

The Effect of Robusta Coffee Brewing and Type of Backsound Music on Consumer Sensory Profiles in Suroloyo Coffee

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ABSTRACT

Suroloyo coffee is a type of coffee originating from the top of Suroloyo, Kulon Progo, Yogyakarta. One of the coffee products that has a distinctive taste in Suroloyo is Robusta. Processing coffee as a beverage depends on the brewing technique used. Coffee brewing is usually done using manual techniques, namely Vietnam Drip and Mokapot. Robusta coffee with two variations of brewing and three types of backsound music was tested sensorily with a scoring test and a preference or hedonic test. The preference test and hedonic test were carried out by moderately trained panelists totaling 35 people. The data from the sensory analysis will be statistically analyzed using the Analysis of Variance test with the Kruskal Wallis test, or Mann Whitney U Test with a significance level of 5%. This research aims to determine the effect of manual brewing techniques namely vietnam drip and mokapot on Suroloyo robusta coffee in terms of sensory on scent, taste, flavor, and aftertaste whether there are significant differences or not. In addition, this study aims to determine the type of manual brewing technique in robusta coffee that consumers prefer. This research is also focused on knowing the type of accompaniment music according to the wishes of consumers at UKM Kopi Suroloyo, including the music provided is memorable songs, Javanese songs, and western classical music. The results showed that the sensory characteristics of the two brewing methods were not significantly different in the vietnam drip and mokapot techniques on robusta coffee in Suroloyo. In addition, consumers prefer robusta coffee with the mokapot brewing technique compared to vietnam drip. The types of backsound music that consumers prefer based on the sensory profile of Suroloyo coffee consumers are Memories songs and Javanese songs.

Keywords: Attribute sensory, Mokapot, Type of Backsound Music, Vietnam drip.

1. INTRODUCTION

Sulistiawati (15) stated that Kulon Progo is a regency located in Special Region of Yogyakarta Province. In the northwest part of Kulon Progo, there is Menoreh hills with the top of the hills named Suroloyo. One of the tourism spots in the top of the hills Suroloyo is coffee spot located in Samigaluh District with 725 ha plantation area and 361.52 tons yields. Samigaluh District is located in the highlands with an altitude of 500 to 1000 meters

above sea level and has interesting tourism potential, namely Suroloyo Coffee Shop which provides local coffee, the visitors may taste the coffee while enjoying the natural scenery [1].

Sunarharum (1) claimed about coffee consumption in Indonesia has become a trend and lifestyle for many people, so that coffee consumption in Indonesia is increasing from year to year. According to Sulistiawati (15), the increases of coffee consumption in Indonesia

was 0.80 (kg/capita/year) in 2010. In 2011, coffee consumption in Indonesia increased to 0.87 (kg/capita/year) or increased by 0.7 kg. Until the end of 2016 the amount of coffee consumption in Indonesia reached 1.15 (kg/capita/year). Based on the data, it is estimated that coffee consumption in Indonesia will continue to increase because coffee plants are very potential to be cultivated [1] [2].

According to Hertanto (2), UKM or called small and medium business units Kopi Suroloyo is a business founded by Samigaluh residents and has local employees. Suroloyo coffee products have the advantage of using purely organic ingredients and having a distinctive taste. UKM Kopi Suroloyo is a producer of Arabica and Robusta coffee [3].

One of the processes that affect the sensory profile of coffee is brewing technique or brewing technique. Sensory profile is the human perception of a food product that is received or felt by the human senses, so that humans are able to provide an assessment of the food product. Fibrianto (13) stated that brewing process is the stage of the extraction of scent and flavor compounds by hot water. As coffee consumption and popularity increases, brewing methods also diversify, depending on culture, social context, consumer preferences and consumer interests. Among the many brewing techniques, manual brewing techniques are increasingly popular and widely used. The manual brewing technique has several advantages, namely simple equipment, relatively affordable prices, and easier use. One of the manual brewing techniques used at UKM Kopi Suroloyo is Vietnam Drip and manual espresso or also known as Mokapot. Unfortunately, it is not known for certain that consumers at UKM Kopi Suroloyo prefer the manual brewing technique with Vietnamese drip or mokapot on Robusta coffee in Suroloyo [4].

