
STUDY OF COFFEE DRINKING CULTURE IN SEVERAL COUNTRIES IS A MARKET DIFFERENTIATION FOR EAST JAVA COFFEE EXPORT DESTINATION COUNTRIES

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Abstract

Objective – This research is motivated by assessing that the culture of drinking coffee in several countries has its own way and coffee also has its own taste. Studying the cultures of various countries shows market differentiation, you can grouping the cultures from these differences to become similar culture of the countries, in order to do International Marketing easier.

Design/Methodology/Approach – The research technique was carried out using a normally distributed data technique with Pearson correlation and if not normal with Spearman correlation (the p value used was 0.05). The samples were taken from data of five large purchasing countries of coffee commodities from East Java Province. These countries are Egypt, Japan, Philippine, Malaysia and Italy.

Findings – The results of the research show that the trend of East Java's export movement has a fairly strong correlation with Philippine, The Philippines is a former Spanish colony for almost 300 years, therefore Spanish culture has a strong influence on lifestyle of Filipino society. The culture is form a belief and heritage from generation to generation.

Conclusion and Implications – There is a fairly strong correlation looking at the movement of trends in East Java's export realization and the value of exports to Philippine related to coffee exports by East Java. Recommendations for this research are for the East Java Regional Government to develop coffee commodity exports to former Spanish colonies such as Mexico, Colombia, Cuba, Argentina, Chile, Peru, Ecuador, Venezuela and others.

Keywords: Culture, Coffee, Export-Import, East Java, Philippine



INTRODUCTION

Indonesian coffee is one of the best coffees in the world, specialty coffee is a coffee that is very popular today and many coffee players are entering the coffee business to develop their business, for example setting up coffee sales places spread across almost all corners of the city where the coffee is located. The concept of a coffee shop is packaged as attractively as possible to create comfort for its visitors. Coffee no longer gives the impression that it is only consumed by old people, but young people also really like this drink which has the delicious aroma characteristic of coffee. Modern coffee combined with milk makes latte coffee a favorite drink for millennials with the pleasure of modified coffee mixed with various types of drinks and food.

Indonesia is considerable potential as a coffee producing and consuming country. The International Coffee Organization (ICO) states that Indonesia is the second largest coffee producer in Asia & Oceania after Vietnam. It was recorded that in the 2022-2023 coffee year production increased 2.4% to 12 million bags. Then, if we look at the level of coffee consumption in Indonesia in ten year period between October 2008 and September 2019, there was significant growth of up to 44%. Coffee has become quite an attractive commodity, both in the domestic and foreign markets. The increase in volume can be seen from the large world demand for coffee. It is time for millennial farmers to start trying to export because the export market is still wide open and has great potential. Coffee beans have become in demand among the world community in recent years, causing this commodity to be highly sought after of many people in the world.

At the end of the 16th century, when Indonesia was still under Dutch colonialism, the VOC brought Arabica coffee plants into this country. If you look at the origins of the coffee plant, it means that it is not originally from Indonesian archipelago. The Dutch colonial government first planted coffee seeds around Batavia (Jakarta), to the Sukabumi and Bogor areas. Due to increasing market demand, coffee plantations have begun to be established in West Java, Central Java, East Java and several areas in Sumatra and Sulawesi (Gumulya & Helmi, 2017).

The hilly topography of the region with volcanic mountains means that Indonesia is blessed with fertile land suitable for planting coffee. With this advantage, it is no wonder that Indonesia is one of the largest producers of quality coffee in the world after Brazil, Vietnam and Colombia. Indonesia is famous for its two types of coffee, first Robusta which is 70% of all Indonesian coffee, then Arabica which is almost 30%. Robusta coffee is known for its bitter taste and higher caffeine content, usually used in commercial coffee consumed in the form of instant coffee or mixed drinks such as coffee with milk and others. Meanwhile, Arabica coffee has a variety of flavors, namely sour, sweet, soft and fruity, usually grown at higher altitudes so it is susceptible to weather.

External factors such as climate that affect to coffee production, namely climate change such as global warming, can have an impact on the quality of the coffee itself and the impact of a prolonged dry season or El Nino effects the decline in the amount of coffee production. It is known that there are other risks such as the production process in terms of coffee planting and processing activities after harvesting, even the highest priority risk is in the quality of the coffee beans themselves (Serman Nikolaus, Maria Bano, Leta Rafael Levis, Santhy Chamdra, 2020).

