International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Supply Chain and Marketing Performance of Arabica Coffee Commodity in Bantaeng Regency

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Abstract

This study aims to analyze the supply chain and marketing performance of Arabica coffee commodities in Tompobulu District, Bantaeng Regency, South Sulawesi Province. The sampling technique used was snowball sampling, so that informants consisting of 10 Arabica coffee farmers, collectors, wholesalers, and Akar Tani Cooperative were obtained. Data analysis used quantitative and qualitative descriptive analysis. The results of this study indicate that the supply chain of Arabica coffee commodities in Tompobulu District, Bantaeng Regency consists of 4 chains, namely: (I) producers – collector trader – coffee processing industry, (II) producers – wholesalers – Akar Tani Cooperative – roastery, (III) producers – wholesalers – Akar Tani Cooperative – cafes, and (IV) producers – wholesalers – Akar Tani Cooperative – coffee shops. The marketing performance of Arabica coffee commodities was analyzed using marketing margins, farmers' share, and marketing efficiency. Marketing margin for chain I is Rp 15,000.00/kg, chain II and chain III are Rp 20,000.00, while chain IV is Rp 120,000.00/kg. Farmers share for chain I is 77.27%, chain II and chain III are 70.58%, and chain IV is 33.33%. Marketing efficiency for chain I is 4.54%, chain II and chain III are 4.7%, and chain IV is 10.27%. The marketing performance of Arabica coffee commodities in Tompobulu District, Bantaeng Regency has reached a level of efficiency and tends to be profitable for farmers.

Key words: Arabica coffee, supply chain, marketing margin, farmers share, marketing efficiency.

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INTRODUCTION

Arabica coffee is one of the leading commodities in Indonesia, which has a significant contribution to the country's economy (Fadilah et al., 2024; Apriani et al., 2022). In international trade, Indonesia ranks fourth as the largest coffee producer in the world after Brazil, Vietnam, and Colombia, where Robusta coffee production is much larger than Arabica coffee, with Robusta's contribution reaching around 80% of national coffee production (Tampubolon et al., 2023; Fitra et al., 2024). However, Arabica coffee has a higher economic value because it is able to attract premium consumers, so it becomes the focus for development and quality improvement (Roziq et al., 2022).

The development and increase of Arabica coffee production in Indonesia cannot be separated from technical factors such as variety selection, good cultivation practices, and proper post-harvest processing (Yulia et al., 2022; Ulfah & Khairatunnisa, 2023). The coffee varieties grown in Indonesia vary greatly, and among the famous Arabica coffee varieties are Gayo Coffee, Toraja Coffee, and Lintong Coffee which have distinctive flavors and high quality (Husain & Umami, 2023; Harsono et al., 2021). Improving cultivation and processing techniques, as well as paying attention to sustainability aspects, is important to increase the competitiveness of Indonesian coffee in the global market, especially in the European market which prioritizes quality and sustainability (Fadilah et al., 2024; Putri & Salam, 2019).

Various strategic approaches have been implemented to improve the competitiveness of Indonesian Arabica coffee in the international market, including the development of an efficient supply chain and the use of digital marketing to reach wider consumers (Ramadhan & Avianto, 2024; Sebayang et al., 2023). Digitalization in coffee marketing through social media platforms has been shown to provide a competitive advantage for small and medium coffee businesses (SMEs) in Indonesia, which can minimize marketing costs and bring their products closer to consumers (Sebayang et al., 2023; Syam et al., 2024).

The performance of coffee prices at the international level often depends on global supply and demand, as indicated by consumers in major countries such as the United States and Europe (Paramita, 2022). In addition to price, coffee marketing and distribution strategies affect trade performance in Indonesia. Initiatives to market it as a premium commodity have the potential to increase its selling value in the international market (Witman et al., 2023). Increasing consumer understanding of the advantages of Indonesian Arabica coffee can open up new opportunities, but collaboration between farmers, exporters, and government institutions is essential to create a supportive ecosystem (Ariani & Amaliah, 2023).

