

## ANALYSIS OF EXTERNAL AND INTERNAL FACTORS OF CONSUMERS IN THE PURCHASE BEHAVIOR OF SUSTAINABLE CULINARY PRODUCTS

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### Abstract

*The Indonesian culinary industry is growing, driven by consumer awareness of sustainability and the environment. Indonesian consumers are increasingly concerned, even willing to pay more for environmentally friendly products. "Zero waste" cafes such as ECAPS in Jakarta have emerged, implementing sustainability principles from operations to waste management. However, challenges such as negative consumer reviews remain. This study aims to analyze external and internal factors that influence consumer purchasing decisions for sustainable culinary products at ECAPS Cafe, Kemang, Jakarta. The results of the study showed that the questionnaire test showed that all statements were valid and reliable, followed by the classical assumption test showing that the normality test was normally distributed and there was no multicollinearity. The regression equation produced  $Y = 7.853 - 0.037X_1 + 0.397X_2$ . The coefficient of determination shows that 34.5% of the total variation in the decision to purchase sustainable culinary products can be explained simultaneously by a combination of internal and external factors. The t-test  $X_1$  accepts  $H_{01}$ , which means that there is no significant influence between external factors partially on the decision to purchase sustainable culinary products. The t-test  $X_2$  rejects  $H_{02}$ , which means that there is a significant influence between internal factors partially on the decision to purchase sustainable culinary products. The F-test shows that the results reject  $H_{03}$ , which means that there is a significant influence between external and internal factors simultaneously on the decision to purchase sustainable culinary products.*

**Keywords:** External; Internal; Factor; Purchase Behavior; Sustainable Culinary Products

### Introduction

The culinary industry in Indonesia has experienced significant growth in recent years, driven by lifestyle changes, increasing per capita income, and technological developments that affect the way consumers access and choose food products. One of the emerging trends in the culinary industry is the consumption of products that are more environmentally friendly and support sustainability. The importance of food production based on local resources and reducing food waste to support sustainable food systems. Djajadiningrat argues that reducing environmental impacts and improving food security are key aspects in achieving sustainability (Djajadiningrat, 2016).

Sustainable culinary products are products that prioritize the use of organic and environmentally friendly local ingredients and minimize food waste in restaurant operations, thereby supporting the preservation of nature and improving the quality of life of the community (Dewi., 2020). Sustainable culinary includes providing healthy and nutritious menu options, as well as offering fresh and natural ingredients. Sustainable culinary products often offer menus that minimize the use of processed food ingredients and prioritize fresh ingredients that support consumer health (Mulyani, 2020).

In Indonesia, there is a significant shift in consumer preferences towards food products that are not only delicious, but also emphasize social and environmental aspects. Based on the results of the Asia Pacific Nutrition Sustainability Survey 2022 released by Herbalife Nutrition, around 86% of consumers in Indonesia reported having felt the impact of climate change. In addition, 94% of respondents realize the importance of environmental sustainability in making decisions related to nutrition and nutrition. The survey also showed that nearly 80% of Indonesian consumers are willing to pay more for nutrition products that are environmentally friendly. With this increased awareness, most consumers are starting to pay attention to sustainability aspects, such as waste reduction and the use of recyclable packaging, in choosing their nutrition products. This confirms that the nutrition industry in Asia Pacific, including Indonesia, faces a major push to provide products that support sustainability and are environmentally friendly (Nutrition, 2022).

Based on a survey (Ahdiat, 2024) , there are several reasons for consumers in Indonesia regarding purchasing decisions for sustainable culinary products where the biggest reason consumers decide to buy sustainable culinary products is "wanting to preserve the earth", indicating that Indonesian consumers already have self-awareness of the importance of saving the earth for the future. More and more consumers are looking for and choosing environmentally friendly products and services. This includes food and beverages from restaurants that implement sustainable practices. This increased demand is driving more restaurants to adopt sustainable practices in order to attract environmentally conscious consumers.