Based on data from the United States Department of Agriculture (USDA), global coffee consumption will reach 168.26 million bags (60 kg per bag) in the 2022-2023 period. Meanwhile, global coffee production reached 170 million in the same period, this shows that the difference in coffee production can still cover world demand for coffee consumption. However, many countries cannot meet the need for coffee themselves even as coffee producing countries, therefore they import coffee from other countries so that export-import activities are really needed, such as

Indonesia also continues to boost coffee exports abroad to increase market share. The aim of the export development program is to support efforts to increase the competitiveness of Indonesian products and increase the role of exports in spurring economic growth (Nopriyandi & Haryadi, 2017)

Initial findings from the KADIN Regenerative Forest Sub-Hub research show opportunities in the regenerative agriculture business, one of which is regenerative forestry practices which have the potential for business expansion from increasing demand in the global market. For example, the global export market for coffee and cocoa commodities is estimated to be worth 50 billion USD per year and this trend could become a replacement business for CPO in the future. According to the Ministry of Trade stated that crude palm oil (CPO), coffee and cocoa will still be the mainstay of Indonesia's non-oil and gas exports.

East Java (Jatim) Province is one of the largest coffee producing regions in Indonesia. In fact, according to data from the Ministry of Agriculture for 2021, East Java produced up to 48,675 tons of coffee. Of course, this province has a variety of specialty coffee with world-class quality, especially since there are 5 regions in East Java Province as the largest coffee producers, namely Banyuwangi, Jember, Bondowoso, Malang and Pasuruan. These five regions also have a number of coffees native to their regions and some MSMEs can even export them abroad. The coffee produced in East Java is generally of the Robusta type with quite high acidity, but there is also Arabica coffee produced from plantations in the Ijen Mountains, on the border of Banyuwangi and Bondowoso.

At the end of 2023, Indonesia held a High Level Conference (KTT) for 43 ASEAN countries in Jakarta. During this event, delegates and journalists were certainly entertained, PT Pegadaian, through The Gade Coffee and Gold, served coffee blends from three typical Indonesian of Arabica coffees and one of them was Arabica coffee which came from Mount Ijen in Banyuwangi Regency, East Java. The reason is, Mount Ijen coffee has a distinctive taste, the Mount Ijen region is hit by sulfuric acid air and contains sea salt, has a nutty and chocolate taste, making this coffee popular with many people.

If you look at the activities of most people with their various routines, the habit of drinking coffee is to accompany their daily routine and be there for those who always need it. Coffee is synonymous with being served as an accompaniment to conversation, now coffee is not only an extra at chat tables, but more than that, when we first invite friends or colleagues we often hear the term "let's have coffee" a kind of invitation to meet or hang out informally (Saputra & Albariqi, 2022). Coffee today can show a person's identity, becoming a lifestyle that is echoed by young people today. Lifestyle is a phenomenon in itself and exists to revive modern urban society, especially urban lifestyles, making the quote and quote "coffee, lifestyle and modern" (Adji & Rahayu, 2019).

A lifestyle that ultimately creates a habit that is carried out continuously and will become addictive, but this will be positive if it is done within reasonable limits, namely doing things in moderation, such as drinking coffee which has become a culture in almost every country, the people feel like drinking coffee its unforgettable moment of aroma and taste, coffee lovers know very well which coffee is of good quality, while everyone has a choice regarding the characteristics of the coffee itself. Others believe that caffeine, which is a substance in coffee, can relieve a person's sleepiness, and there are others who believe that this substance makes people addicted and increases concentration.

The habit of "drinking coffee" is increasingly becoming a culture itself, each country has its own way of serving coffee and there is even a special ritual for drinking coffee. Culture can be born from a belief that is believed to be true, so those who do international marketing must really understand the culture of the countries they are going to, for foreigners who come to a country they

can do several things, for example adapting to local culture, there is no need to do or if doing it would be better and there is something that is strictly prohibited so its better to be obeyed (Purnama, 2017) If we examine the meaning of culture as an integrated system of thought patterns and includes a wide diversity of thought elements, from materialistic forms to spiritual form, including everything in which a group thinks, acts and includes feelings.

Based on the background by raising the issues, the research objectives can be formulated by analyzing the effect of movements in the export performance of coffee commodities in the national scope and in the scope of East Java Province in 2019-2023. Then analyze the effect of trend movements in the top 5 export destination countries for East Java coffee commodities, so that you can study the cultures in that country, to open up opportunities by targeting other countries that have the potential to purchase coffee beans by aligning the countries that have similar cultures.

It is most expectation that the results of this research will provide benefits to the regional government of East Java Province in developing coffee exports and can explore export market share to countries that have the potential to purchase coffee beans from East Java.

