

## **Influencing Factors in the Supply Chain for Selection of Coffee Marketing Patterns *Bali Kintamani Coffee***

**Tri Pujadi**

School of Information systems  
Bina Nusantara University  
Jakarta, Indonesia  
[tripujadi@binus.edu](mailto:tripujadi@binus.edu)

**Bahtiar H. Simamora**

Department of Management - Binus Business School  
Bina Nusantara University Jakarta, Indonesia  
[bsimamaora@binus.edu](mailto:bsimamaora@binus.edu)

**Andreas AB. Hirawan, Angelia D. Suryawan, Arief Dwi Hartadi, Fenny**

School of Information systems  
Bina Nusantara University  
Jakarta, Indonesia  
[aditya.budi@binus.ac.id](mailto:aditya.budi@binus.ac.id), [angellia@binus.ac.id](mailto:angellia@binus.ac.id), [arief\\_dwi\\_hartadi@binus.ac.id](mailto:arief_dwi_hartadi@binus.ac.id),  
[fenny@binus.ac.id](mailto:fenny@binus.ac.id),

### **Abstract**

The supply chain of the coffee beans is controlled by the export roasters affiliated with the PMA. Especially for the export coffee market, where foreign capital investment dominates the coffee bean market because of its ability to control the supply chain, parent company's working capital, low bank loan interest rates, and the domain of market intelligence. There are several marketing channels for coffee, with the pattern: farmer-collector-wholesaler-dealer-broker-exporter-national roaster; farmers, traders, collectors, and processors of ground coffee; Farmers - wholesalers - intermediaries - exporters. The Indonesian government has established a project management agency (PMO) to build a sustainable ecosystem related to the coffee trade supply chain so that farmers are prepared for trade liberalization and globalization. The aim of the research is to develop a supply chain management model for the competitive *Bali Kintamani Coffee* stakeholders. The analysis approach using the Analytical Hierarchy Method (AHP), and to identify value-added criteria, reliability alternatives and process quality performances to prioritize. Furthermore, an information technology decision model was designed.

### **Keyword**

Supply chain, marketing, pattern, AHP, model