



# Analysis of Millennials Consumer Behavior in Choosing a Coffee Shop

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**Abstract.** The coffee shop business is promising. In the midst of intense competition, coffee shop entrepreneurs are required to be able to manage the products sold and their services. Besides that, entrepreneurs must be able to understand the tastes of consumers. This study aims to examine the behavior of coffee shop consumers from the aspect of coffee drinking patterns, consumer satisfaction, and loyalty preferences. The research was conducted in two coffee shops, namely Kawan Coffee Shop and Sejiwa Coffee Shop. This research used a quantitative research design conducted by survey methods on 145 Millennial consumers at Kawan Coffee Shop and 127 Millennial consumers at Sejiwa Coffee shop which was obtained through systematic sampling techniques through the calculation of the Cochran formula. The data were analyzed using a frequency distribution table. The results showed that the behavior of millennial coffee buying patterns at Kawan Coffee Shop was based on location, while at Sejiwa Coffee shop was based on a comfortable atmosphere. Moreover, the benefits that customers were looking for when visiting a coffee shop for Kawan Coffee Shop is good taste and for Sejiwa Coffee Shop is the atmosphere it has to offer. As for the purchase pattern for other distributions, the two Coffee Shops had the same highest value. It can be concluded that for the buying pattern, the role of location and market segmentation was important for the two Coffee Shops. Meanwhile, in terms of consumer preferences, the most preferred type of drink was Espresso based and Manual Brew. Then for satisfaction and loyalty, most consumers were satisfied after a visit to a coffee shop and interested in making a repeat visit.

**Keywords:** Millennial Behavior · Purchase Pattern · Preference · Satisfaction · Loyalty

## 1 Introduction

The rise in culinary business operations is a result of Indonesians' changing lifestyle and behavior patterns, which are becoming more consumerist, especially among millennials. One of the culinary sectors that is currently becoming more well-known and well-liked across Indonesia, including the area around Bandung City, is coffee cafes. The development of various coffee shop franchises, including Starbucks, Janji Jiwa, and

other franchise coffee shops, has been facilitated by the government of Bandung as a culinary city center in West Java. A coffee shop is a place that sells snacks and drinks besides coffee. Currently, coffee cafes are another kind of restaurant that is expanding rather quickly. It is likely that some business people decide to launch their brand by opening a coffee shop. In the vicinity of Bandung, two of coffee shops that can be found are Kawan Coffee Shop and Sejiwa Coffee Shop.

Coffee shop owners need to be able to offer their goods and services, but they also need to understand consumer tastes because customers are one of the factors that determine whether a business will survive. Without customers, businesses would have no reason to promote their products or services. Consumer behavior is influenced by a number of factors that might have an impact on an individual, such as (a) decision-making processes; (b) shopping habits; (c) buying behavior; (d) brands purchased; or (e) merchants that are targeted [1]. The behavior of someone who is always shifting and moving suggests that this consumer behavior has a dynamic quality [2].

Each of the aforementioned elements has an impact on the decision to buy. Because there may be discrepancies between customer opinions, purchase intentions, and actual purchasing behavior due to factors like pricing, product availability, and social effects, it is crucial to study consumer attitudes and behavior [3]. Therefore, the coffee shop must try to hear the customer's voice, or what is known as "listening to the voice of the consumer." Consumer behavior can be mapped by comprehending the voice of the customer. After that, it will be simple to formulate the degree of customer happiness and loyalty, and the coffee shop may address shortcomings and enhance performance for advancement and the ability to compete, leading to increased sales as the number of customers grows. According to the specifications above, the purpose of this study was to investigate the habits, preferences, satisfaction levels, and brand loyalty of coffee shop patrons.

## 1.1 The Millennial Consumer

The millennial generation is defined by Yuswohady [4] as those who were born between 1980 and 2000 as mentioned in an article about Millennial Trends in 2016. The millennial generation, when viewed in terms of age, falls between 18 and 35. Y generation, clean generation, boomerang generation, and other terms are frequently used to describe the millennial generation. They are referred to as the "millennial generation" because they were born at the turn of the millennium when the usage of digital technology became widely spread. Millennial customers are those who were born between 1980 and 2000, according to the definition provided above.