Table 1. Realization of East Java Coffee Exports

	2019	2020	2021	2022	2023
Value (US\$)	148.974.052	138.559.123	182.348.922	226.929.268	201.542.007
Volume (Kg)	70.238.105	64.620.693	86.383.099	98.497.300	69.546.284

Source: GAEKI-ICEA, 2019-2023

Table 2. Realization of Indonesian Coffee Exports (National)

	2019	2020	2021	2022	2023
Value (000 US\$)	1.483.625	1.346.203	1.447.655	1.730.994	1.550.057
Volume (Ton)	553.871	549.016	578.126	630.017	468.906

Source: GAEKI-ICEA, 2019-2023

Table 3. Top Five Destination Countries for East Java Coffee

		2019	2020	2021	2022	2023
Egypt	Value (US\$)	36.062.330,86	33.376.011,19	60.603.022,92	55.037.790,15	56.218.805,83
	Volume (Kg)	19.659.828,00	18.853.680,00	33.053.400,00	25.299.721,00	21.148.200,00
Japan	Value (US\$)	13.507.684,59	13.909.191,65	14.372.732,41	17.739.123,56	28.411.944,43
	Volume (Kg)	5.106.026,00	5.293.246,00	5.155.650,00	6.224.496,00	8.509.910,00
Philippine	Value (US\$)	4.775.263,92	2.818.175,71	10.787.346,11	26.763.227,32	19.101.772,69
	Volume (Kg)	2.980.297,79	1.816.929,08	6.956.041,28	16.190.215,74	7.385.738,55
Malaysia	Value (US\$)	12.182.735,63	14.926.308,77	16.572.427,80	13.259.107,19	14.564.317,64
	Volume (Kg)	5.513.102,10	7.518.762,93	8.885.237,41	6.111.399,40	5.400.035,49
Italy	Value (US\$)	16.787.380,83	10.346.105,90	9.440.425,36	13.622.588,67	13.532.031,58
	Volume (Kg)	8.421.360,66	5.117.149,26	4.636.600,00	5.737.744,00	4.780.120,00

Source: GAEKI-ICEA, 2019-2023

Studying the culture of other countries is not easy, but knowing and understanding other cultures is very important for us to collaborate and communicate with other nations so that we can adapt and hopefully achieve what we aspire and aim for (Rhafidilla Vebrynda, 2015). Below are the top five export destination countries for coffee commodities from East Java that we should know about the habits and behaviors of the residents of the export destination countries and the taste of their food and drinks.

Destination Countries for Coffee Commodity Exports from East Java:

Egypt

Egyptian culture spans thousands of years of written history. Ancient Egypt is one of the earliest civilizations in the Middle East and Africa. Most of the ancient Egyptians worked as farmers, the ancient Egyptians valued appearance and body cleanliness very much. Most bathed in the Nile and used soap made from animal fat and lime and the men shaved to maintain cleanliness, used perfumes and ointments to perfume and freshen the skin. Egyptian cuisine tends not to change over the centuries, daily meals usually contain bread and beer with side dishes of vegetables such as onions and garlic.

Egyptian people are very helpful and have a passion for helping anyone who needs help and they will go to great lengths just to help you if you are willing without waiting for anything in return. Egyptians have a habit of drinking say (tea) at least 11 times a day, their main food is 'ish (dry wheat bread) and fowl (fowl beans such as jack beans), they like fruit juice, yogurt, cheese, tomatoes and their food portions are sufficient. It's so big that they can finish one chicken a day

Japan

Japan is known as a country rich in culture and tradition. Today, there are many options that offer “outsiders” the opportunity to immerse themselves in Japanese culture, this is where tradition meets the modern world. Although Japan is famous for its tea culture and traditions, it is known as a large importer of coffee beans and one of the largest consumers of coffee in the world. This has proven how the culture of drinking coffee in Japan not only has an impact on the social behavior of Japanese society but also its economy. Despite Japanese nationalism, the influence of western culture in this country cannot be ignored, with many Japanese adapting English terms for their coffee industry, such as “roast”, “drip”, “americano”, and “latte”

Philippine

Filipino culture is heavily influenced by history and is a mixture of foreign influences and indigenous civilizations. The Philippines has been colonized by Spain for more than three centuries. Hispanic influence is dominant in Filipino folk music, food, art, religion, language as well as folk dance.

