

ENERGY EFFICIENCY, WASTE REDUCTION, AND ECO-FRIENDLY PACKAGING USE AS PREDICTORS OF COFFEE SHOP ECONOMIC PERFORMANCE IN WEST JAVA

¹Zainal Arifin, ²Muhammad Syafri, ³Muhammad Aga Sekamdo

¹Universitas Islam Indragiri, ²Universitas Negeri Makassar, ³STIA Madani

ARTICLE INFO

Article history

Received: [September, 2026]

Revised: [September, 2026]

Accepted: [September, 2026]

Available Online: [September, 30 2026]

Keywords

Energy Efficiency; Waste Reduction; Eco-Friendly Packaging; Sustainable Entrepreneurship; Coffee Shop Sustainability

DOI

Corresponding Author:

Name: Zainal Arifin

Institution Address: Universitas Islam Indragiri

e-mail: muhammadsyafri@unm.ac.id

ABSTRACT

The increasing environmental challenges faced by the food and beverage industry have encouraged coffee shop businesses to adopt sustainable operational practices that support both ecological responsibility and economic sustainability. This study aims to examine the role of energy efficiency, waste reduction, and the use of eco-friendly packaging as predictors of economic performance among coffee shops in West Java, Indonesia. This research employs a quantitative approach using a survey method involving 225 coffee shop owners and managers. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Statistical Package for the Social Sciences (SPSS) version 25. The data analysis involved validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results indicate that energy efficiency, waste reduction, and eco-friendly packaging have positive and significant effects on economic performance. Among the sustainability practices examined, waste reduction demonstrates the strongest contribution to improving business performance, followed by energy efficiency and eco-friendly packaging adoption. These findings highlight that sustainability practices can function as strategic business capabilities that improve operational efficiency, reduce costs, strengthen competitive advantages, and support long-term business sustainability. This study contributes to the literature on sustainable small business management by providing empirical evidence from the coffee shop industry in West Java and offers practical implications for business owners seeking to integrate environmental practices into their operational strategies.

This is an open-access article under the [CC BY-SA](#) license.



A. INTRODUCTION

The coffee shop industry has experienced significant growth in recent years, driven by changing consumer lifestyles, increasing demand for specialty coffee products, and the expansion of café culture in urban communities. In Indonesia, particularly in West Java, coffee shops have evolved beyond their traditional role as beverage providers into dynamic business entities that combine culinary experiences, social interaction, and lifestyle preferences (Mauladi et al., 2022; Wardhiani et al., 2023). The rapid development of this sector has generated considerable economic opportunities for entrepreneurs; however, it has also contributed to environmental challenges, including high energy consumption, increasing waste generation, and extensive reliance on single-use packaging materials (Wardhiani et al., 2023; Zulfikri,

2023). These conditions have encouraged coffee shop businesses to reconsider conventional operational approaches and adopt sustainability-oriented strategies that integrate economic objectives with environmental responsibility.

Sustainable business practices have become increasingly important as organizations face growing pressure from consumers, regulatory institutions, and competitive market environments to reduce their environmental impact (Ching-Pong Poo et al., 2024; Hacıoglu & Aksoy, 2021). Within the coffee shop sector, several operational activities represent important areas for sustainability improvement, including energy utilization, water management, waste handling, and resource efficiency. Energy efficiency practices, such as optimizing lighting systems, refrigeration equipment, and coffee production processes, can reduce operational costs while improving resource utilization (de la R. L. M., 2024; Gao et al., 2024). Likewise, waste reduction initiatives through improved inventory management, recycling systems, and production control may enhance operational efficiency and contribute to better economic outcomes. Therefore, sustainability practices are increasingly recognized not only as environmental commitments but also as strategic approaches to improving business competitiveness.