Data on the number of sustainable culinary businesses in Indonesia cannot be confirmed in detail, but specifically in the Jakarta area there is an increase in the number of sustainable culinary businesses. Eco-friendly cafes in Jakarta include Burgreens, Stuja Coffee, Work Coffee Indonesia, Ecaps Kemang, and Kopi Nako. Eco-friendly cafes are growing in popularity as consumers become more aware of sustainability. These cafes not only serve delicious dishes, but also integrate sustainability principles by using local materials, reducing waste, and implementing recycling, reflecting the changing behavior of consumers who are increasingly concerned about environmental impacts (Faqih, 2025) . In addition, there is also a *zero waste* concept prioritizing the reduction of plastic waste and emissions with *open space* design, purchasing materials from local suppliers, and processing coffee grounds into compost as well as eliminating *take away* services and not joining online delivery platforms, as well as using *biodegradable* garbage bags and coasters from seed paper (Cleanomic, 2024) ... This growing phenomenon shows the importance of examining the influence and development of sustainable culinary concepts on consumers in Jakarta.

One of the interesting objects to be studied more deeply is ECAPS Cafe Jakarta, which since its establishment in 2020 also carries the concept of "*zero waste*." Located in Kemang, South Jakarta, ECAPS integrates environmentally friendly principles in every aspect of its operations. From the use of *upcycling* for decorations and furniture to responsible waste management, ECAPS demonstrates its commitment to sustainability. ECAPS collaborates with Waste4Change to manage waste holistically, processing organic waste into compost, recycling inorganic waste, and minimizing waste that goes to landfills. Not only that, ECAPS also utilizes compost from organic waste to fertilize the herb garden in the outdoor area, creating a greener environment. Through this approach, ECAPS proves that F&B businesses can operate with sustainability principles, manage waste in a responsible manner, and create a positive impact on the environment. This concept shows that the beneficial use of used goods and proper waste management can make a real contribution to the preservation of nature (Defitri, 2023) .

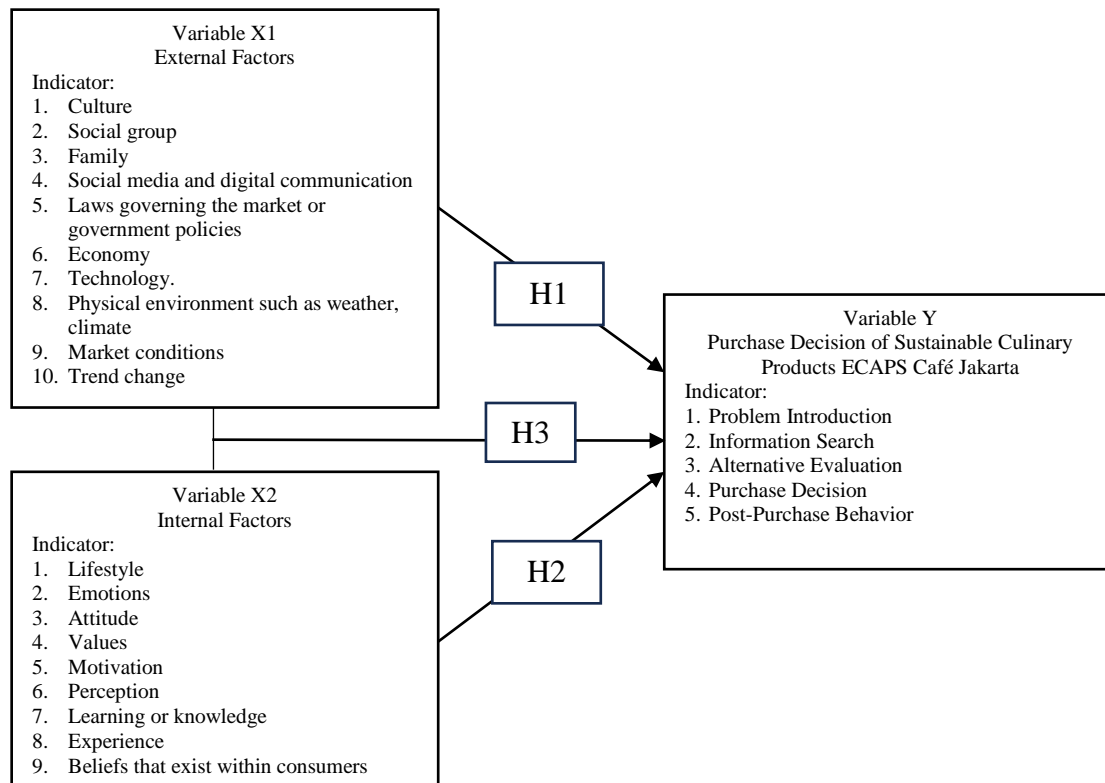
Although ECAPS Cafe Jakarta is known as one of the pioneers of environmentally friendly cafes with the concept of '*zero waste*' and has received a lot of appreciation, some negative reviews from consumers reveal challenges in implementing consistent sustainability principles. Some patrons have complained about the hot indoor and outdoor temperatures and poor service. Negative consumer reviews of ECAPS Café Jakarta on (pergikuliner.com, 2025); (Google Reviews, 2025); (tripadvisor.com, 2025) include the outdoor part of the café there are so many mosquitoes that visitors feel uncomfortable. The indoor and outdoor temperatures of the cafe feel hot during the day. Complaints related to parking facilities, complaints about poor quality products and dissatisfaction with the service at the café, where from the first time visitors came they felt the staff were less communicative and less polite. Customer complaints are an inevitable part of any business. However, the impact on marketing can be minimized by handling complaints quickly, effectively and professionally.