In general, there are factors that affect the sensory profile of a food or drink. These factors are divided into two things, namely intrinsic factors and extrinsic factors. Intrinsic factors are factors that come from the food product, such as attributes of taste, scent, color, texture, and others that affect the consumer's sensory profile. While extrinsic factors are factors that come from outside or come from the environment that can affect the consumer's sensory profile. These external factors include the setting of the condition, the way of presentation, the equipment, the arrangement of the room, and others. One of the things that can affect the mood when enjoying coffee is listening to music. According to Fibrianto, listening to music can change the sensory profile, thus affecting the taste of coffee. Listening to music also helps the body in releasing stress hormones, so the body will feel more relaxed. In addition, listening to music can also affect emotional states both positive and negative. Unfortunately, in Suroloyo Coffee UKM, it is not known for certain the type of

accompaniment music that consumers like to enjoy coffee along with enjoying the view. The types of music that are often found include memorable songs, Javanese songs, and western classical music [5].

This study aims to determine the effect of manual brewing techniques namely vietnam drip and mokapot on Suroloyo robusta coffee from a sensory perspective regarding scent, taste, flavor, and aftertaste whether there is a significant difference or not. In addition, this study aims to determine the type of manual brewing technique in robusta coffee that consumers prefer. This research is also focused on knowing the type of accompaniment music according to the wishes of consumers at UKM Kopi Suroloyo, among the music provided are memories songs, Javanese songs, and western classical music. Data were collected by distributing questionnaires to Suroloyo coffee visitors. Questionnaire is a set of tools used by researchers to obtain data accurately, quickly, and efficiently which is then analyzed using SPSS software.

2. MATERIALS AND METHODS

2.1. Material

The raw material used in the test is *Robusta* originating from the top of Suroloyo, Yogyakarta. Moreover, mineral water, which has neutral pH, is used as coffee brewing and neutralizing the palate. Musical instruments with the memory songs, Javanese songs, and western classical music are needed as a consumer accompaniment to enjoy the coffee.

2.2. Methods

Robusta coffee with two variations of brewing and three types of backsound music was tested sensoryly with a scoring test and a preference or hedonic test. The preference test and hedonic test were carried out by moderately trained panelists totaling 35 people. Parameters assessed in coffee brewing variations include taste, scent, flavor, aftertaste. The first step is to do a scoring test to see the sensory characteristics of the coffee and continue with the hedonic test. Each test has a scale range of 1-5, where 1 for dislike, 2 for dislike, 3 for moderate, 4 for like, and 5 for strongly like. While the parameters assessed in the type of backsound music include body relaxation, mood, comfort level, enjoyment level, and emotional.

3. DATA ANALYSIS

The factors that will be studied are related to robusta coffee brewing techniques and the type of backsound music on the sensory profile of consumers in Suroloyo Coffee. The research design used a completely randomized design pattern (RAL) with two factors, namely the brewing technique and the type of backsound music. The data from the sensory analysis will then be

statistically analyzed using the Analysis of Variance (ANOVA) test with the Kruskal Wallis test, but if this test does not meet it can be done using the Mann Whitney U Test with a significance level of 5%.

4. DISCUSSION

4.1. Sensory Test

Sensory test is a test used to determine the quality characteristics of food products involving sensory attributes. According to Tarwendah (67), sensory attributes are a collection of words that are useful for defining the sensory characteristics of food products. Sensory attributes consist of scent, taste, flavor, texture, aftertaste, color, and others. One of the tests that can be used for sensory testing is to use the scoring test and hedonic test. In this study, sensory attributes were used including scent, taste, flavor, and aftertaste as sensory

attributes of coffee brewing techniques, and attributes of body relaxation, emotional, comfort, and enjoyment for the influence of music on the sensory profile of coffee [6].

4.1.1. Coffee Brewing Technique Scoring Test

The scoring test is a useful test to determine the magnitude of the difference in quality in similar products being tested, with the aim of comparing or providing an assessment in the form of quantitative data or scores. Quantitative data is obtained by describing quality attributes into a rating scale. The scale range used for the assessment of robusta coffee with the mokapot and vietnam drip brewing techniques is 1-5. The results of the scoring test for the robusta coffee brewing technique with mokapot, and vietnam drip can be seen in table 1.

Table 1. The results of the scoring test of the Robusta coffee brewing technique with mokapot, and vietnam drip

	Scent	Taste	Flavor	Aftertaste
Asymp.Sig	0.147	0.059	0.245	0.990
Mean Rank :				
a. Mokapot	a. 38,81	a. 39,79	a. 38,11	a. 35,53
b. Vietnam Drip	b. 32,19	b. 31,21	b. 32,89	b. 35,47