The United States has also had an influence on Filipino culture by contemporary pop music, movies, basketball and fast food. The Philippines is a culture that brings together East and West. Filipino society has a strong Asian background with also strong Batar traditions. Family is the basic and most important aspect of Filipino culture, children often live with their parents until adulthood, political and business ties are often influenced by family relationships

Malaysia

In the same family and has almost the same culture as Indonesia, for example Malaysia is not that far from the culture of our society. The middle meal usually done by Indonesian people is placing various side dishes in the middle of the dining table to be eaten together by family members, quite similar to what is done in Malaysia.

The influence of Chinese, Indian, Persian, Arab and British culture greatly influences Malaysian culture which is unique and distinctive with several cultural crossovers. The old traditional art and music is called Malay art which originates from the Malay Sultanate. The diversity of society in Malaysia makes for a very interesting mix of cuisines, mostly spicy Malay dishes with dishes containing lots of spices, chilies and coconut milk.

Italy

Italian culture continues to enforce standards of style and fashion in addition to having a rich historical background. Italy has been the center of Roman civilization and the Catholic Church. In Italy, the person who invites or invites you to eat at a restaurant is the person who pays for the meal. Then, when someone invites you to eat, everything you do precedes them, such as sitting down first, eating first and getting up first when the meal is finished. Food also plays a big role in Italian culture as it brings family and friends together. Coffee, more specifically espresso, has become very important in Italian cuisine, capuccino is also a famous Italian coffee drink which is usually sweeter and less dark than espresso and can be served with foam or cream on top. Some Italian customs include enjoying meals together and enjoying coffee at the local bar.

Table 4. Differences between five countries

	Egypt	Japan	Philippine	Malaysia	Italy
Government	Semi- Presidential Unitary Constitutional Republic	Constitutional Monarchy Parliamentary Union	Presidential Union of the Constitutional Republic	Federal Parliamentary Constitutional Monarchy	Parliamentary Union of the Constitutional Republic
Country Wide	1.010.407 km ²	377.974 km ²	300.000 km ²	330.803 km ²	307.338 km ²
Waters (%)	0,6	3,55	0,61	0,3	2,4
Population	107.770.524***	124.214.766***	109.035.343*	34.219.975****	61.095.551***
Majority Religion	Islam	Not Religious	Kristen	Islam	Katolik
GDP per capita	\$438,348 miliar*** \$4.176***	\$4.301 triliun*** \$34.358***	\$402,638 miliar** \$3.646**	\$439,373 miliar*** \$13.268***	\$2,058 triliun*** \$34.777***
					2020* 2021** 2022*** 2023****

METHODS

The hypothesis proposed in this research can be explained through the results of the analysis of the national export value and the export value of East Java Province regarding coffee commodities. Then analyze the five destination countries for coffee commodity exports from East Java by looking at the trends of the five countries, such as Japan, Philippine, Malaysia, Italy and Egypt. The data period that has been collected is from 2019 to 2023, so the data can be processed based on the correlation between the variables mentioned previously.

According to (Sugiyono, 2014: 8) quantitative research can be interpreted as a research method based on the "philosophy of positivism", used to research certain populations or samples, collecting data using research instruments, quantitative data analysis with the aim of testing predetermined hypotheses. The fundamental characteristic of this type of quantitative research is collecting relevant data, then processing the data and carrying out statistical analysis to test predetermined hypotheses. Then the results of the hypothesis test produce findings that can be formulated into conclusions and recommendations.



Figure 1. Conceptual Framework for Variable Relationships

Operational Definition of Variables and Their Measurement: (1) Analysis of variables that have a correlation between the movement of the export value of National and East Java Province of coffee commodities; (2) Analysis of variables that correlate between the value of coffee exports from East Java Province and export destination countries such as Japan, Philippine, Egypt, Malaysia and Italy; and (3) Analysis of comparative variables according to trends among countries such as Japan, Philippine, Egypt, Malaysia and Italy as destination countries for coffee exports from East Java Province.

In the initial stage, descriptive analysis and trend analysis of all coffee buyers will be carried out by year. The data analysis used is correlation analysis of coffee buying countries or coffee export destination countries, if the data is normally distributed with Pearson correlation and if it is not normal with Spearman correlation. The p value used is 0.05.