Beyond energy efficiency and waste management, eco-friendly packaging adoption has become a critical sustainability practice in the food and beverage industry. The growing awareness of plastic pollution and environmental degradation has influenced consumers to increasingly value businesses that demonstrate ecological responsibility (Kraus et al., 2020; Mohamed et al., 2021). Coffee shops implementing biodegradable, recyclable, or reusable packaging solutions may strengthen their environmental reputation and enhance customer perceptions of business value (Sarkar et al., 2021). From a strategic business perspective, environmentally responsible practices can serve as intangible resources that support customer loyalty, strengthen brand image, and create long-term economic benefits. Consequently, sustainability adoption has shifted from being viewed as a cost burden into a potential source of competitive advantage.

The relationship between sustainability practices and business performance can be explained through the sustainable entrepreneurship perspective and the resource-based view (RBV). The RBV framework emphasizes that firms can achieve competitive advantages by developing valuable, rare, and difficult-to-replicate resources and capabilities (Ratanavanich & Charoensukmongkol, 2024; Titova & Sloka, 2022). In this context, sustainability capabilities, such as efficient resource management, environmentally responsible operations, and innovation in business processes, can function as strategic assets that enhance organizational performance. Previous studies have indicated that sustainability-oriented practices may improve economic performance through multiple mechanisms, including operational cost reduction, improved efficiency, enhanced stakeholder relationships, and stronger consumer engagement (Kittichotsatsawat et al., 2021; Lopez et al., 2021; Willer & Garibay, 2014). However, the effectiveness of specific sustainability practices may vary depending on industry characteristics, business scale, and local market conditions.

Despite the growing attention toward sustainability research, several research gaps remain evident. First, previous studies have predominantly focused on large manufacturing firms, while limited empirical investigation has examined service-oriented businesses such as coffee shops, particularly within emerging market contexts. Second, many studies analyze sustainability practices as a general construct, providing insufficient understanding of how specific practices, including energy efficiency, waste reduction, and eco-friendly packaging, individually influence economic performance. Third, research examining sustainability implementation among independent coffee shops in Indonesia remains relatively limited, despite the rapid expansion of the industry and its significant environmental footprint. Addressing these gaps is important to provide a more comprehensive understanding of how sustainability practices contribute to business success in small and medium-sized enterprises.

West Java provides a relevant research setting due to its strong coffee culture, increasing number of independent coffee shops, and growing consumer awareness regarding sustainable consumption. Coffee shop businesses in this region face the challenge of maintaining economic competitiveness while responding to increasing environmental expectations from stakeholders. Understanding the extent to which sustainability practices generate measurable

economic benefits is therefore essential for entrepreneurs, policymakers, and industry stakeholders in developing sustainable business models. Accordingly, this study aims to examine the influence of sustainability practices, particularly energy efficiency, waste reduction, and eco-friendly packaging adoption, on the economic performance of coffee shops in West Java. The findings are expected to provide theoretical contributions to sustainability and entrepreneurship literature while offering practical insights for coffee shop businesses seeking to achieve both environmental responsibility and economic sustainability.

B. LITERATURE REVIEW

1. Sustainable Business Practices in the Coffee Shop Industry

Sustainability has become a strategic priority for businesses as organizations seek to balance economic performance with environmental responsibility. In the coffee shop industry, sustainability practices are increasingly relevant due to high consumption of energy, water, raw materials, and disposable packaging (Aprilia et al., 2023; Stofya, 2023). Through the adoption of practices such as energy efficiency, waste management, responsible sourcing, and eco-friendly packaging, coffee shops can reduce environmental impacts while improving operational efficiency, strengthening brand reputation, and enhancing customer loyalty (Ramadhan & Farida, 2023; Syofya, 2023). These practices align with the triple bottom line perspective, which emphasizes the integration of economic, environmental, and social considerations in achieving long-term business sustainability.

2. Energy Efficiency and Economic Performance

Energy efficiency refers to the ability of businesses to optimize energy use while maintaining operational effectiveness. In coffee shops, energy consumption from equipment such as coffee machines, refrigeration systems, lighting, and climate control represents a significant operational cost (Purwanto, 2021; Willer & Garibay, 2014). From the resource-based view (RBV), energy efficiency can be considered a strategic capability that enables businesses to reduce expenses, improve resource utilization, and enhance competitiveness (López Jiménez et al., 2021). Therefore, implementing energy-saving practices is expected to improve economic performance through cost reduction and operational efficiency.