4.1.1.1. Scent

Tarwendah (67) showed scent is an odor that arises from volatile compounds in food and is then responded by the sense of smell through the nasal cavity due to the presence of the olfactory nerves. Volatile compounds are captured by the nose when humans breathe or inhale them, but can also pass through the back of the throat during a person's eating. Based on table 1, it can be seen that the results of the Kruskal Wallis test and the Mann Whitney test on 35 respondents, obtained statistical results that there was no significant difference in the robusta coffee sample with the vietnam drip and mokapot brewing techniques. This is because the value of $asymp.sig > 0.05$, which is 0.147. However, based on the test results, the score or scent assessment on Robusta coffee with mokapot brewing is greater than the vietnam drip brewing technique with a mean rank of 38.81 [6].

respondents, obtained statistical results that there was no significant difference in the taste of the Robusta coffee sample with the Vietnam drip and mokapot brewing techniques. This is because the value of $asymp.sig > 0.05$, which is 0.059. However, based on the test results, the score or taste assessment on Robusta coffee with mokapot brewing is greater than the vietnam drip brewing technique with a mean rank of 39.79 [7].

4.1.1.3. Flavor

Saputra (3) claimed that flavor is a sensory attribute of a food product which includes appearance, smell, taste, texture, and temperature. Flavor is also a classification of the workings of the five human senses, namely taste, smell, touch, sight, and hearing. The word flavor is also useful for knowing the impression caused by the compounds present in food or beverage ingredients. Based on table 1, it can be seen that the test results using the Kruskal Wallis test and the Mann Whitney test on 35 respondents, obtained statistical results that there was no significant difference in the taste of Robusta coffee samples with vietnam drip and mokapot brewing techniques. This is because the value of $asymp.sig > 0.05$, which is 0.245. However, based on the test results, the score of flavor assessment of Robusta coffee with mokapot brewing is greater than the vietnam drip brewing technique with a mean rank of 38.11 [8].

4.1.1.2. Taste

According Lamusu (13), the taste is one of the sensory attributes that arise because of the taste received by the human tongue. Human taste sensations are divided into four tastes, namely sweet, bitter, sour, and salty and there is an added response if modification is made. Based on table 1, it can be seen that the results of the test using the Kruskal Wallis test and the Mann Whitney test on 35

4.1.1.4. Aftertaste

Based on Asiah (56), aftertaste is a positive taste quality which includes the taste and scent that remains in the mouth or more precisely at the back of the oral cavity and remains aftertaste the coffee is swallowed or expelled. Aftertaste can be felt by tasting after the coffee leaves the mouth. Based on table 1, it can be seen that the results of the test using the Kruskal Walis test and the Mann Whitney test on 35 respondents, obtained statistical results that there was no significant difference in the remaining taste of Robusta coffee samples with Vietnam drip and mokapot brewing techniques. This is because the value of $asympt.sig > 0.05$, which is equal to 0.990. However, based on the test results, the score or aftertaste assessment on Robusta coffee with mokapot brewing is greater than the Vietnam drip brewing technique with a mean rank of 35.53, although the results

differ slightly from that of Vietnam drip brewing of 35.47 [9].

4.1.2. Hedonic Test Coffee Brewing Technique

Hedonic test or often referred to as a preference test. The hedonic test is a test that is useful for measuring the level of liking for the product. Tarwendah (70) showed the principle of the hedonic test is that the panelists are asked for their personal responses about their likes or dislikes of a product using a scale, for example strongly dislike, dislike, neutral, like, very like. The results of the hedonic test assessment of robusta coffee brewing techniques with mokapot, and vietnam drip can be seen in table 2. The results showed that there was no significant difference in the attributes of scent, taste, flavor, aftertaste in the brewing technique between vietnam drip and mokapot [6].

Table 2. The results of the hedonic test of robusta coffee brewing techniques with mokapot, and vietnam drip

	Scent	Taste	Flavor	Aftertaste
Asymp.Sig	0.352	0.659	0.852	0.688
Mean Rank :				
a. Mokapot	a. 37,63	a. 36,53	a. 35,93	a. 36,43
b. Vietnam Drip	b. 33,37	b. 34,47	b. 35,07	b. 34,57

4.1.2.1. Scent

According to Tarigan (14), scent is one of the most important attributes in assessing the quality of brewing coffee. Robusta coffee has a nutty and more earthy scent. The results of the Kruskal Walis test and the Mann Whitney test on the hedonic or preference test showed that there was no significant difference between scent and the mokapot and vietnam drip brewing techniques. This is indicated by the $asympt.sig$ value of $0.352 > 0.05$. This is in line with the scoring test where there is no significant difference in the sensory scent attribute. In addition, the panelists preferred the scent of the mokapot brewing technique compared to the vietnam drip, with a mean rank value of 37.63 [10].

the taste of the mokapot brewing technique compared to the vietnam drip, with a mean rank value of 36.53.