RESULTS AND DISCUSSION

Description of Research Data

This research uses annual data on the realized value of National and East Java coffee exports to Egypt, Japan, Philippine, Malaysia and Italy from 2019 to 2023. Before the analysis is carried out, a descriptive description of the data is carried out which includes minimum, maximum, average value of standard deviation. Here are the complete results:

Table 5. Descriptive Calculation Results of National Coffee Value, Realization of East Java Exports to Several Countries in 2019 – 2023

Realization of Export Value	Minimum	Maximum	Mean	Camparision with	
				Nastonal	East Java
Value_National	1346203000.0	1730994000.0	1511706800.0		
Value_East_Java	138559122.6	226929267.7	179670674.1	11.89%	
Value_Egypt	33376011.2	60603022.9	47859592.2	3.17%	26.64%
Value_Japan	13507684.6	28411944.4	17588135.3	1.16%	9.79%
Value_Philippine	2818175.7	26763227.3	12849157.2	0.85%	7.15%
Value_Malaysia	12182735.6	16572427.8	14300979.4	0.95%	7.96%
Value_Italy	9440425.4	16787380.8	12745706.5	0.84%	7.09%

The national export realization value obtained was a minimum of 1,346,203,000 and a maximum of 1,730,994,000.0 with an average value of 1,511,706,800. Meanwhile, the realized export value for East Java is 138,559,122.6 and the maximum is 226,929,267.7 with an average value of 179,670,674.1. East Java's realized value contributed 11.89% of the national value. Then East Java's exports to Egypt, the realization of national coffee exports with Egypt is 3.17% of the national realization. Then the realized value of East Java exports to Egypt was 26.64%. Comparing national coffee exports compared to East Java coffee exports to Japan, the realization of Japan's coffee exports is 1.16% of the national realization and 9.79% compared to East Java. Comparing national coffee exports compared to East Java coffee exports to Philippine, the Philippines' coffee export realization is 0.85% of the national realization and 7.15% compared to East Java. Comparing national coffee exports compared to East Java coffee exports to Malaysia, the realization of Malaysian coffee exports is 0.95% of the national realization and 7.96% compared to East Java. Comparing national coffee exports compared to East Java coffee exports to Italy, the realization of Italian coffee exports is 0.84% of the national realization and 7.09% compared to East Java. From this data, the value of exports to Egypt is the highest. Meanwhile, the smallest is Italy.

Table 6. Descriptive Calculation Results of National Coffee Volume, Realization of East Java Exports to Several Countries in 2019 – 2023

Realization of Export Volume	Minimum	Maximum	Mean	Comparison with	
				National	East Java
Volume_National	468906000.0	630017000.0	555987200.0		
Volume_East_Java	64620693.0	98497300.0	77857096.2	14.00%	
Volume_Egypt	18853680.0	33053400.0	23602965.8	4.25%	30.32%
Volume_Japan	5106026.0	8509910.0	6057865.6	1.09%	7.78%
Volume_Philippine	1816929.1	16190215.7	7065844.5	1.27%	9.08%
Volume_Malaysia	5400035.5	8885237.4	6685707.5	1.20%	8.59%
Volume_Italy	4636600.0	8421360.7	5738594.8	1.03%	7.37%

The realized volume of national exports obtained a minimum volume of 468,906,000 and a maximum of 630,017,000 with an average volume of 555,987,200. Meanwhile, the realized export volume for East Java was 64,620,693 and a maximum of 98,497,300 with an average volume of 77,857,096.2. East Java's realized volume contributed 14% of the national volume. Then East Java's exports to Egypt, the realization of the national coffee export volume with Egypt is 4.25% of the national realization. Then the realized volume of East Java exports to Egypt was 30.32%. Comparing the volume of national coffee exports compared to East Java coffee exports to Japan, the realization of Japan's coffee export volume is 1.09% of the national realization and 7.78% compared to East Java. Comparing the volume of national coffee exports compared to East Java coffee exports to the Philippines, the Philippines' coffee export realization is 1.27% of the national realization and 9.08% compared to East Java. Comparing the volume of national coffee exports compared to East Java coffee exports to Malaysia, the realization of Malaysia's coffee export volume is 1.20% of the national realization and 8.56% compared to East Java. Comparing the volume of national coffee exports compared to East Java coffee exports to Italy, the realized coffee export volume of Italy is 1.03% of the national realization and 7.37% compared to East Java. From this data, the volume of exports to Egypt is the highest. Meanwhile, the smallest is Italy.