The more restaurants and culinary businesses that offer sustainable products, the easier it is for consumers to find and choose options that match their values. Sustainable culinary businesses are also getting more creative in offering a wide range of interesting and innovative products, so consumers have many choices. The greater the attraction for consumers to decide to purchase environmentally friendly culinary products.

Purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each of these alternatives can solve their problems, which then (Tjiptono, 2019) . In this purchase decision, there are external and internal consumer factors which will influence consumers in making product purchase decisions. Internal consumer factors include psychological and personal factors that influence the way consumers behave, including perceptions, motivations, personalities, attitudes, and personal habits that vary by individual. These factors influence how consumers respond to stimuli from the environment and decide to buy certain products or services (Kotler & Keller, 2021) . Meanwhile, external factors include influences from the consumer's external environment, such as social trends, advertising, government policies, and prevailing economic conditions. These external factors can affect consumer perceptions and preferences for products, either directly through the information received or indirectly through changes in social norms that develop in society (Kanuk, 2021).

Based on the identification of the problems that have been described, the formulation of the problem that the author finds is what are the internal factors and external factors that influence consumer decisions in buying sustainable culinary products at ECAPS Cafe Jakarta? and how do internal factors and external

factors influence the purchasing behavior of sustainable culinary products at ECAPS Cafe Jakarta?. It is hoped that the results of this study can provide deeper insights into the influence of sustainability on consumer behavior and the contribution of ECAPS in promoting environmentally friendly consumption. The research conceptual framework and research hypotheses are as follows;



Source : Researcher data processing, 2025

**Figure 1.**  
**Conceptual Framework of the Study**

#### Hypothesis 1

Ho1 : External factors (X1) have no effect on purchasing decisions (Y).

Ha1 : External factors (X1) affect purchasing decisions (Y).

#### Hypothesis 2

Ho2 : Internal factors (X2) have no effect on purchasing decisions (Y).

Ha2 : Internal factors (X2) affect the interest in purchasing decisions (Y).

