the trust variable with a t-statistic value of $5.009 > 1.96$ and a P value of $0.000 < 0.05$, in this case the H3 hypothesis is accepted. The results of the study show that application users believe that the applications offered by Fore Coffee are in accordance with their life styles and meet user needs by combining technology and coffee.

4.2.4. The Effect of Perceived Ease of Use towards Intention to Use

Based on the results of hypothesis testing (H4), it shows that the Perceived Ease of Use variable has a positive and significant effect on the Intention to Use variable with a statistical t value of $2.42 > 1.96$ with a P value of $0.016 < 0.05$ in this case the hypothesis H4 be accepted. This illustrates that Fore Coffee application users are interested in using the application because they already feel the ease of using the Fore application.

4.2.5. The Effect of Perceived Usefulness towards Intention to Use

Based on the research results, hypothesis H5 shows that the Perceived Ease of Use variable has a positive and significant effect on the Intention to Use variable with a t-statistic value of $2.617 > 1.96$ and a P value of $0.009 < 0.05$, meaning that the hypothesis H5 is accepted. In this research, it shows that users have experienced the benefits offered by the Fore Coffee application, namely in saving time, the form of transactions offered and benefiting users with the application. After tasting all the benefits offered, I made an intention to use the Fore Coffee application.

4.5.6. The Effect of Perceived Compatibility towards Intention to Use

Based on the results of hypothesis testing, H6 shows that the variable perceived compatibility has a positive and significant effect on the Intention to Use variable with a t-statistic value of $3.579 > 1.96$ and a P value of $0.000 < 0.005$, meaning that the hypothesis H6 is accepted. From the results of the study, it can be concluded that the existence of the Fore Coffee application is able to generate user perceptions that the Fore Coffee application meets user needs and is in accordance with the user's life style who is familiar with technology.

4.5.7. The Effect of Trust towards Intention to Use

In this study, the results of testing the hypothesis H7 show that the Trust variable has a positive and significant effect on the Intention to Use variable with a t-statistic value of $4.192 > 1.96$ and a P value of $0.000 < 0.005$, meaning that the hypothesis H7 is accepted. From the results of this study it can be interpreted that users of the Fore Coffee application believe in this application in making it easier, improving performance, and in accordance with the current life style so that they are interested in using the Fore Coffee application.

5. Conclusion, Limitation and Implication

5.1. Conclusion

The research hypothesis it can be concluded that perceived ease of use, perceived usefulness and perceived compatibility has positive and significant affecting trust and also perceived ease of use, perceived usefulness, perceived compatibility and trust has a positive and significant effect on the intention to use mobile application of Fore Coffee.

Based on the hypothesis testing, it can be concluded as follows:

- Perceived Ease of Use has a positive and significant effect on Trust. This shows that application users believe and believe that this application is made to make it easier for consumers to order coffee by simply accessing the Fore Coffee application.
- Perceived Usefulness has a positive and significant effect on Trust. With the many benefits offered, application users will continue to use Fore Coffee as an application to buy coffee.
- Perceived Compatibility has a positive and significant effect on Trust. From the results of this study it can be concluded that the Fore Coffee application is an innovation made to meet the user's current life style, therefore it can increase user confidence in Fore Coffee.
- Perceived Ease of Use has a positive and significant effect on Intention to Use. From the results of this study it can be concluded that the ease with which the application users feel increases their interest in using the application
- Perceived Usefulness has a positive and significant effect on Intention to Use. From the results of this study it can be concluded that the greater the benefits felt by users of the Fore Coffee application, the higher the interest in using the application
- Perceived Compatibility has a positive and significant effect on Intention to Use. From the results of this study it can be concluded that the perceptions felt by consumers in the innovation of the Fore Coffee application are in accordance with the current user's life style.
- Trust has a positive and significant effect on Intention to Use. From the results of this study it can be concluded that the existence of consumer trust in the Fore Coffee application can increase interest in using this application.

5.2. Limitation

- Further research is to do the research on the variable of trust as a mediating variable in the research to determine whether the variable of trust can mediate each of the independent and dependent variables in this study and proceed for the further model of research.

- Further research can also on the variables of Intention to Use variable as the mediating variable and the customer satisfaction variable as the dependent variable. With the results of previous research showing that the variable perceived ease of use, usefulness and compatibility affects the Intention to Use variable, when consumers are already interested in using an application and feel that they benefit and are happy with the application, there will be repeated use of the application which causes user satisfaction. against the application.

5.3. Implication

The study of this research has generated several theoretical and practical implications such as:

- The increasing number of applications that consumers can choose in buying Fore Coffee products other than in the application itself, it is hoped that Fore Coffee can provide attractive promos so that consumers can buy coffee directly through the Fore application itself, with more attractive promos in the Fore Coffee application itself, the higher it is. purchase on coffee
- The level of consumer confidence in the Fore Coffee application is getting higher, companies can guarantee the confidentiality of data and balances stored in applications that are connected to digital electronic payments.

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