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Arabica coffee (Coffea arabica L.) in Bantaeng Regency has begun to be noticed as a source of livelihood for the local community. Arabica coffee products from this area are known to have a distinctive taste that attracts coffee lovers both at home and abroad. The results of the study show that the strategy for developing Arabica coffee agribusiness must pay attention to local characteristics and apply appropriate technology to increase agricultural yields (Hasriani, 2023).

Arabica coffee is one of the commodities with high economic value that plays an important role in the economy of many countries, including Indonesia. Indonesia is listed as one of the largest coffee producers in the world, with Arabica coffee being one of the superior varieties in demand in the global market. However, despite this great potential, the Arabica coffee sector faces a number of challenges related to the supply chain and marketing performance (Aprilia et al., 2020; Bashiri et al., 2021; Nguyen & Sarker, 2018).

Based on data sources from the Ministry of Agriculture's data and information center in 2023, Bantaeng Regency has an area of Arabica coffee plantations reaching 918 hectares, with a production of 459 tons and a productivity of 733 tons per hectare. This study aims to analyze the supply chain and marketing performance of Arabica coffee commodities in Tombolopao District, Bantaeng Regency.

LITERATURE ANALYSIS AND METHODOLOGY

Literature Analysis

The development of Indonesian coffee commodity exports, especially Arabica coffee, has shown an increase. Research analyzing coffee exports to ASEAN countries shows that Indonesia has a comparative advantage in the coffee market, especially in Malaysia and Thailand (Ginting & Kartiasih, 2019). However, challenges remain, such as international prices that are often not profitable for local farmers, due to high production costs and fluctuations in the rupiah exchange rate against foreign currencies (Lubis & Rahmani, 2023).

The Arabica coffee supply chain is a complex system involving various actors, from farmers to end consumers. The results of the study indicate that environmental uncertainty can affect the agility of the supply chain for small and medium enterprises (SMEs), including coffee shops in Indonesia (Aprilia et al., 2020). This study indicates that resilience in supply chain management is key to surviving in this competitively stressful industry. Moreover, a good management system can help strengthen the relationship between various actors in the supply chain, from farmers to consumers, and in turn increase transparency and opportunities for long-term success.

An effective supply chain is essential in connecting coffee farmers with consumers in the global market. However, many coffee farmers in developing countries face significant

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challenges, including lack of access to modern technology, market information, and support from financial institutions (Ramadhan & Avianto, 2024; Bashiri et al., 2021; Husnaeni & Retnoningsih, 2021). On the other hand, consumer demand for sustainable practices is increasing, forcing supply chain players to rethink the way they produce, market, and sell their products (Wright et al., 2024; Bashiri et al., 2021). A deeper understanding is needed of how supply chain management affects marketing performance and business growth in the Arabica coffee sector.

Several studies have shown that supply chain orientation can affect an organization's ability to compete in the market (Opoku et al., 2022; Husnaeni & Retnoningsih, 2021; Sultan et al., 2021). One study notes the importance of collaboration within the coffee supply chain to achieve sustainability and efficiency (López-Rodríguez et al., 2024; Husnaeni & Retnoningsih, 2021). Other studies highlight the role of digital technology and innovation in improving supply chain performance in the coffee sector, especially after the COVID-19 pandemic changed the way many industry players operate (Munizu et al., 2024; Sharma, 2021). On the other hand, the development of data analysis tools in the supply chain can provide valuable insights to improve marketing performance (Purnomo et al., 2021; Bille, 2024).

A sustainable approach to coffee supply chain management is starting to be widely discussed. Research by Habib and colleagues (Habib et al., 2024) shows that there is an urgent need to adopt sustainable supply chain management practices in the coffee industry, especially in developing countries. By prioritizing sustainability, business actors can not only improve marketing performance but also have a positive impact on the environment and society (Hanapi et al., 2024; Bashiri et al., 2021; Agustin et al., 2023).

METHODOLOGY

This research was conducted in Tompobulu District, Bantaeng Regency. The selection of this location was done purposively, considering that the location is one of the centers of Arabica coffee production.