H1: Energy efficiency has a positive and significant effect on economic performance among coffee shops in West Java.

3. Waste Reduction and Economic Performance

Waste reduction refers to organizational efforts to minimize waste generation through prevention, reuse, recycling, and improved resource management. In coffee shops, practices such as controlling inventory, managing portions, recycling materials, and reusing resources can reduce environmental impacts while improving operational efficiency and cost management (Gao et al., 2024; Magomedov & Bagov, 2020; Tuu, 2023). Based on the circular economy perspective, waste reduction enables businesses to maximize resource value and minimize losses. Additionally, sustainable waste practices can enhance consumer perceptions, strengthen customer relationships, and improve market competitiveness.

H2: Waste reduction has a positive and significant effect on economic performance among coffee shops in West Java.

4. Eco-Friendly Packaging and Economic Performance

Eco-friendly packaging refers to the use of biodegradable, recyclable, compostable, or reusable packaging solutions designed to reduce environmental impacts. In the coffee shop sector, sustainable packaging adoption is increasingly important due to concerns over single-use plastic waste and changing consumer preferences (Armansyah, 2023; Yildiz et al., 2023). Environmentally friendly packaging can enhance business performance by strengthening brand image, increasing customer satisfaction, and supporting market differentiation. From a stakeholder theory perspective, adopting sustainable packaging demonstrates business responsiveness to environmental expectations, which can improve stakeholder trust, customer loyalty, and economic outcomes.

H3: The use of eco-friendly packaging has a positive and significant effect on economic performance among coffee shops in West Java.

5. Economic Performance of Coffee Shops

Economic performance refers to the ability of a business to achieve financial and market-related outcomes, including profitability, revenue growth, cost efficiency, and business sustainability (Ibrahim et al., 2021; Kittichotsatsawat et al., 2021; Sánchez et al., 2022). In coffee shops, economic performance is influenced by operational efficiency, customer satisfaction, competitive advantage, and effective resource management. Based on the resource-based view (RBV), sustainability capabilities such as energy efficiency, waste reduction, and eco-friendly packaging can function as strategic resources that improve operational effectiveness, strengthen competitiveness, and enhance long-term business performance.

C. RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design to examine the influence of sustainability-oriented operational practices on the economic performance of coffee shops in West Java. The independent variables consist of energy efficiency, waste reduction, and eco-friendly packaging, while economic performance is positioned as the dependent variable. A cross-sectional survey method was applied to collect empirical data from coffee shop businesses at a specific period, enabling the analysis of relationships between sustainability practices and business outcomes.

The population of this study consists of coffee shop businesses operating in West Java, Indonesia. Purposive sampling was applied to select respondents based on specific criteria, including coffee shops that are actively operating in West Java, have operated for at least one year, and involve owners or managers directly responsible for business decisions. In addition, selected businesses must have operational activities related to energy consumption, waste management, and packaging practices. A total of 225 valid responses were obtained and used for further statistical analysis.

Primary data were collected through structured questionnaires distributed to coffee shop owners and managers using online and offline methods. The questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data analysis was conducted using SPSS version 25, including validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis (Ghozali, 2018). Hypothesis testing was performed using t-tests, F-tests, and coefficient of determination (R^2) to evaluate the individual and simultaneous effects of sustainability practices on economic performance.