#### Hypothesis 3

Ho3 : External factors (X1) and internal factors (X2) simultaneously have no effect on purchasing decisions (Y) for sustainable culinary products at Ecaps Cafe Jakarta.

Ha3 : External factors (X1) and internal factors (X2) simultaneously have a positive and significant effect on purchasing decisions (Y) for sustainable culinary products at Ecaps Cafe Jakarta.

#### Methods

This research method with a quantitative approach analyzes the independent variables, namely the external factor variable and the internal factor variable and the dependent variable is the purchase decision. The research population of ECAPS Café consumers in the last 3 months (January-March 2025) was found to be 2,939 population. The sample with the Slovin formula amounted to 97≈100 respondents. Data collection using a questionnaire containing statements measured on a Likert scale.

The analysis techniques used include questionnaire tests (validity and reliability), classical assumption tests of normality and multicollinearity, descriptive statistical analysis, multiple linear regression, coefficient of determination and t test and F test. Research time February-May 2025, the object of research is located at

ECAPS Café Jakarta which is located at Jalan Kemang Raya No.17, RT.10 / RW.5, Bangka, Mampang Prapatan District, South Jakarta City, Special Capital Region of Jakarta 12730.

## Results and Discussion

### Profile of the research object

The research was conducted at ECAPS Café Jakarta which carries the concept of environmentally friendly and sustainability. ECAPS Café Jakarta is a culinary business that is known as a pioneer of the eco-friendly café concept in urban areas. located on Jl. Kemang Raya No.17, RT.10 / RW.5, Bangka, Mampang Prapatan District, South Jakarta City, Special Capital Region of Jakarta 12730. More than just a hangout place, ECAPS Café presents a natural atmosphere with an *eco-friendly* interior design. The café utilizes natural elements such as greenery, natural lighting, and *upcycling* of used items that are reprocessed into furniture and decorations with high aesthetic value. This reflects ECAPS' commitment to sustainability from the design stage to operations. Established in 2020, ECAPS Café has successfully positioned itself as the top choice for consumers who are not only looking for quality taste, but also have concern for the environment.

Source : (google.com/Ecapscafe, 2025)

**Figure 2.**  
**ECAPS Café**

ECAPS Café's commitment to the environment does not stop at interior design and concept. In its business practices, ECAPS implements a comprehensive eco-friendly strategy. One tangible form of this is the café's success in recycling more than 800 kg of plastic materials appropriately and responsibly. Waste management is carried out systematically, starting from waste separation, processing organic waste into compost, to collaboration with third parties in recycling plastic. In addition, ECAPS also collaborates with



local communities to hold educational workshops on sustainable lifestyles and the importance of reducing the use of single-use plastics. Not only profit-oriented, ECAPS Café plays an active role in spreading sustainability values to the wider community.

### Respondent characteristics

Based on the data obtained from the research results, the characteristics of the respondents are assumed to be the same as the consumers of ECAPS Café. 100 respondents were obtained with different backgrounds of gender, age, education, expenditure and information sources. The majority of respondents were female at 55%, with the largest percentage in the age range of 17-27 and 28-43 years at 40%. In terms of education, most respondents have taken a Bachelor's degree with a percentage of 52%, while monthly expenditure on food and beverages is dominated by respondents with expenditure of 5,000,000-10,000,000 at 37%. For the source of information, the majority of respondents get information from friends' recommendations with a percentage of 36%.

### Data analysis

Test the research questionnaire with validity test and reliability test. From each indicator, the statement on each variable is stated to have a value of  $r$  count greater than  $r$  table and a sig value smaller than 0.05. It can be stated that all statements are valid. Based on the reliability test, it shows that the 24 statements on the questionnaire are reliable, because the value of Cronbach's Alpha is greater than 0.6 so it is stated that the data generated is reliable to be an instrument of this study.

