

# The Coffee Shop Lifestyle in Banda Aceh City, Indonesia: A Study Based on Marketing Approach

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**Abstract-**The purpose of research is to analyze descriptively the lifestyle of coffee shop of Banda Aceh society. The study was conducted in early 2018 in Banda Aceh municipality, Aceh Province, Indonesia. The sample is set by 200 samples through purposive sampling method; with the main characteristic are those who often spend their time in coffee shop. The lifestyle of this coffee shop is measured through the AIO approach (activity, interest and opinion). The study found some interesting findings: Banda Aceh citizens categorized as very often going to a coffee shop monthly, with the fun level has also lead very happy and highly prioritize to sit in the coffee shop and drink coffee or others. Next, they argued sitting around and having a drink in the coffee shop have been pointing to a very interesting and fun soul. Furthermore, according to them, coffee shop serves as a meeting center so that sitting around and having a drink in the coffee shop are people who can manage the use of time rightly, can strengthen friendship and can have its own prestige values.

**Keywords-** Lifestyle; Activity; Interest; Opinion; Coffee shop

## I. INTRODUCTION

In the 90s, the growth of coffee shops in Banda Aceh began to bloom, especially coffee shops that are named floating stalls. The growth peaked since after the tsunami so that the coffee shop began to mushroom in every corner of Banda Aceh. Around the year 2010an, Banda Aceh known as "the city of a thousand coffee shops" and the lifestyle of its people dubbed the lifestyle of coffee shop - a tradition of the people of Banda Aceh where they are very happy to sit around, drink and eat or spend a lot of time in the coffee shops. This name is so popular for the people of Banda Aceh, especially young people so happy to receive it. Conversely, the elderly are so anxious to accept this condition because it brings bad effects to future generations, such as neglecting to do pray, neglectful learning or other various misconducts.

Currently, there are a variety of modern coffee shops that are favored by teenagers (a 17 -22 year old) and young people (a 23-35 year old) to sit around, while the middle age group (a 36-45 year old) and the elderly (an over 45 year old) occasionally bring their family or entertain guests coming from other regions. Among the modern coffee shops are: Yellow Coffee shop, Ring road Coffee shop, 3 in 1 coffee shop and Zakir Coffee shop are located at Beureuh Leaf Street; Zakir Coffee shop located in Darussalam; Canece Mama shop, Deck Mi Coffee shop, Tower Coffee shop located in Taman Sari; Five Corner Coffee shop, Dhapu Kopi Coffee shop, Tuah Tok Coffee shop in Ulee Kareng, and dozens of other coffee shops that located in T Nyak Arief street, Krueng Raya road or around the outskirts of Banda Aceh. All of the coffee shops mentioned above are visited by a lot of the customers, especially during weekend or if there are important events such as football matches and boxing or others.

Various societies such as the elderly (an over 45 year old), scholars, educators or observers of social issues specifically related to the morals and qualities of their human resources are wondering why the coffee shops in Banda Aceh are enough crowded on visited by its customers, what they are looking for, what factors make customers happy enough to drink, eat and sit in the coffee shop for hours. On the other hand, pleasure of customers to the coffee shop service is the goal to be achieved by every coffee shop provider. To achieve this objective, the coffee shop providers implement a wide range of strategies such as offering product diversifications, providing reliable service, setting price appropriate to customers income, designing promotions and distribution systems, and building coffee shops in strategic locations until the supporting Wi-Fi which is super-fast so that customers can easily get any information they need when they sit and drink in the coffee shop. The study in Banda Aceh conducted by Samwil (2013), for example, found that the average score of consumer's pleasure value to the coffee shop was 4.39 Likert scale (of 5 maximum score) and the average score of consumers' coffee shop lifestyle was 4.213 Likert scale of 5 Likert scale. Next, Syurmansyah (2013) also examined the consumer's pleasure value to the coffee shop, the result of his study found the consumer's level of enjoyment for a coffee shop was 3.87 Likert scale (out of 5 maximum score). Furthermore, Mahdani (2013) using the perspective approach of service quality did research and found that the average score of customer's level of enjoyment for Solong coffee shop in Banda Aceh was 3.92 Likert scale of 5 Likert scale and the lifestyle was one of the factors that cause the customer's pleasure to often go to the coffee shop again. Finally, the results of studies conducted in several villages in Aceh Pidie and Great Aceh showed that the habit of going for sitting and having a cup of coffee in a coffee shop had been established since they lived in the village (Hafasnuddin, 2015).