Movement of Coffee Commodity Export Performance

Next, the performance of coffee commodity exports will be explained, both in terms of value and volume on a National scale and East Java coffee commodity exports to Egypt, Japan, the Philippines, Malaysia and Italy. In this section it will be shown in the form of a line graph. Countries that have the same movement as Indonesia are countries that have cultural potential. Here are the complete results:

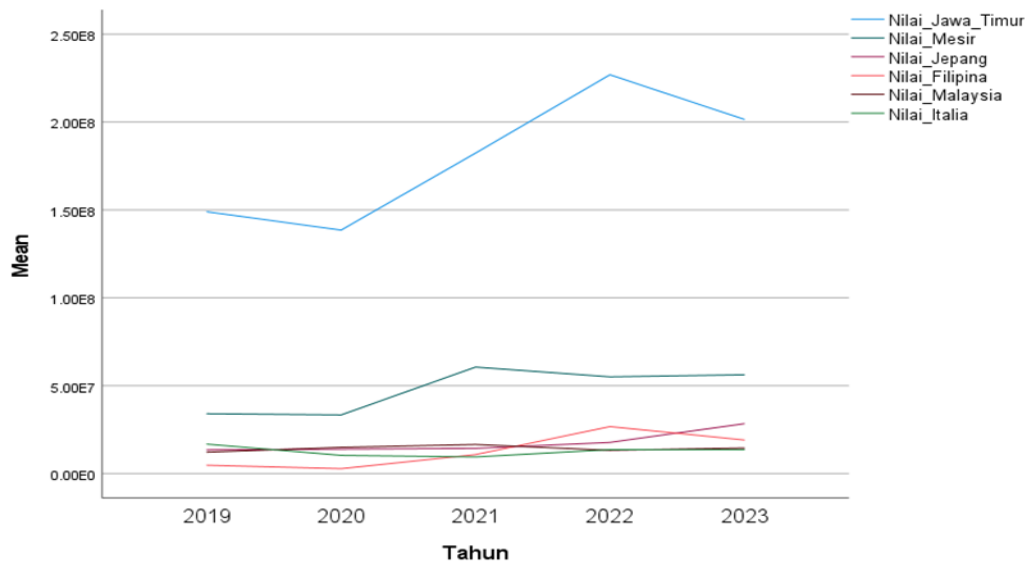


Figure 2. Graph of the Movement of East Java Coffee Export Values to Several Other Countries

From figure 2. It can be seen that the export value of East Java coffee production to Egypt is the largest. Then to the relatively small countries of Japan, Philippine, Malaysia and Italy. And from the movement of the graph, East Java's export value will be the highest in 2022, while the lowest will be in 2020. Meanwhile, another country that has a relatively similar pattern of East Java's export value is Philippine.

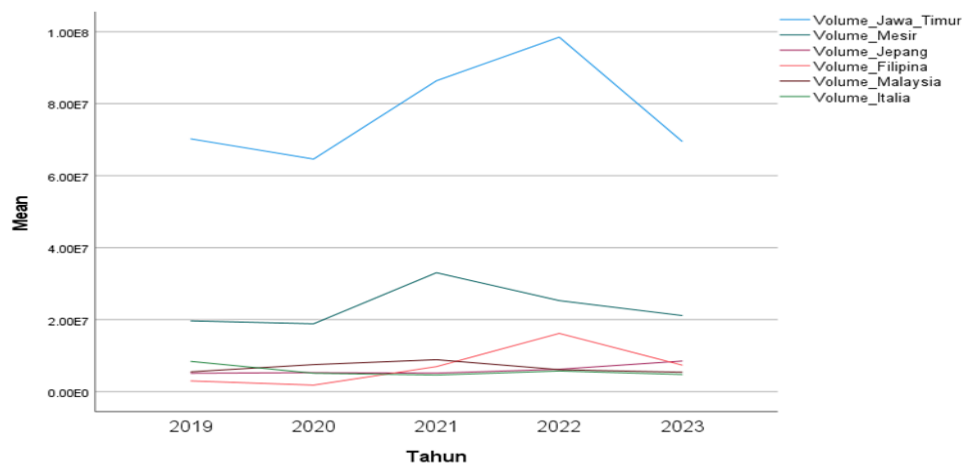


Figure 3. Graph of East Java Coffee Export Volume Movement to Several Other Countries

From figure 3. It can be seen that the export volume of East Java coffee production to Egypt is the largest. Then to the relatively small countries of Japan, Philippine, Malaysia and Italy. And from the movement of the graph, East Java's export volume will be the highest in 2022, while the lowest will be in 2020. Meanwhile, another country that has a relatively similar pattern to East Java's export volume is Philippine.