## 1.2 Consumer Preference

The Great Dictionary of Indonesia Language (KBBI) defines preferences as tendencies, hobbies, or selections. Consumers make decisions regarding the goods they buy based on their preferences. The level of customer preferences will affect the things they purchase, how much they spend on their limited income, and the level of demand for those products. Kotler [5] says that consumer preferences demonstrate customer preferences from a variety of choices of existing items or services. Preference is also interpreted as a person's

choice of likes or dislikes for a product, commodity, or service that is consumed. A product's or service's attributes may be what first draws customers in. The evaluation of goods and services reveals customer sentiments toward them as well as their usage or consumption habits. The word "preference" can be interpreted as "interest" or "liking." As a result, when given the freedom to act as they like, people are motivated by their preferences or interests. Every interest will meet a necessity. The will and ideas and feelings work together to carry out its purpose. While the subtle/sharp feelings are in need, the intellect usually operates in the analyst's logical region.

### **1.3 Customer Satisfaction**

Customer satisfaction is the sentiment of someone who is satisfied or unhappy after comparing the realities and expectations they have for a good or service [5]. Customer satisfaction can result in a positive relationship between a business and its clients, a solid foundation for repeat business, customer loyalty, and successful word-of-mouth recommendations [6]. Only by offering its consumers high-quality service, a business will be able to satisfy its customers. Because it is important to make efforts to improve the quality of the service system offered in order to satisfy needs and boost customer satisfaction, good service is frequently appraised by consumers directly from employees as people who serve or are also referred to as service producers. In order to attain customer happiness, the organization must take into account a number of crucial factors, including service quality. Customer satisfaction and service quality are highly correlated. Customers are motivated to develop a solid relationship with the company through quality. In the long-term, this relationship enables the business to completely comprehend consumer expectations and demands.

### **1.4 Loyalty**

The desire to make recurring purchases and to develop a customer's loyalty to a good or service is loyalty. According to Kotler [5], customer satisfaction and service quality will have an impact on consumer loyalty when using or purchasing items. This is supported by the viewpoint offered by Tjiptono [7], who states that one of the company's goals is to deliver quality service and pay attention to customer satisfaction as mentioned in his book entitled *Business Strategy* as follows:

1. The company's standing in the eyes of society in general and customers in particular is improving.
2. Promote client loyalty.
3. Enables the development of profitable word-of-mouth recommendations for the business, leading to increased sales.

## **2 Methods**

### **2.1 Location and Timing of the Study**

The goal of this study was to determine the patterns of coffee purchases, preferences, customer satisfaction, and loyalty following a visit to a coffee shop. The study was carried out at two coffee shops: Kawan Coffee Shop, and Sejiwa Coffee Shop. The two coffee

shops were chosen by taking into account the variations in a tactical position. While Sejiwa Coffee Shop is positioned somewhat strategically in the workplace environment and high school, Kawan Coffee Shop has a strategic location in the office and campus environments (senior high school).

## 2.2 Research Approach

For this study, customers of Kawan Coffee Shop and Sejiwa Coffee Shop were surveyed using a quantitative research design. The variable studied were:

### 1) Millennials' shopping habits

a) Visitor motivations, namely why people go to coffee shops, b) media that sway public opinion, particularly media that affect people's decisions to go to coffee shops, c) the form of promotion, which is a consumer-pleasant form of promotion d) benefits desired, specifically those that customers of coffee shops seek. e) purchase frequency, or the frequency with which consumers buy coffee items through time in an amount and continually f) visitors' companions, specifically those who accompany customers to coffee shops g) visitation day, or the day the customer goes to the coffee shop h) visitation hours, or the period of time the customer spends at the coffee shop, i) expenses incurred, namely the expenses customers incur when they go to the coffee shop.

2) Customer preferences for different coffee shop menu options, including a) preferred coffee menu, or the coffee menu that customers at coffee shops enjoy the most, b) the most despised coffee menu in coffee shops, as determined by customer feedback, c) the most popular complementary food menu, specifically the one that coffee shop visitors enjoy.

3) Customer satisfaction following a coffee shop visit.

4) After visiting a coffee shop, customer loyalty is evaluated depending on how interested they are in returning to the coffee shop.

## 2.3 Sampling Method

The sampling method utilized was a systematic sampling method, which bases sampling decisions on the population's members' serial numbers [8] where a sample of customers in the millennial generation, aged 18 to 39, was chosen based on the findings of a two-month survey. The Cochran method calculations were used to calculate the research sample size, and as a result, a sample size of 145 respondents for customers of Kawan Coffee Shop and 127 respondents for customers of Sejiwa Coffee Shop was achieved.