The classic assumption test of the normality test shows that the resulting value in *Asymp.sig* is 0.644, which can be concluded that the *Asymp.sig* value is greater than 0.05, so it can be said that the data in this study are normally distributed. The Multicollinearity Test shows that both the external factor and internal factor variables have a tolerance value of less than 1 and VIF has a value of less than 10, so the conclusion from this test is that the data does not experience multicollinearity.

**Table 1. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Analysis	100	1	5	3.50	.798
External Factors	100	23	49	34.70	5.692
Internal Factors	100	26	45	36.75	4.251
Purchasing Decision	100	11	25	21.16	2.718
Valid N (listwise)	100				

Source : (SPSS result, 2025)

Descriptive statistical analysis (Table 1.) obtained data on the External Factors variable (X1) has a minimum value of 23 while the maximum value is 49 and the average external factor is 34.70. The standard deviation of external factor data is 5,692. The standard deviation of 5,692 shows the level of spread of external factor data. Compared to the range of external factors ( $49 - 23 = 27$ ), the standard deviation of 5,692 is relatively small, indicating that most of the external factors data tends to be tightly clustered around the mean of 34.70. The variation in external factors in this data set is not very large. The Internal Factors (X2) variable data has a minimum value of 26 while the maximum value is 45 and the average internal factor is 36.75. The standard deviation of the internal factor data is 4.251. The standard deviation of 4.251 indicates the level of spread of the internal factor score data around its average. Compared to the range of internal factor data ( $45 - 26 = 19$ ), this standard deviation of 4.251 shows that internal factor scores tend not to be too far spread from the average value of 36.75. The majority of internal factor data is concentrated around the mean. Thus, the variation in internal factor data is not too large. The purchasing decision variable (Y) has a minimum value of 11 and a maximum value of 25, with an average of 21.16. the standard deviation value is 2.718. When compared to the range of purchasing decision scores ( $25 - 11 = 14$ ), the standard deviation of 2.718 is relatively small, which indicates that the purchasing decision data is quite homogeneous and concentrated around the average value. This shows that most consumers have a similar tendency in making purchasing decisions at ECAPS Café Jakarta.

**Table 2. Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.853	2.003		3.920	.000		
1 External Factors	-.037	.045	-.078	-.824	.412	.762	1.312
Internal Factors	.397	.060	.621	6.596	.000	.762	1.312

a. Dependent Variable: Purchasing Decision

Source : (SPSS result, 2025)

Multiple linear regression obtained the coefficient value  $\beta$  (Table 2) which is the form of a regression equation that can be generated as follows:  $Y = 7.853 - 0.037X_1 + 0.397X_2$ . Where the constant coefficient of 7.853 is positive, meaning that when ECAPS Café Jakarta in building a business does not consider external factors and internal factors that occur, the decision to purchase sustainable culinary products at ECAPS Café Jakarta will still increase. The coefficient of external factor X1 is negative -0.037, which indicates that each one unit increase in external factors will reduce purchasing decisions by 0.037, although this effect is relatively small. The coefficient of internal factors X2 is positive 0.397, meaning that each one unit increase in internal factors will increase purchasing decisions for sustainable culinary products by 0.397 at ECAPS Café Jakarta. It can be concluded that internal factors have a stronger influence than external factors on purchasing decisions for sustainable culinary products at ECAPS Café Jakarta.

**Table 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 <sup>a</sup>	.345	.331	2.22306

a. Predictors: (Constant), Internal Factors, External Factors

b. Dependent Variable: Purchasing Decision



Source : (SPSS result, 2025)

The coefficient of determination (Table 3.) is obtained as a percentage of the diversity of purchasing decision variables (Y), which is influenced by external factors (X1) and internal factors (X2) is 34.5%, while the remaining 65.5% is explained by other variables outside this regression model.