4.1.2.3. Flavor

Based on the results of the Kruskal Walis test and the Mann Whitney test on the hedonic or preference test, it showed that there was no significant difference between the flavor and the mokapot and vietnam drip brewing techniques. This is indicated by the $asympt.sig$ value of $0.852 > 0.05$. This is in line with the scoring test where there is no significant difference in the sensory flavor attributes. In addition, the panelists prefer the flavor of the mokapot brewing technique compared to the vietnam drip, with a mean rank value of 35.93.

4.1.2.2. Taste

Taste attributes also play a role in determining the quality of brewing coffee, which is measured using the sense of taste. Based on the results of the Kruskal Walis test and the Mann Whitney test on the hedonic or preference test, it was shown that there was no significant difference between the taste and the mokapot and vietnam drip brewing techniques. This is indicated by the $asympt.sig$ value of $0.659 > 0.05$. This is in line with the scoring test where there is no significant difference in the sensory attributes of taste. In addition, the panelists prefer

4.1.2.4. Aftertaste

Based on the results of the Kruskal Walis test and the Mann Whitney test on the hedonic or preference test, it showed that there was no significant difference between the aftertaste and the mokapot and vietnam drip brewing techniques. This is indicated by the $asympt.sig$ value of $0.688 > 0.05$. This is in line with the scoring test where there is no significant difference in the aftertaste sensory attributes. In addition, the panelists preferred the aftertaste of the mokapot brewing technique compared to the vietnam drip, with a mean rank value of 36.43.

4.1.3. Hedonic Test of the influence of music on the sensory profile of coffee

Fibrianto (13) claimed that coffee is a plant that belongs to the Rubiaceae family and consists of several species, including robusta coffee, arabica coffee, and liberica coffee. According to data from the Directorate General of Plantation, Indonesia is able to produce 509,557 tons of Robusta coffee or 75.39 percent, then the rest is Arabica coffee of 166,325 tons or around 24.61 percent. Differences in the composition of coffee are influenced by soil components, sunlight intensity, humidity, and pests. Based on Farhan (17), the coffee beans contain caffeine, caffeine is an alkaloid compound derived from xanthine. Caffeine contained in coffee beans ranges from 1% to 2.5%. Whereas in one cup of coffee, the caffeine content per 100 ml contains 80 mg to 100 mg of caffeine depending on the amount of coffee used. Caffeine has benefits that are useful for the body, such as stimulating the central nervous system, being able to relax smooth muscles, especially bronchial smooth muscles and heart muscles, and others [11][12].

The sensory attributes of coffee are generally influenced by several factors, the type of coffee, processing method, and coffee brewing method. There are several ways of brewing, including in this study

brewing was done by vietnam drip, and mokapot. The Vietnam drip technique is a brewing technique that uses a drip or drip technique using a tool called the Vietnam drip. The tool is made of stainless steel or mild steel that is resistant to rust, and has a small hole at the bottom as a place for coffee drops to come out. While the mokapot technique is brewing coffee using a tool such as a teapot. Mokapot is also known as a non-machine espresso brewer. The working principle of the mokapot is that the boiling and pressurized water will mix with the coffee grounds which then go to the espresso holder through the pipe.

Suroloyo coffee is a tourist attraction to drink coffee to the accompaniment of music, as well as visitors can enjoy the natural scenery of Suroloyo. This research was conducted with the aim of finding suitable accompaniment music and in demand by Suroloyo Coffee consumers. In this study, 35 panelists were given coffee with Vietnam drip and mokapot brewing techniques, which were then given music in the form of Javanese songs, memories songs, and classical westerns. The attributes assessed are body relaxation, emotional, comfort, and enjoyment in consuming coffee. The results of the hedonic test of the influence of music on the sensory profile of robusta coffee with vietnam drip and mokapot can be seen in table 3 and table 4.

Table 3. Results of Hedonic Test Assessment of the Effect of Music on the Sensory Profile of Robusta Coffee with Vietnam Drip

Sensory attributes	Music Type	Mean Rank	Asymp. Sig
Body relaxation	Javanese songs	54,01	0.274
	Memories songs	58,03	
	Barat Klasik	46,96	
Emotional	Javanese songs	55,59	0.145
	Memories songs	58,19	
	Barat Klasik	45,23	
Convenience	Javanese songs	59,07	0.136
	Memories songs	54,61	
	Barat Klasik	45,31	
Enjoyment	Javanese songs	52,97	0.552
	Memories songs	56,83	
	Barat Klasik	49,20	

4.1.3.1. Body Relaxation

Body relaxation is a condition in which the body is relaxed or free from tension and stress. According to Tittlebaum, relaxation means a body condition that has mental and physical freedom from tension or stress. Relaxation is an important element in maintaining physical and mental health. Consumption of coffee can act as a relaxation of the body because of the caffeine content. According to Farhan (18), caffeine acts as a binder to adenosine receptors in the brain which can reduce nerve cell activity, but caffeine will not inhibit the activity of nerve cells in the brain, it will block adenosine and

increase the hormone epinephrine or adrenaline. In addition, caffeine will increase dopamine so that memory performance will increase. Based on table 3, the results of the asymp.sig value > 0.05 so that the three musics are not significantly different in body relaxation. However, based on the mean value of body relaxation, the type of memory song music is preferable to other types of music, with a mean rank value of 58.03 [12][13].