D. RESULTS AND DISCUSSION

1. Respondent Characteristics

This study involved 225 coffee shop owners and managers operating in West Java. The respondents were selected based on their involvement in business decision-making processes, particularly regarding operational management, sustainability practices, and financial performance. The demographic characteristics provide an overview of the profile of coffee shop businesses included in this research.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Business Age	< 3 years	72	32.0
	3–5 years	83	36.9
	> 5 years	70	31.1
Business Scale	Small coffee shop	156	69.3
	Medium coffee shop	69	30.7

Respondent Position	Owner	142	63.1
	Manager	83	36.9
Number of Employees	1–5 employees	134	59.6
	6–10 employees	61	27.1
	>10 employees	30	13.3
Business Location	Bandung Area	98	43.6
	Bogor Area	47	20.9
	Sukabumi Area	31	13.8
	Other West Java Areas	49	21.7

Source: Data Processed by Author, 2026

Table 1 presents the characteristics of respondents involved in this study. Based on business age, most coffee shops have operated for 3–5 years (36.9%), followed by businesses operating for less than 3 years (32.0%) and more than 5 years (31.1%). Regarding business scale, the majority of respondents represent small coffee shops (69.3%), while medium-sized coffee shops account for 30.7%. In terms of respondent position, most participants are business owners (63.1%), followed by managers (36.9%), indicating that the respondents have direct knowledge of operational and strategic decisions. Based on the number of employees, most coffee shops employ 1–5 employees (59.6%), followed by 6–10 employees (27.1%) and more than 10 employees (13.3%). Geographically, the largest proportion of respondents comes from the Bandung area (43.6%), followed by other West Java areas (21.7%), Bogor area (20.9%), and Sukabumi area (13.8%). These characteristics indicate that the sample represents diverse coffee shop businesses in terms of operational experience, scale, management structure, workforce size, and geographical distribution.

2. Validity Test

The validity test was conducted using Pearson correlation analysis to evaluate whether each measurement item accurately represents its respective construct. The results show that all indicators have correlation coefficients above the minimum threshold of 0.30, indicating that all questionnaire items are valid.

Table 2. Validity Test Results

Variable	Indicator	Correlation Value	Decision
Energy Efficiency	EE1	0.742	Valid
	EE2	0.781	Valid
	EE3	0.815	Valid
	EE4	0.768	Valid
Waste Reduction	WR1	0.754	Valid
	WR2	0.802	Valid
	WR3	0.836	Valid
	WR4	0.791	Valid
Eco-Friendly Packaging	EP1	0.726	Valid
	EP2	0.784	Valid
	EP3	0.819	Valid
	EP4	0.775	Valid
Economic Performance	EPF1	0.761	Valid
	EPF2	0.823	Valid
	EPF3	0.798	Valid
	EPF4	0.846	Valid
	EPF5	0.809	Valid

Source: SPSS Output Processed by Author, 2026

Table 2 presents the validity test results for all research variables, including energy efficiency, waste reduction, eco-friendly packaging, and economic performance. The validity assessment was conducted using correlation values to determine whether each measurement indicator adequately represents its respective construct. The results show that all indicators have correlation values ranging from 0.726 to 0.846, which exceed the minimum acceptable threshold for

validity. Specifically, all indicators of energy efficiency (EE1–EE4), waste reduction (WR1–WR4), eco-friendly packaging (EP1–EP4), and economic performance (EPF1–EPF5) were classified as valid. These findings indicate that the questionnaire items used in this study are appropriate and capable of measuring the intended variables accurately.

3. Reliability Test

Reliability analysis was performed using Cronbach's Alpha coefficient. A construct is considered reliable when the Cronbach's Alpha value exceeds 0.70.

Table 3. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Decision
Energy Efficiency	4	0.821	Reliable
Waste Reduction	4	0.846	Reliable
Eco-Friendly Packaging	4	0.834	Reliable
Economic Performance	5	0.872	Reliable

Source: SPSS Output Processed by Author, 2026

Table 3 presents the reliability test results for all research variables, including energy efficiency, waste reduction, eco-friendly packaging, and economic performance. The reliability assessment was conducted using Cronbach's Alpha values to evaluate the internal consistency of each construct. The results indicate that all variables have Cronbach's Alpha values above the recommended threshold of 0.70, with values ranging from 0.821 to 0.872. Specifically, energy efficiency obtained a value of 0.821, waste reduction 0.846, eco-friendly packaging 0.834, and economic performance 0.872. These findings confirm that all measurement instruments used in this study demonstrate good reliability and are consistent in measuring the respective research variables.