The data types are quantitative and qualitative, which come from primary data and secondary data. Primary data is data obtained from observations through direct interviews and also through the help of questionnaires. Secondary data is data obtained from sources/literature related to the research. The sampling technique used was snowball sampling, so that informants consisting of 10 Arabica coffee farmers, collectors, wholesalers, and Akar Tani Cooperative were obtained. Data analysis used quantitative and qualitative descriptive analysis.

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To analyze marketing performance, the following are used: marketing margin, farmer's share, and marketing efficiency level, with the following formula.

1. Marketing margin
   Marketing margin is the difference between the price paid by consumers and the price received by farmers.
   $$MP = Pr - Pf$$
   Description: MP = Marketing Margin (Rp/kg), Pr = Price at consumer level (Rp/kg)
   Pf = Price at farmer level (Rp/kg)
2. Farmer's share
   To calculate the share received by farmers (farmer's share) it is calculated using the formula:
   $$Fs = \frac{\text{Pf}}{\text{Pr}} X\ 100\%$$
   Description: Fs = Portion or percentage received by farmers (%), Pf = Price at producer level (Rp/kg), Pr = Price at consumer level (Rp/kg)
3. Marketing efficiency
   To determine the level of marketing efficiency in each marketing channel, the following formula is used:
   $$Eps = \frac{\text{Bp}}{HK} x\ 100\%$$
   Description: Eps = Marketing Efficiency (%), Bp = Marketing Cost (Kg/Rp), HK = Price at Consumer level (Rp/kg).
   With the criteria: Ep < 50% is Efficient; Ep > 50% is not Efficient.

RESEARCH AND RESULTS

Supply Chain of Arabica Coffee Commodities

Arabica coffee supply chain describes the flow of products, financial flows, and information flows that occur between members of the supply chain. The supply chain is a system that includes the distribution of goods from suppliers to consumers. A supply chain has at least three types of flows that must be managed. The first flow is the flow of goods that flows from upstream to downstream. The second flow is the flow of money (financial) that flows from downstream to upstream. The third flow is the flow of information that occurs from upstream to downstream or vice versa.

The flow of Arabica coffee commodity products that occurs in Tompobulu District, Bantaeng Regency can be described as follows.

Producers (farmers) – Collector Trader

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The flow of Arabica coffee products that occurs from Arabica coffee farmers (producers) to collectors as marketing institutions is, Arabica coffee farmers harvest green coffee and then sell it to collectors, because in that location there is only one collector so there is no other choice for Arabica coffee farmers to sell their coffee products except to the collector.

Collector Trader – Coffee Processing Industry

The flow of Arabica coffee products that occurs from collectors to coffee processing industries outside the region is a green-picked coffee product. Collectors distribute green-picked Arabica coffee products using pickup truck transportation where the coffee beans are packed in sacks and then sent to the processing warehouse location.

Producers (farmers) – Wholesalers

The flow of Arabica coffee products that occurs from producers to wholesalers as marketing institutions starts from producers who join in fostered farmers who will harvest Arabica coffee with red picking and sell it to wholesalers in the form of HS coffee beans. Wholesalers then distribute the red harvest Arabica coffee products to the Akar Tani Cooperative, where wholesalers will come directly to the farmer's location to pick the product according to the previous agreement.

Wholesalers – Akar Tani Cooperative

The flow of Arabica coffee products occurs from wholesalers to the Akar Tani Cooperative, where the wholesalers distribute red-picked Arabica coffee products in the form of HS coffee beans to the coffee processing center, precisely at the Akar Tani Cooperative.

Akar Tani Cooperative – Roastery

The flow of Arabica coffee products that occurs in the next institution is HS coffee beans which are then processed and produced into green beans in the Akar Tani Cooperative, then later distributed to the roastery as the next marketing institution.

Akar Tani Cooperative – Cafe

The next flow of Arabica coffee products is from the Akar Tani Cooperative distributed to cafes as the next marketing institution, where the products distributed are in the form of green beans, because several cafes that already have their own roasting machines prefer to buy coffee products in the form of green beans.

Akar Tani Cooperative – Cofee Shop

The next product flow that occurs from the Akar Tani Cooperative to the coffee shop is the next institution in the process of the flow of this Arabica coffee product. Arabica coffee products that were previously in the form of grain are processed by the Akar Tani Cooperative into greenbean form, and then processed into powder form, which is then

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packaged into various packages ranging from 1 kg, 500 grams and 250 grams which will later be distributed to the coffee shop.