## 2.4 Data Analysis Design

Descriptive statistics in the form of a frequency distribution table were used to plan the data analysis. This statistical tool is a statistic that describes the data gathered in order to examine it [8]. If researchers merely want to explain sample data and do not wish to draw generalizations about the population, they might utilize descriptive statistics as a study analysis method.

### 3 Results and Discussion

This respondent profile data pertains to the average daily sales for the two months of observations recorded; respondents for the Kawan Coffee Shop and the Sejiwa Coffee Shop each gathered up to 145 respondents. According to the overall data, Kawan Coffee Shop has more male consumers (48%) than female customers (42%), in contrast to Sejiwa Coffee Shop, where male customers make up the majority of customers (67%). Based on age, most customers at Kawan Coffee Shop are between the ages of 18 and 25, whereas most customers at Sejiwa Coffee Shop are between the ages of 26 and 37. Both coffee shops are open for business three times a week, which is the most regular frequency for purchases. The purchase amount of Rp. 20,000–Rp. 50,000 is the same as the transaction amount for the two coffee shops (Table 1).

#### 3.1 The Pattern of Coffee Purchases

When a person becomes aware of the demands that must be addressed, he or she decides to go to a coffee shop [9]. There are discrepancies between respondents’ primary visits to Kawan Coffee Shop and Sejiwa Coffee Shop in this study. Table 2 lists the distribution of respondents based on the primary causes for visiting Kawan Coffee Shop and Sejiwa Coffee Shop.

When contrasted between Kawan Coffee Shop and Sejiwa Coffee Shop, more respondents went to Kawan Coffee Shop for the sole purpose of trying it. Other reasons for respondents’ visits to Kawan Coffee Shop included hanging out, business meetings, dating, just by chance, and repaying the coffee shop owner. The location of Kawan Coffee

**Table 1.** Respondent Profile

Description		Kawan Coffee Shop		Sejiwa Coffee Shop.	
		Frequency	%	Frequency	%
Gender	Woman	70	42	42	33
	Man	75	48	85	67
Age	18–25 yrs	98	67	23	18
	26–32th	20	14	50	40
	33–39 yrs	17	12	40	31
	>39 years old	10	7	14	11
Frequency of Orders/ Arrivals	<3x/week	129	89	116	91
	>3x/week	16	11	11	9
Cost incurred	<Rp. 20,000	10	7	17	14
	Rp. 20,000–Rp. 50,000	70	48	45	35
	Rp. 50,000–Rp. 100,000	35	24	40	31
	>Rp. 100,000	30	21	25	20
Number of Respondents		145	100	127	100

**Table 2.** Reasons for Consumers to Visit Coffee Shop

Reasons to Visit	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Hunger & thirst	28	19	30	23
Willingness to try	6	4	10	8
Affordable price	38	26	10	8
Cozy atmosphere	15	10	45	36
Diverse menu	-	-	1	1
Location	48	34	30	23
Other	10	7	1	1
Total	145	100	127	100

Shop, which is at Imam Bonjol Street, Bandung, is considered to be advantageous. It is not unexpected that Kawan Coffee Shop receives a lot of traffic given its prime location in an area where millennials congregate in numbers close to 60% of the university. The majority of Sejiwa Coffee Shop respondents, on the other hand, said that they went there mostly to relax in a welcoming environment. This is due to the fact that Sejiwa Coffee Shop has a welcoming ambiance and an eye-catching, distinctive interior design; as a result, its customers frequently use this location for gatherings, business meetings, and dating. Sejiwa Coffee Shop is known for its welcoming baristas and other features like music. Visits to Sejiwa Coffee Shop are relaxing. The findings of this study concur with those of Saefudin et al. (2020), who found that a comfortable environment was the primary driver of consumer visitation. Consumers pick a coffee shop with a comfortable environment since the majority of Sejiwa Coffee Shop's customers are between the ages of 20 and 40 and have an average job status as employees. Customers at that age prefer relaxing activities to their typical office jobs as employees, therefore they search for a comfortable location during work hours or their free time. When a need is identified, consumers will look for information to contemplate making purchases that will also satisfy them as mentioned by Afriyanti and Rasmikayati [9].

The information on this product can be found both internally, from knowledge and memory, and outside, from the news, friends, and family. Table 3 shows how respondents were distributed based on the media that had an impact on their decision to visit Kawan Coffee Shop and Sejiwa Coffee Shop.