4. Descriptive Statistics

Descriptive statistical analysis was conducted to identify respondents' perceptions regarding sustainability practices and economic performance.

Table 4. Descriptive Statistics

Variable	Mean	Standard Deviation	Category
Energy Efficiency	4.12	0.56	High
Waste Reduction	4.05	0.61	High
Eco-Friendly Packaging	3.98	0.64	High
Economic Performance	4.15	0.53	High

Source: SPSS Output Processed by Author, 2026

Table 4 presents the descriptive statistics of the research variables, including energy efficiency, waste reduction, eco-friendly packaging, and economic performance. The results indicate that all variables have high category levels, with mean values ranging from 3.98 to 4.15. Economic performance shows the highest mean value of 4.15 with a standard deviation of 0.53, followed by energy efficiency with a mean of 4.12 and a standard deviation of 0.56. Waste reduction records a mean value of 4.05 with a standard deviation of 0.61, while eco-friendly packaging has the lowest mean value of 3.98 with a standard deviation of 0.64. These findings suggest that coffee shops in West Java demonstrate relatively strong implementation of sustainability practices and perceive positive economic outcomes from their business activities.

5. Classical Assumption Test

5.1 Normality Test

The normality test was conducted using the Kolmogorov–Smirnov test.

Table 5 presents the results of the normality test using the Kolmogorov-Smirnov method. The analysis shows a Kolmogorov-Smirnov Z value of 0.067 with an Asymp. Sig. (2-tailed) value of 0.200. Since the significance value is greater than the threshold of 0.05, the data distribution is considered normal. These results indicate that the residual data meet the normality assumption, allowing further statistical analysis using parametric tests such as multiple linear regression.

5.2 Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Decision
Energy Efficiency	0.621	1.610	No Multicollinearity
Waste Reduction	0.574	1.742	No Multicollinearity
Eco-Friendly Packaging	0.653	1.531	No Multicollinearity

Source: SPSS Output Processed by Author, 2026

Table 5 presents the results of the multicollinearity test to examine the correlation among independent variables in the regression model. The results show that the tolerance values for energy efficiency, waste reduction, and eco-friendly packaging are 0.621, 0.574, and 0.653, respectively, while the VIF values are 1.610, 1.742, and 1.531. All tolerance values are above 0.10 and all VIF values are below 10, indicating that no multicollinearity problem exists among the independent variables. These findings confirm that the regression model is free from excessive correlation between predictors and is appropriate for further analysis.

6. Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the effect of sustainability practices on economic performance.

Table 6. Regression Analysis Results

Independent Variable	Beta Coefficient	t-value	Sig.
Constant	0.842	2.614	0.010
Energy Efficiency	0.286	4.912	0.000
Waste Reduction	0.341	5.876	0.000
Eco-Friendly Packaging	0.219	3.842	0.000

Source: SPSS Output Processed by Author, 2026

Based on the regression analysis, the results indicate that all sustainability-oriented practices have positive and significant effects on economic performance. Among the independent variables, waste reduction demonstrates the strongest influence with a regression coefficient of $\beta = 0.341$, followed by energy efficiency ($\beta = 0.286$) and eco-friendly packaging ($\beta = 0.219$). The hypothesis testing results confirm that all proposed hypotheses are supported, where energy efficiency has a significant effect on economic performance ($p = 0.000$), waste reduction significantly influences economic performance ($p = 0.000$), and eco-friendly packaging also has a significant positive effect on economic performance ($p = 0.000$). These findings indicate that sustainability practices implemented by coffee shops contribute significantly to improving business performance through operational efficiency, cost management, and enhanced market competitiveness.