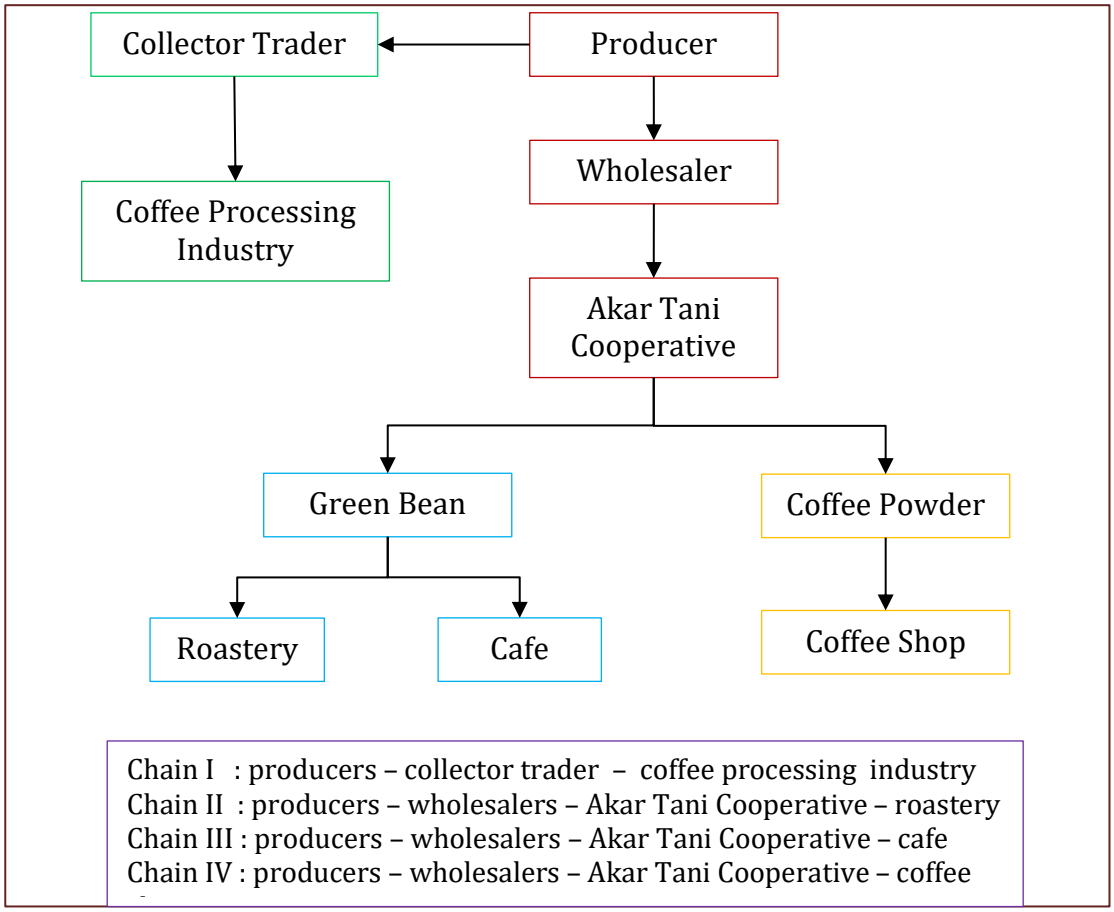


Figure 1. Marketing Chain of Arabica Coffee Commodities in Tompobulu District, Bantaeng Regency

The financial flow that occurs in the Arabica coffee commodity supply chain in Tompobulu District, Bantaeng Regency flows from the last supply chain actor, namely consumers, to the first supply chain actor, namely producers or farmers. The mechanism of financial flow from consumers to roastery, cafes, coffee shops uses the cash payment method, and from wholesalers to collectors also uses the cash method, likewise with collectors to consumers also still using the cash payment method which is carried out after the weighing process of Arabica coffee beans.