It can be seen in Table 3 that friends and partners are the information sources that most persuade the respondents from Kawan Coffee Shop and Sejiwa Coffee Shop to visit the coffee shop of their choice, with percentages ranging from 66% at Kawan Coffee Shop to 80% at Sejiwa Coffee Shop. This is because friends or partners are the ones that connect with respondents on a regular basis. The respondent's decision to go to his preferred coffee shop was influenced by the friend's information because it is based on first-hand knowledge that can be shared with others [10].

**Table 3.** Influenced Media Decision to Visit the Coffee Shop

Influential Medical	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Mass media/social	20	14	10	8
Friends/partners	95	66	102	80
Other	30	20	15	12
Total	145	100	127	100

According to this data, word-of-mouth advertising is also a method of promotion that is quite successful given that friends have a big impact on convincing customers to visit both coffee shops. The findings of this study confirm those of Afriyanti and Rasmikayati’s (2018) study, which found that friends were the parties that most likely to have an impact on a consumer’s decision to visit. In contrast to friends or partners, family is the source of information that prompts respondents to visit Kawan Coffee Shop rather than Sejiwa Coffee Shop. Then, promotion is one of the elements that influences customers to go to the coffee shop of their choosing [9]. Table 4 shows the distribution of respondents depending on the consumer-friendly promotional forms used by Kawan Coffee Shop and Sejiwa Coffee Shop.

The most anticipated type of promotion, according to respondents from Kawan Coffee Shop and Kedai Kopi Inspirasi is buy one get one. This is because customers can split the cost with other friends and, in turn, cut down on how much money they spend on coffee shop visits. However, when compared to the data in Table 3, the discount and buy one get one percentage at Kawan Coffee Shop is the same, at 30%. This further suggests that Kawan Coffee Shop customers consider lowered rates to be among the most appealing kinds of advertising. The following stage is where customers choose particular criteria based on their preferences. The advantages that customers want are the motivation for going to coffee shops. Table 5 shows how responses were distributed

**Table 4.** An Attractive Form of Promotion for Consumers

Promotion Form	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	N	%
Discounts	43	30	35	27
Buy one get one	43	30	44	34
Member	10	7	5	4
Coupon	-	-	2	2
Gopay/ovo cashback	33	22	36	29
Other	16	11	5	4
Total	145	100	127	100

based on the advantages sought when going to Kawan Coffee Shop and Sejiwa Coffee Shop.

Table 5 shows that respondents to the Kawan Coffee Shop's survey went there in search of a tasty beverage. Coffee is a favorite beverage that is enjoyed by different groups in all circumstances because it has a unique taste that is not shared by other beverage ingredients. According to the respondents from Sejiwa Coffee Shop, the atmosphere is the main reason people went there. Another reason why respondents look for a relaxing location is to gather and unwind with friends, lovers, or family is the busy schedule they follow. These findings also demonstrate that the majority of customers visiting Sejiwa Coffee Shop take into account both the location's environment and the coffee's flavor.

The findings of this study are consistent with those of Afriyanti and Rasmikayati's [9] study, which found that a primary factor in most customer visits was the environment. The frequency of visits, the day of the visit, the hour of the visit, and the cost of the visit can then be used to predict the subsequent stage. Table 6 shows how respondents were distributed according on how often they visited Kawan Coffee Shop and Sejiwa Coffee Shop.

Table 6 reveals that respondents from Sejiwa and Kawan Coffee Shops visited their preferred coffee shop on average less than three times per week. Some consumers believe that this is the case because most of them are engaged in other activities. They also have a tight budget, so they cannot visit coffee shops too frequently. The majority of respondents, however, exhibit a significant amount of commitment to the preferred coffee shop, as evidenced by the average visit. This is due to the many weekly trips they make. The proportion of the frequency of customer arrivals is not significantly different between

**Table 5.** Benefits to Look for in Time to Visit the Coffee Shop

Seeking Benefits	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Good taste/delicious	101	70	31	25
Enjoy the atmosphere on offer	22	15	79	62
Lifestyle/trend	6	4	14	11
Other	16	11	3	2
Total	145	100	127	100

**Table 6.** Frequency of Arrivals to Coffee Shops

Arrival Frequency	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
<3x/week	129	89	116	91
>3x/week	16	11	11	9
Total	145	100	127	100



Kawan Coffee Shop and Sejiwa Coffee Shop. This is because fewer people visit because coffee is in fact an intermission beverage. Additionally, the majority of respondents to Kawan Coffee Shop and Sejiwa Coffee Shop bring friends or partners with them when they visit the coffee shop of their preference. It is acceptable to them as a place to unwind and chill out. Table 7 displays the distribution of respondents based on the company they had at Kawan Coffee Shop and Sejiwa Coffee Shop.

