

Table of Figure

Figure 1.1 Kopi Kulo Logo	17
Figure 1.2 Kulo Organizational Structure	17
Figure 1.3 World's Largest Coffee Producing Countries	18
Figure 1.4 Infographics of Current Coffee Trends in Indonesia	19
Figure 1.5 Infographics of Physical Distancing at Coffee shop	21
Figure 1.6 Tokopedia Official Catalog of Kedai Kopi Kulo Offical store	22
Figure 1.7 Shopping Catalog Kedai Kopi Kulo on tokopedia website	23
Figure 1.8 The Proportion of Consumers make a purchasing decisions	24
Figure 2.1 Stage Of Decion Making Process	25
Figure 2.2 Research Framework	53
Figure 3.1 Stage Of Research	58
Figure 4.1 Result Of SEM-PLS	76