The flow of information that occurs in the marketing channel for Arabica coffee commodities in Tompobulu District, Bantaeng Regency, namely when the harvest time

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arrives, traders will contact consumers to ask about the availability of coffee products and also discuss product prices, traders contact producers by telephone. Likewise, farmers as producers of Arabica coffee will contact traders if there is information about the availability of Arabica coffee products after harvest. So it can be seen that the flow of information that occurs occurs from two directions, namely from upstream to downstream or vice versa from downstream to upstream using communication media in the form of telephones.

Agricultural marketing distribution channels organize agricultural commodities from producers to consumers. The flow of commodities from producers to consumers is called marketing channels. Each type of agricultural commodity has a different marketing channel from one another, even the same type of commodity has channels from the simplest to the most complex. There is a pattern of Arabica coffee marketing distribution channels from farmers to consumers.

Marketing Performance of Arabica Coffee Commodity

Marketing Margin

The marketing margin at each marketing institution is calculated from the difference in price between that paid by consumers and the price received by producers or farmers. The marketing margin is the sum of marketing costs with the expected profit by each institution.

Marketing margin is a term used to express the difference in price paid to the first seller and the price paid by the final buyer. Marketing costs will be higher if a lot of marketing is carried out by the marketing institution on a product before it reaches the final consumer. The higher the quality of a product desired by consumers, the higher the marketing costs will be.

To find out the marketing margin of Arabica coffee commodities in the marketing channel, of course, the selling price and purchase price of the marketing institutions involved must be known. The marketing margin in the Arabica coffee marketing channel in Tompobulu District, Bantaeng Regency can be seen in Table 1.

Table 1. Marketing Margin in the Arabica Coffee Commodity Supply Chain in Tompobulu District, Bantaeng Regency

Marketing Chain	Purchase Price (Rp/kg)	Selling Price (Rp/kg)	Margin (Rp/kg)
Chain I :	51,000	66,000	15,000

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producers – collector trader – coffee processing industry			
Chain II : producers – wholesalers – Akar Tani Cooperative – roastery	60,000	85,000	25,000
Chain III : producers – wholesalers – Akar Tani Cooperative – cafe	60,000	85,000	25,000
Chain IV : producers – wholesalers – Akar Tani Cooperative – cofee shop	60,000	180,000	120,000

Table 1 shows that the highest marketing chain margin for Arabica coffee in Tompobulu District, Bantaeng Regency is in chain IV, which is IDR 120,000.00 per kilogram. While the marketing margin for chains II and III is IDR 25,000.00 per kilogram, and the marketing margin in chain I is the lowest marketing margin, which is IDR 15,000.00 per kilogram. This means that the longer the marketing channel, the greater the marketing margin, and the greater the marketing margin for Arabica coffee, the lower the price received by Arabica coffee producers or farmers. This phenomenon is less profitable for Arabica coffee producers or farmers.

This statement is reinforced by the opinion of Swastha (1999), who stated that the longer the marketing channel for a product usually results in a greater value that must be paid by consumers, because each margin is for the sacrifices and roles they have played. If farmers want to get greater profits, then farmers should look for more profitable sales alternatives, by directly distributing their products to wholesalers. If this alternative is taken by farmers, then farmers can cut the marketing chain. Thus, farmers as Arabica coffee producers will be able to obtain higher profits.

Farmer's Share

Farmer's share is an analysis tool used to measure marketing efficiency, in addition to the marketing margin, this indicator also measures how much of a share is obtained by Arabica coffee producers (farmers) as compensation or contribution made to the selling price in the marketing channel. The greater the farmer's share and the smaller the marketing margin, it can be interpreted that the marketing channel is running smoothly and efficiently.