The proportion of respondents who are accompanied by friends or partners at Kawan Coffee Shop is lower than respondents at Sejiwa Coffee Shop. This is due to the fact that customers at Kawan Coffee Shop sometimes go alone or with their families when choosing a coffee shop to visit. The decision as to which coffee shops to visit is then made depending on the consumers’ personal time availability. According to the survey, the majority of respondents to Kawan Coffee Shop and Sejiwa Coffee Shop prefer to visit their preferred coffee shop on holidays. According to the findings of this study, which were based on research [11], many respondents of coffee shop surveys favor weekends and holidays over weekdays because they have more time. Table 7 displays the distribution of respondents based on the day they visited the Kawan and Sejiwa coffee shops (Table 8).

Additionally, the majority of respondents from Kawan Coffee Shop and Sejiwa Coffee Shop choose to attend between 05.01 pm to 09.00 pm. According to Afriyanti and Rasmikayati [9], customers visited coffee shops most frequently between 05.01 pm and 09.00 pm. The afternoon is also seen to be the best time to unwind and meet up with

**Table 7.** Accompanying People Visiting the Coffee Shop

The person who accompanied the visit	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Alone	22	15	-	-
Friends/ Couples	69	48	127	100
Family	54	37	-	-
Total	145	100	127	100

Source: Primary data analysis (2022)

**Table 8.** Days to Visit the Coffee Shop

Visiting Day	Kawan Coffee Shop		Sejiwa Coffee Shop	
	N	%	n	%
Holiday	38	26	37	29
Working days	107	74	90	71
Total	145	100	127	100

Source: Primary data analysis (2022)

**Table 9.** Hours of Visiting Coffee Shops

Ending Hour	Kawan Coffee Shop		Sejiwa Coffee Shop	
	N	%	n	%
01.01 pm–05.00 pm	28	19	37	29
05.01 pm–09.00 pm	117	81	90	71
Total	145	100	127	100

Source: Primary data analysis (2022)

**Table 10.** Costs Expenditure When Visiting a Coffee Shop

Cost incurred	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
<Rp20,000	10	7	17	14
Rp20,000–Rp50,000	70	48	45	35
Rp50,000–Rp100,000	35	24	40	31
>Rp100,000	30	21	25	20
Total	145	100	127	100

Source: Primary data analysis (2022)

friends or romantic interests. Table 9 displays the distribution of respondents based on how often they visited Kawan Coffee Shop and Kedai Kopi Inspiration.

Sejiwa Coffee Shop had a lower percentage of respondents who visited between 05.01 and 09.00 WIB than Kawan Coffee Shop, which was 71%. This is due to the fact that customers visit Sejiwa Coffee Shop not only between 5 and 9 pm, but also after 9 pm. The average cost for most Kawan Coffee Shop respondents to visit the coffee shop of their choice is therefore between Rp20,000 and Rp50,000. This is due to the fact that students make up the majority of Kawan Coffee Shop customers, some of whom do not typically earn a monthly salary. Similar to that, Sejiwa Coffee Shop's total expenses range from Rp20,000 to Rp50,000. This has to do with the salary and working hours of those who are mostly students and government employees. Table 10 shows the distribution of respondents depending on the expenses related to visits to Kawan Coffee Shop and Sejiwa Coffee Shop.

### 3.2 Coffee Shop Menu Variants Favored by Customers

The varieties of drinks that are offered and prepared by the coffee shop itself typically give a good indication of the type of coffee served there. However, in essence, there are only two varieties of coffee drinks available: espresso-based coffee and manual brew coffee. According to the study's findings, the majority of Kawan Coffee Shop respondents favor espresso-based coffee. This is because the current espresso menu tends to be sweet, cold, and not black because it combines milk, creamer, ice, caramel, palm sugar, and other

ingredients to increase consumer interest in this sort of coffee drink. Es koguren, es kopi teh hejo, and Mariana Trenche are some of The favorite espresso drinks on the menu at Kawan Coffee Shop. As opposed to the Sejiwa Coffee Shop respondents, who favor manual brew coffee because it tastes better because it is roasted and served using various manual tools. Customers also adore it when combined with the numerous single-origin seed varieties. Vietnam Drip and V60 are popular manual brew coffee options on the menu at Sejiwa Coffee Shop. Only a few survey participants selected the option of not knowing. Table 11 shows the distribution of respondents based on the most popular coffee menus at Kawan Coffee Shop and Sejiwa Coffee Shop.