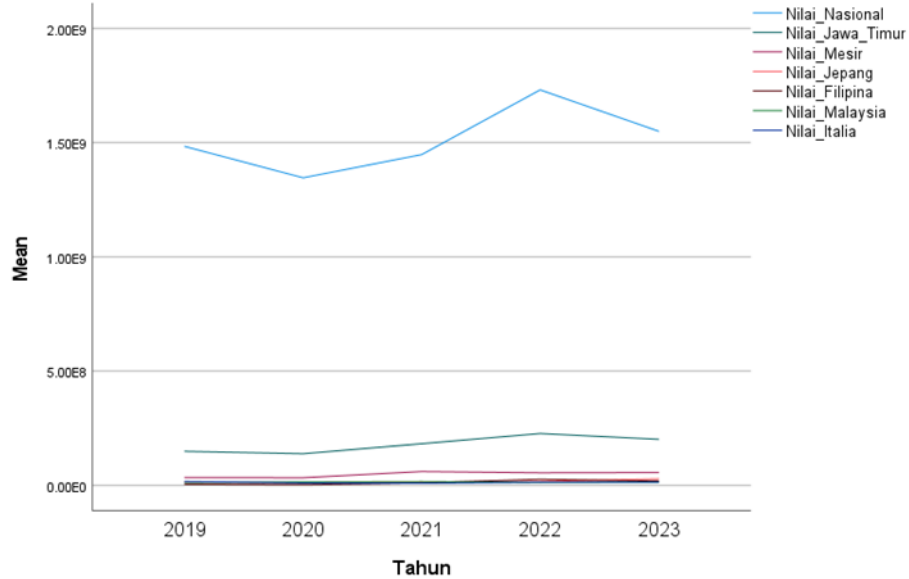


Figure 4. Graph of the Movement of National and East Java Coffee Export Values to Several Other Countries

From figure 4. It can be seen that the value of national coffee production far exceeds East Java's exports to Egypt, Japan, Philippine, Malaysia and Italy. And from the movement of the graph, national production will be highest in 2022 while the lowest will be in 2020.

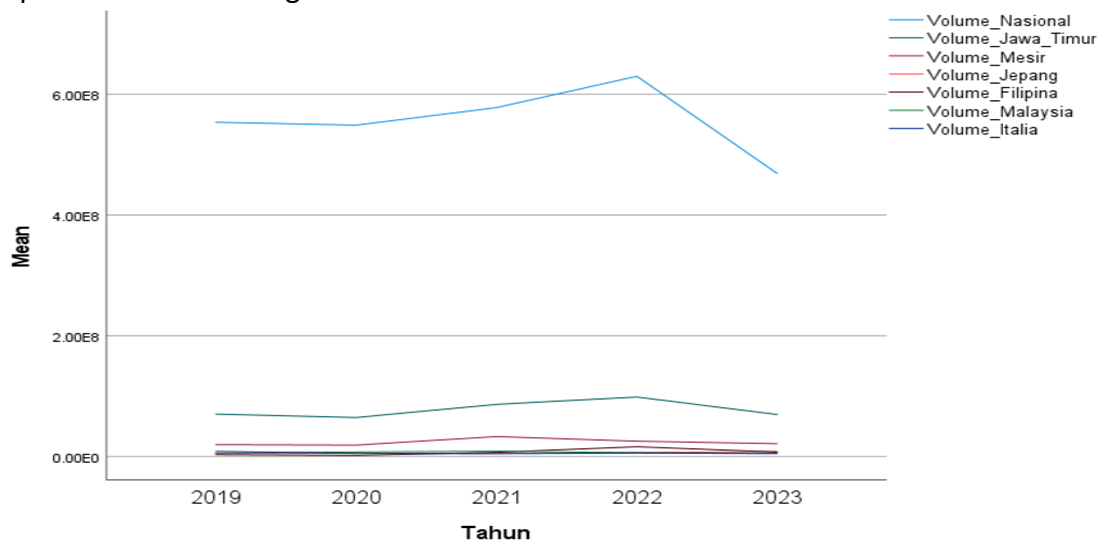


Figure 5. Graph of Movement of National and East Java Coffee Export Volumes to Several Other Countries

Then in the next figure 5. It can be seen that the volume of national coffee production far exceeds East Java's exports to Egypt, Japan, Philippine, Malaysia and Italy. And from the movement of the graph, national production will be highest in 2022 while the lowest will be in 2023.

Relationship between National Value and Volume and 5 Big Countries

After analyzing the performance movement, an analysis of the relationship between the value and volume of realized exports of national and East Java coffee will be carried out on the value and volume of realized exports of 5 large countries, namely Egypt, Japan, the Philippines, Malaysia and Italy. The aim of testing the relationship between export realization is to study the culture in that country, to open up opportunities to target other countries that have potential buyers of Indonesian coffee beans. The first step is to test the normality of the data with the Kolmogorov Smirnov test. Normality test results are said to be normal if the significance is more than 0.05. Next is to carry out a correlation test, if the data is normally distributed with Pearson correlation and if it is not normal with Spearman correlation.