4.1.3.2. Emotional

Emotional is often associated with feelings and moods. According to UWA, emotion is defined as a

complex pattern of reactions, and involves the experience, behavior, and physiology of individuals in dealing with problems. Based on the statistical results in table 3, the asymp.sig value > 0.05 means that there is no significant difference between the three types of music on the emotional panelists. However, based on the mean rank of memory song music, it has a value of 58.19 which means that the music is preferred and affects the emotional panelists more than other music [14].

4.1.3.3. Convenience

According to Merriam Webster, comfortable is enjoying contentment and security. Meanwhile, according to Mardianto, comfort is a mood owned by someone who is considered self-satisfying. Based on the results of table 3. the value of asymp.sig > 0.05 means

Table 4. Results of Hedonic Test Assessment of the Effect of Music on the Sensory Profile of Robusta Coffee with Mokapot

Sensory attributes	Music Type	Mean Rank	Asymp. Sig
Body relaxation	Javanese songs	53,83	0.346
	Memories songs	57,61	
	Barat Klasik	47,56	
Emotional	Javanese songs	55,99	0.311
	Memories songs	56,19	
	Barat Klasik	46,83	
Convenience	Javanese songs	58,24	0.088
	Memories songs	56,67	
	Barat Klasik	44,09	
Enjoyment	Javanese songs	54,47	0.858
	Memories songs	53,74	
	Barat Klasik	50,79	

4.1.3.5. Body Relaxation and Emotional

Based on the results of the study in table 4, the results on the body relaxation attribute have a value of asymp.sig $0.346 > 0.05$. This means that there is no significant difference in the relaxation attributes of the three types of music. However, based on the mean rank value, the largest result is found in the song of memories with a mean rank of 57.61. This means that memory song music is preferred over other music. This is in line with the hedonic test assessment of the influence of music on the sensory profile of Robusta coffee with the Vietnamese drip technique, the preferred type of music is Memories songs.

Based on the results of the study in table 4, the results on emotional attributes with asymp.sig value $0.311 > 0.05$. This means that there is no significant difference in the emotional attributes of the three types of music. However, based on the mean rank value, the largest result was found in the memory song with a mean rank of 56.19. This means that memorable song music is preferred over other

that there is no significant difference in the three types of music on the comfort of the panelists. However, based on the mean rank of Javanese songs, it has a value of 59.07 which means the music is preferred in terms of panelist comfort [15].

4.1.3.4. Enjoyment

According to the *Kamus Besar Bahasa Indonesia* or (KBBI), enjoyment is a state of pleasure or pleasure. Based on table 3, the results obtained asymp.sig value > 0.05 or 0.552 so that the three musics are not significantly different in enjoyment. However, based on the value of the mean rank of enjoyment in the type of music, the song of memories is preferred when compared to other types of music, with a mean rank value of 56.83.

music. This is in line with the hedonic test assessment of the influence of music on the sensory profile of Robusta coffee with the Vietnamese drip technique with the result that the preferred type of music is Memories songs.

4.1.3.6. Comfort and Enjoyment

Based on the results of the study in table 4 the asymp.sig value on the comfort and enjoyment attributes > 0.05 . This means that there is no significant difference between the two attributes for the three types of music. However, based on the mean rank, the largest results were found in Javanese music with a value of 58.24 on the comfort attribute, and 54.47 on the enjoyment attribute.

5. CONCLUSION

There was no significant difference in the sensory attributes of scent, taste, flavor, and aftertaste of robusta coffee with mokapot and vietnam drip brewing. However, Robusta coffee with the mokapot brewing technique is preferred

over the Vietnamese drip technique. Other than that, there is no significant difference in the sensory attributes of relaxation, emotional, comfort, and enjoyment on the effect of music on the sensory profile of Robusta coffee with vietnam drip and mokapot techniques. However, the type of music that is suitable to be used as an accompaniment while enjoying coffee in Suroloyo is the type of Memories songs and Javanese songs.

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