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Table 2. Farmer's Share in the Arabica Coffee Marketing Chain in Tompobulu District, Bantaeng Regency

Marketing Chain	Purchase Price (Rp/kg)	Selling Price (Rp/kg)	Farmer's Share (%)
Chain I : producers – collector trader – coffee processing industry	51,000	66,000	77.27
Chain II : producers – wholesalers – Akar Tani Cooperative – roastery	60,000	85,000	70.58
Chain III : producers – wholesalers – Akar Tani Cooperative – cafe	60,000	85,000	70.58
Chain IV : producers – wholesalers – Akar Tani Cooperative – cofee shop	60,000	180,000	33.33

Table 2 explains that the marketing chain of Arabica coffee commodities in chain I has the highest farmer's share, which is 77.27%. Arabica coffee marketing in chains II and III has the same farmer's share, which is 70.58%, while chain IV is 33.33%. Farmer's share in chains I, II, and III is considered efficient because it has a value above 40%, while in chain IV it is considered inefficient because the farmer's share value is below 40%. In accordance with Downey's opinion (1992) which states that a farmer's share value greater than 40% is categorized as efficient, while a farmer's share smaller than 40% is considered inefficient.

Marketing Efficiency

Marketing efficiency is a ratio that measures the production of agricultural commodities of a system or process for each input unit by comparing the resources used to the output produced during the agricultural commodity marketing process through pricing efficiency and operational efficiency or economic efficiency (production efficiency, distribution efficiency, and optimum combination). Marketing efficiency is a measure of success assessed in terms of costs that achieve the results of the activities carried out.

Marketing efficiency is a comparison between marketing costs and selling prices at the consumer level expressed in percent. To determine the marketing efficiency of Arabica coffee in Tompobulu District, Bantaeng Regency, each marketing institution in marketing Arabica coffee and several prices at the end consumer level from each marketing channel.

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Short marketing channels are more efficient than long channels involving many marketing institutions, this is because the marketing costs incurred by long channels are greater than short channels. The marketing efficiency of Arabica coffee commodities in Tompobulu District, Bantaeng Regency is described in Table 3.

Table 3. Marketing Efficiency in the Arabica Coffee Marketing Chain in Tompobulu District, Bantaeng Regency

Marketing Chain	Total Cost (Rp/kg)	Consumer Level Price (Rp/kg)	Marketing Efficiency (%)
Chain I : producers – collector trader – coffee processing industry	3,000	66,000	4.54
Chain II : producers – wholesalers – Akar Tani Co-operative – roastery	4,000	85,000	4.70
Chain III : producers – wholesalers – Akar Tani Co-operative – cafe	4,000	85,000	4.70
Chain IV : producers – wholesalers – Akar Tani Co-operative – cofee shop	18,500	180,000	10.27

Table 3 explains that the marketing channels for Arabica coffee commodities have varying efficiency values, namely chain I has an efficiency value of 4.54%, chain II and chain III have the same efficiency value of 4.70%, while chain IV has the highest efficiency value of 10.27%. So it can be concluded that Arabica coffee commodities in Tompobulu District, Bantaeng Regency are efficient, because the marketing efficiency value in each chain has a value of less than 50%. In accordance with the opinion of Soekartawi (2002), which states that marketing will be said to be efficient if the marketing channel has a value of less than 50%.

CONCLUSION AND RECOMMENDATIONS

The results of this study indicate that the supply chain of Arabica coffee commodities in Tompobulu District, Bantaeng Regency consists of 4 chains, namely: (I) producers – collector trader – coffee processing industry, (II) producers – wholesalers – Akar Tani

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Cooperative – roastery, (III) producers – wholesalers – Akar Tani Cooperative – cafes, and (IV) producers – wholesalers – Akar Tani Cooperative – coffee shops. The marketing performance of Arabica coffee commodities was analyzed using marketing margins, farmers' share, and marketing efficiency. Marketing margin for chain I is Rp 15,000.00/kg, chain II and chain III are Rp 20,000.00, while chain IV is Rp 120,000.00/kg. Farmers share for chain I is 77.27%, chain II and chain III are 70.58%, and chain IV is 33.33%. Marketing efficiency for chain I is 4.54%, chain II and chain III are 4.7%, and chain IV is 10.27%. The marketing performance of Arabica coffee commodities in Tompobulu District, Bantaeng Regency has reached a level of efficiency and tends to be profitable for farmers.

Arabica coffee farmers should choose the right marketing channels that are easier for farmers to reach, so that the profits obtained are relatively higher. Marketing institutions should be more careful and precise in determining prices, especially in analyzing total marketing costs.

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