Table 7. Normality Test of Realized Value and Volume of Coffee Exports

Variable	P Value		Variable	P Value	
	Monte Carlo			Monte Carlo	
Value_National	0.809		Volume_National	0.378	
Value_East_Java	0.774		Volume_East_Java	0.140	
Value_Egypt	0.132		Volume_Egypt	0.324	
Value_Japan	0.176		Volume_Japan	0.152	
Value_Philippine	0.838		Volume_Philippine	0.253	
Value_Malaysia	0.950		Volume_Malaysia	0.394	
Value_Italy	0.726		Volume_Italy	0.158	

The results of the normality test were obtained from all data on the realization of the value and volume of exports, including National and East Java data. And the export value and volume of East Java coffee exports to Egypt, Japan, Philippine, Malaysia and Italy are normally distributed because all p values are more than 0.05.

Table 8. Correlation Test of Realized National Export Value and East Java Coffee to Several Countries

Variable	National Value	P value	East Java Value	P value
Value_Egypt	0.516	0.373	0.823	0.087
Value_Japan	0.383	0.524	0.557	0.329
Value_Philippine	0.925*	0.024	0.987**	0.002
Value_Malaysia	-0.426	0.474	0.008	0.990
Value_Italy	0.428	0.472	0.057	0.928

The results of data analysis can be seen that the country that has a correlation with the realization of the National coffee export value is Philippine with a correlation value of 0.925 with a significance value of 0.024. Positive correlation means that when there is an increase in the realization of the value of National exports, the realization of the value of exports to Philippine from East Java also increases, and vice versa. Meanwhile, there is no significant relationship between

other countries. With these results, Philippine is a country that has the same export realization value from East Java as the National coffee export realization value.

Then the test results of the coffee export destination country which has a correlation with the realized value of East Java coffee exports is Egypt with a correlation value of 0.987 with a significance value of 0.002. Positive correlation means that when there is an increase in the realization of the export value of East Java, the realization of the value of exports to Philippine also increases, and vice versa. Meanwhile, there is no significant correlation between the realization of East Java's exports to other countries. With these results, Philippine is a country that has the same export value because every movement in the realization of the export value of East Java is also followed by a movement in the value of coffee exports to Philippine.

Table 9. Correlation Test of Realized National and East Java Coffee Export Volumes to Several Countries

Variable	National Volume	P value	East Java Volume	P value
Volume_Egypt	0.433	0.466	0.693	0.195
Volume_Japan	-0.635	0.250	-0.089	0.887
Volume_Philippine	0.524	0.365	0.892*	0.042
Volume_Malaysia	0.330	0.587	0.184	0.768
Volume_Italy	0.159	0.799	-0.155	0.804

From the results of data analysis, it can be seen that no country has a significant correlation with the realization of National coffee export volume. Then the country test results have a correlation with the actual volume of East Java coffee exports to Philippine with a correlation value of **0.892** with a significance value of **0.042**. Positive correlation means that when there is an increase in the realized export volume from East Java, the realized export volume to Philippine also increases, and vice versa. Meanwhile, there is no significant relationship between other countries. With these results, Philippine is a country that has the same movement in export volume realization as East Java.

CONCLUSION

Based on the results of data processing and research analysis, there is a fairly strong correlation looking at the movement of trends in East Java's export realization and the value of exports to Philippine related to coffee exports by East Java. The culture of the Filipino people is very influenced by Spanish culture, during the Spanish colonial era the Filipino people adopted Spanish culture such as language, religion and traditions. Apart from that, Spain did not impose "castes" on its colonial countries, for example Spanish names in colonial countries, this is different from Indonesia which was colonized by the Dutch for 300 years but Dutch names are not found in the names of the native people to this day. Incidentally, the researcher has lived in the Philippines for approximately 5 years, so he knows and has own opinion about the culture of Filipino society, such as the people who like to have fun, party, hold beauty contests and dance. The "aristocratic" style of the Spanish rulers at that time greatly influenced the lifestyle of the Filipino people. This shows that they often spend time together by chatting in cafes accompanied by a cup or glass of drink like coffee too.

The recommendations given from the results of this research are one of the things that the East Java Regional Government needs to observe by developing exports to non-traditional export destination countries such as former Spanish colonies, namely Mexico, Colombia, Cuba, Argentina, Chile, Peru, Ecuador, Venezuela and others.

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