7. Coefficient of Determination

The model summary results of the regression analysis. The model shows an R value of 0.782, indicating a strong positive relationship between sustainability practices and economic performance. The R Square value of 0.612 and Adjusted R Square value of 0.607 indicate that energy efficiency, waste reduction, and eco-friendly packaging collectively explain 60.7% of the variation in coffee shop economic performance. Meanwhile, the remaining 39.3% is explained by other factors outside the research model, such as marketing capability, service quality, customer loyalty,

financial management, and competitive strategy. These results demonstrate that sustainability practices provide a substantial contribution to explaining differences in economic performance among coffee shops in West Java.

8. Discussion

The findings of this study demonstrate that sustainability-oriented operational practices significantly contribute to the economic performance of coffee shops in West Java. These results support the Resource-Based View (RBV), which suggests that internal capabilities and effective resource management can become strategic assets that generate competitive advantages. Sustainability practices, including efficient energy utilization, waste management, and environmentally responsible packaging, represent organizational capabilities that enable businesses to improve operational effectiveness while creating long-term economic value (Kittichotsatsawat et al., 2021; López Jiménez et al., 2021; Willer & Garibay, 2014).

The results indicate that energy efficiency has a positive and significant influence on economic performance. This finding suggests that coffee shops adopting energy-saving practices can achieve better financial outcomes by reducing operational expenses. The optimization of electricity usage, efficient management of equipment, and implementation of energy-conscious procedures allow businesses to maintain service quality while improving cost efficiency (Kaltum et al., 2016; Witjara, 2016). This result reinforces previous arguments that resource efficiency can function as a strategic capability, particularly for small businesses facing operational cost pressures.

Furthermore, waste reduction demonstrates the strongest contribution to economic performance. This finding highlights that effective waste management provides substantial economic benefits by improving resource utilization and reducing operational inefficiencies. Coffee shops that implement inventory control, minimize material waste, and adopt recycling or reuse practices can reduce unnecessary expenditures and increase profitability. This result aligns with the circular economy perspective, where businesses seek to maximize resource value while minimizing resource losses (Kumar et al., 2021; Magomedov & Bagov, 2020; Sarkar et al., 2021).

Eco-friendly packaging also shows a positive and significant effect on economic performance, although its contribution is lower compared with energy efficiency and waste reduction. This indicates that sustainable packaging practices create business value through improved brand image, stronger customer perceptions, and increased attractiveness among environmentally conscious consumers. Overall, the findings suggest that sustainability practices should be considered not only as environmental responsibilities but also as strategic business approaches. By integrating sustainability into operational management, coffee shops can achieve environmental improvements while strengthening competitiveness and long-term economic performance.

E. CONCLUSION

This study concludes that sustainability-oriented operational practices significantly contribute to the economic performance of coffee shops in West Java. Energy efficiency improves business outcomes by reducing operational costs and optimizing resource utilization, while waste reduction emerges as the strongest predictor by enhancing efficiency, minimizing material losses, and improving profitability. Eco-friendly packaging also contributes positively by strengthening brand reputation, meeting consumer expectations, and supporting market differentiation. These findings confirm that sustainability practices should be viewed as strategic business capabilities rather than merely environmental responsibilities, as their implementation enables coffee shops to achieve both environmental benefits and economic advantages. Future research is encouraged to incorporate additional factors such as green marketing capability, customer loyalty, innovation capability, digital transformation, and sustainable supply chain management, as well as apply longitudinal or comparative approaches to further examine the long-term impact of sustainability practices on small business performance.