Customers at their preferred coffee shop, Kawan Coffee Shop or Sejiwa Coffee Shop, may likewise find the menus unappealing. The menu of coffee and its complementary that they have tasted but are unsuitable for consumers’ palates and tastes is the one that they dislike. Table 12 lists the respondents’ preferences for the menus at Kawan Coffee Shop and Sejiwa Coffee Shop.

Table 12 indicates that most respondents to Kawan Coffee Shop and Sejiwa Coffee Shop do not have a menu they disliked. However, some respondents claimed that one of the two coffee shops’ menus did not appeal to them. This can be utilized as evaluation material for the management of the two coffee shops to pay more attention, especially Sejiwa Coffee Shop because eight people have tried it and it didn’t match their tastes, such as the espresso-based double shot that lacked a good taste. Some respondents reject the current menu because they don’t like how bitter the coffee tastes.

**Table 11.** The Most Preferred Coffee Menu at the Coffee Shop

Coffee Menu	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Espresso based	59	41	42	33
Manual Brew	54	37	69	54
Don’t know	32	22	16	13
Total	145	100	127	100

Source: Primary data analysis (2022)

**Table 12.** Disliked Menu in Coffee Shops

Disliked Menu	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Yes	6	4	23	18
No	139	96	104	82
Total	145	100	127	100

Source: Primary data analysis (2022)

**Table 13.** Consumer Satisfaction after Visiting the Coffee Shop

Customer Satisfaction After Visiting	Kawan Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Satisfied	64	44	48	38
Quite satisfied	64	44	70	55
Not satisfied	17	12	9	7
Total	145	100	127	100

Source: Primary data analysis (2022)

### 3.3 Customer Satisfaction After Visiting a Coffee Shop

Following their visits to their respective preferred coffee shops, customers of these two coffee shops will develop attitudes that will also influence their desire to return to the coffee shop in the future. Table 13 shows the distribution of respondents depending on their evaluations after visiting the Kawan and Sejiwa coffee shops.

Table 13 shows that the majority of the respondents from Kawan Coffee Shop and Sejiwa Coffee Shop feel normal when they go to their preferred coffee shop. Some responders said these two coffee shops were typical and unexceptional. Additionally, some respondents made the decision to express their dissatisfaction. Some respondents chose to express their dissatisfaction with Kawan Coffee Shop because the coffee taste was still off, the menu was not as diverse, the ambiance was still repetitive, and the facilities were incomplete. There were many mosquitoes around Sejiwa Coffee Shop, the service was frequently lengthy, the lighting was insufficient, and the environment was frequently dusty, which is why some respondents chose to express their dissatisfaction after visiting.

### 3.4 Customer Loyalty

In addition, the majority of respondents from Kawan Coffee Shop and Sejiwa Coffee Shop said whether or not they would return to the coffee shop of their choice. Customers have stated that they are interested in returning to coffee shops [10]. Table 14 shows the distribution of respondents depending on their propensity to return to Kawan Coffee Shop and Sejiwa Coffee Shop.

Based on Table 14, more respondents chose to return to Kawan Coffee Shop than Sejiwa Coffee Shop. This is due to the fact that two respondents said they would not return to Sejiwa Coffee Store since one of the respondents had launched a shop and the other felt less comfortable with the ambiance and rates supplied by Sejiwa Coffee Shop.

**Table 14.** Consumer Loyalty by Interest Make a Revisit to Interested Coffee Shop Make a Repeat Visit

Interest in making repeat visits	Friends Coffee Shop		Sejiwa Coffee Shop	
	n	%	n	%
Yes	145	100	122	96
No	-	-	5	4
Amount	145	100	127	100

Source: Primary data analysis (2022)

## 4 Conclusion

The benefits that customers are seeking while visiting a coffee shop vary depending on the establishment, Kawan Coffee Shop customers focused their purchasing decisions on location, while Sejiwa Coffee Shop customers based their decisions on a welcoming ambiance. The two coffee shops had the same maximum value in terms of the purchasing patterns for other distributions. It can be said that for the two coffee shops, location and market segmentation play major roles in the buying pattern. In contrast, espresso-based and manually made drinks were the most popular categories of beverages according to consumer preferences. The majority of customers left a coffee shop satisfied and eager to return.

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