The t test (Table 2) found that the External Factors (X1) variable obtained the t value (-0.824) is smaller than the t table (1.98447) and the sig value (0.412) is greater than 0.05. H1 is rejected while H0 is accepted. So it can be concluded that external factors have no significant effect on purchasing decision variables. External factors have no partial effect on the purchasing decision variable, it means that, based on the statistical model used, these external factors do not have a significant independent effect on consumer purchasing decisions. In other words, after controlling for other variables in the model, changes in these external factors alone do not cause meaningful changes in purchasing decisions. External factors may indeed influence purchase decisions, but not directly. It may work through mediating variables (for example, peer influence affects the perceived value of a product, and it is the perceived value that then affects the purchase decision). In the Internal Factor Variable (X2), the calculated t value (6.596) is greater than the t table (1.98447) and the sig value (0.000) is less than 0.05. H1 is accepted while H0 is rejected. So it can be concluded that internal factors have a significant effect on the purchasing decision variable. internal factors have a significant effect on the purchasing decision variable, this means that there is a strong and reliable relationship between the characteristics or internal conditions of consumers and the purchasing choices they make. In other words, changes in these internal factors tend to produce significant changes in purchasing decisions. The results of this study are in line with the results of research (Hapsari, 2024) where he states that, the sig value is less than 0.05 and  $t_{hitung} > t_{tabel}$  partial variable X 2 (internal factors) has a real effect on variable Y (purchasing decisions) or H1 is accepted and H0 is rejected.

**Table 4. ANOVA**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.068	2	126.034	25.503	.000 <sup>b</sup>
	Residual	479.372	97	4.942		
	Total	731.440	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Internal Factors, External Factors

Source : (SPSS result, 2025)

The F test (Table 4) obtained the calculated f value (25.503) is greater than the f table (3.939) and the sig value (0.000) is less than 0.05, H3 is accepted while H0 is rejected, it can be concluded that there is a significant effect of external factors and internal factors simultaneously on purchasing decisions. External and internal factors simultaneously have a significant effect, this means that the combination of these two groups of factors has significant explanatory power on consumer purchasing decisions. It is not just one of the factors, but the interaction and combination of the two that collectively shape and drive the decision. There needs to be synergy between factors, external and internal factors do not work independently, but influence each other. For example, an external factor such as an attractive advertisement (marketing stimulus) may be more effective if it resonates with a consumer's internal factors such as their personal needs or values or the economic situation (external) may affect the perception of risk (internal) that consumers feel when going to buy expensive goods.

## Conclusion

Internal factors are the main drivers. Individually, consumers' psychological and personal characteristics (motivations, perceptions, attitudes, experiences) are very strong and significant predictors of purchase decisions. Marketers should prioritize a deep understanding of this internal dimension. Meanwhile, the role of external factors is conditional or indirect. Although external factors do not show a significant partial effect, external factors cannot be completely ignored. The simultaneous findings suggest that external factors remain an integral part of the buying context. Most likely, the influence of external factors occurs through interactions with internal factors or through mediating pathways that are not detected in the partial analysis. For example, the social environment may not directly influence purchases, but it influences consumers' attitudes towards a brand, which in turn influences purchases. The purchase decision is a complex and multidimensional phenomenon. The most effective marketing strategies are those that adopt a holistic approach, which focus not only on how to influence external factors (e.g., through advertising and promotion) but also how messages and products can resonate with consumers' internal factors.

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## Authors' Bibliography

Audrey Kusdianto as the first author is a final year student of DIV program majoring in Hotel Management, Politeknik Sahid. The role of the first author is planning and conducting the research, conducting most of the data analysis and is responsible for the initial interpretation of the findings and writing the first draft of most or all parts of the manuscript (introduction, literature review, results, discussion, conclusion).

Dewi Ayu Kusumaningrum as the second author is a lecturer in the DIV program in Hotel Management, Politeknik Sahid. The role of the second author is to provide a critical review of the draft manuscript made by the main author, provide input for improvement, and assist in editing, be responsible for writing certain parts of the manuscript, such as the methodology section, or part of the discussion, and help verify the accuracy of the data and research results.