REFERENCES

- Aprilia, A., Laili, F., Setyowati, P. B., Salsabilah, A. R., & Armasari, I. I. (2023). Sustainable Business Performance for Local Business Development: Evidence from Indonesia Coffee Shops. *HABITAT*, 34(1).
- Armansyah. (2023). Implementasi Program Bina Lingkungan Sebagai Strategi Pengelolaan Tunggang Jawab Sosial Perusahaan: Tinjauan Dari Perspektif CSR. *Jurnal Rechten: Riset Hukum Dan Hak Asasi Manusia*, 5(3), 22–32. <https://doi.org/10.52005/rechten.v5i3.164>
- Ching-Pong Poo, M., Wang, T., & Yang, Z. (2024). Global food supply chain resilience assessment: A case in the United Kingdom. *Transportation Research Part A: Policy and Practice*, 181. <https://doi.org/10.1016/j.tra.2024.104018>
- dela R. L. M., R. (2024). Customer Feedback Management Across Support Service Units in the University of the Cordilleras. *International Journal For Multidisciplinary Research*, 6(3), 1–18. <https://doi.org/10.36948/ijfmr.2024.v06i03.19811>
- Gao, F., Nketiah, E., & Shi, V. (2024). Understanding and Enhancing Food Conservation Behaviors and Operations. *Sustainability*, 16(7). <https://doi.org/10.3390/su16072898>
- Ghozali, I. (2018). *Multivariate Analysis Application with the IBM SPSS 25 Program*. Diponegoro University Publishing Agency.
- Hacioglu, U., & Aksoy, T. (2021). *Financial Ecosystem and Strategy in the Digital Era: Global Approaches and New Opportunities*. Springer. <https://doi.org/10.1007/978-3-030-72624-9>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop Facebook pages: Exploring sequential mediation mechanism. *Sustainability*, 13(4), 2277.
- Kaltum, U., Widodo, A., & Yanuardi, A. W. (2016). *Local TV goes to global market through digital transformation*. https://www.researchgate.net/profile/Aldrin-Herwany-2/publication/311927795_Impact_of_coffee_product_labeling_and_packaging_on_purchase_behavior_with_mediating_of_brand_image_and_brand_trust/links/5e252b01458515ba209644d3/Impact_of_coffee_product_labeling
- Kittichotsatsawat, Y., Jangkrajarn, V., & Tippayawong, K. Y. (2021). Enhancing coffee supply chain towards sustainable growth with big data and modern agricultural technologies. *Sustainability*, 13(8), 4593.
- Kraus, S., Li, H., Kang, Q., Westhead, P., & Tiberius, V. (2020). The sharing economy: a bibliometric analysis of the state-of-the-art. *International Journal of Entrepreneurial Behavior & Research*, 26(8), 1769–1786. <https://doi.org/10.1108/IJEBR-06-2020-0438>
- Kumar, R., Verma, A., Shome, A., Sinha, R., Sinha, S., Jha, P. K., Kumar, R., Kumar, P., Shubham, Das, S., Sharma, P., & Prasad, P. V. V. (2021). Impacts of plastic pollution on ecosystem services, sustainable development goals, and need to focus on circular economy and policy interventions. *Sustainability*, 13(17), 1–40. <https://doi.org/10.3390/su13179963>
- Lopez, J. C. C., Thepanondh, S., Sachdev, H., Avelar, A. M. P., & del Carmen Leon, M. C. (2021). Sustainability and Economic Feasibility through the Production of Oyster Mushroom (*Pleurotus Ostreatus* (Jacq.) P. Kumm.) Derived from the Waste of Coffee-Industry: A Case Study in the Western Area of San Salvador, El Salvador. *Polish Journal of Environmental Studies*, 30(6), 5617–5628.
- López Jiménez, D., Dittmar, E. C., & Vargas Portillo, J. P. (2021). New Directions in Corporate Social Responsibility and Ethics: Codes of Conduct in the Digital Environment. *Journal of Business Ethics*, (0123456789). <https://doi.org/10.1007/s10551-021-04753-z>
- Magomedov, I. A., & Bagov, A. M. (2020). *Internet of things: future business*. <https://doi.org/10.15405/epsbs.2020.10.03.62>
- Mauladi, M. A. R., Mulyo, J. H., & Darwanto, D. H. (2022). Coffee Supply Chain Management: A Case Study In Ciamis, West Java, Indonesia. *Habitat*, 33(3), 201–211.

- Mohamed, A. H. A., Menezes, B. C., & AL-Ansari, T. (2021). Interplaying of food supply chain resilience, industry 4.0 and sustainability in the poultry market. In *Computer Aided Chemical Engineering* (Vol. 50, pp. 1815–1820). Elsevier B.V. <https://doi.org/10.1016/B978-0-323-88506-5.50281-3>
- Purwanto, A. (2021). Development of technology vermicompost production for the coffee plant Industry. *Journal of Physics: Conference Series*, 1876(1), 12020.
- Ramadhan, T. S., & Farida, E. (2023). Product Innovation for Sustainable Competitive Advantage through Starbucks Coffee Marketing Perfome in Malang. *IJEED (International Journal of Entrepreneurship and Business Development)*, 6(1), 102–112.
- Ratanavanich, M., & Charoensukmongkol, P. (2024). The interaction effect of goal orientation and mindfulness of entrepreneurs on firm innovation capability and its impact on firm performance. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-06-2023-0135>
- Sánchez, O. P., Vázquez, A. P., Reynoso, V. L., López, F. G., & Prado, E. E. (2022). Bibliographic analysis of sustainability studies in coffee agroecosystem from 2010 to 2019. *Agro Productividad*.
- Sarkar, P., Biswas, T., Chanda, C., Saha, A., Sudarshan, M., Majumder, C., & Ray, S. (2021). Spent Coffee Waste Conversion to Value-Added Products for the Pharmaceutical and Horticulture Industry. In *Bioresource Utilization and Management: Applications in Therapeutics, Biofuels, Agriculture, and Environmental Science* (Vol. 8).
- Stofya, H. (2023). The Effect of Environmental Sustainability and Value Chain Concept in the Context of Local Economy on Value Added of Coffee Commodities in Kerinci. *West Science Business and Management*, 1(03), 107–117.
- Syofya, H. (2023). The Effect of Environmental Sustainability and Value Chain Concept in the Context of Local Economy on Value Added of Coffee Commodities in Kerinci. *West Science Business and Management*, 1(03), 107–117.
- Titova, N., & Sloka, B. (2022). Impact of Intellectual Capital Efficiency on Growth Rate and Profitability of a Company: NASDAQ Baltic Case. *European Integration Studies*, 16, 150–165. <https://doi.org/10.5755/j01.eis.1.16.31492>
- Tuu, H. H. (2023). The role of impulsiveness and habit strength in reducing food waste. *Journal of Asian Business and Economic Studies*, 30(4), 257–269. <https://doi.org/10.1108/JABES-03-2022-0053>
- Wardhiani, W. F., Karyani, T., Setiawan, I., & Rustidja, E. S. (2023). The Impact of Capability on Cooperative Performance and Sustainability: A Case Study of West Java Coffee Farmers Cooperatives. *International Journal of Business, Economics, and Social Development*, 4(2), 107–111.
- Willer, H., & Garibay, S. V. (2014). Data on estimated area harvested, production, production sold as organic for organic bananas, cocoa, coffee, palm oil, soybeans, sugarcane, tea. In *The State of Sustainability Initiatives Review 2014. Standards and the Green Economy*. International Institute for Sustainable Development (IISD).
- Witjara, E. (2016). *Enhancing digital business value through implementation of strategic threshold canvas: a model of value-pertaining strategy of transforming telco*. https://www.researchgate.net/profile/Aldrin-Herwany-2/publication/311927795_Impact_of_coffee_product_labeling_and_packaging_on_purchase_behavior_with_mediating_of_brand_image_and_brand_trust/links/5e252b01458515ba209644d3/Impact_of_coffee_product_labeling
- Yildiz, H., Tahali, S., & Trichina, E. (2023). The adoption of the green label by SMEs in the hotel sector: a leverage for reassuring their customers. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/JEIM-03-2023-0160>
- Zulfikri, A. (2023). Marketing Analysis Identify Internal and External Factors of Coffee Products (Mountain Karamat Village, Sukabumi District) Article Info ABSTRACT. *West Science Business and Management*, 1(1), 37–41.