Quite a few quantitative studies have been conducted by the researchers concerned with why Banda Aceh residents enjoy sitting around and having a cup of coffee in a coffee shop based on lifestyle perspective. All of these studies were carried out partially through one perspective only, whether using an activity perspective (A), interest (I) or just an opinion perspective. Therefore, it is a gap study that would require a strongly empirical study of the coffee shop lifestyle (why so many of the city's residents of Banda Aceh very often go for coffee and sit in the coffee shop, interested to spend a lot of time in coffee shops and have a positive opinion on people who sit and drink in the coffee shop as well). The study aims to know and analyze the of coffee shop lifestyle of the people of Banda Aceh city based on AIO approach (activity, interest and opinion).

This study is expected to be useful for coffee shop service providers located in Banda Aceh because through the findings of this research the coffee shop service providers can increase their understanding of the needs and desires of coffee shop users so that coffee shop users will feel more satisfied with the service provided by the coffee shop service providers.

The systematic writing of this article starts with the background of the problems of the citizens of Banda Aceh who quite often sit around and drink a cup of coffee in a coffee shop, a theoretical review of the lifestyle of coffee shops, research method and finally with regard to a description of some research findings and conclusions.

## II. THEORETICAL BACKGROUND

### A. Lifestyle

According to Hawkins *et al* (1983) lifestyle is how one lives. Assael (2002) defines lifestyle as a way of life in which he spends most of his time and his income on it. On the basis of these definitions, then Mowen (2006) argues that lifestyle is concerned with how people live, how they spend their money and how they spend their time. Specifically related to marketing, Kotler (2009) and Yi *et al* (2018) argue that lifestyle describes or manifests a person's consumption patterns with respect to the resources that he owns such as money and time. Therefore, it can be concluded that lifestyle is basically a pattern of a person how he spends his time and income, in the form of the dominant activity he does, the pleasure he enjoys and the opinions about something he gives.

The term lifestyle can be used to describe different levels of aggregation or combination (Hawkins, 1983). Psychologically, to know the lifestyles of customers it can be used AIO statements that try to reveal the activities, interests and opinions of customers. On the basis of these considerations, well-known marketing experts in Indonesia, Khasali (2002) argues that one's lifestyle also influences the person's consumption pattern. Furthermore, he adds that market researchers who adopt a lifestyle approach tend to classify consumers based on AIOs (activities, interests and opinions). The following table shows the lifestyle categories presented by Assael (2002).

TABLE I. AIO LIFESTYLE CATEGORY

<i>Activity</i>	<i>Interets</i>	<i>Opinion</i>
Work	Family	Self
Hobbies	House	Social issues
Social	Events	Political Community
Holiday	Recreation	Business
Entertainment	Economy	Mode
Membership of the Food	Education	Club
Community	Media	Products
Shop	Future	Achievements
Sport	Culture	Work

Source: Assael (2002)

### B. Activity

Assael (2002) argues that a person's lifestyle can be understood from two main things namely how a person spends his time and how someone spends his income. If viewed from the side of one's activities, the activity can be a manifestation of one's lifestyle and can be measured through one's work, hobbies, social activities, leisure activities, favorite entertainment, community membership, shopping habits and type of exercise performed. Almost similar opinion is also expressed by Mowen (2006) who argues that one's activity can be measured through various revelations submitted to that person. Activity statements are useful for knowing what work is dominantly performed by a person, what brand is often purchased by a customer, for what and how a person spends most of his time and his income. Furthermore Mowen (2006) adds that to find out a person's activity, for example, can be asked several questions as follows: how frequently do you visit shopping malls in at least twice in a month?, how many books do you read a year?, to how many clubs do you belong?. The first question informs the researcher that if someone answers "often" then it is certain that the person's lifestyle often visits the supermarket to get goods/services he/she needs. While the second statement regarding the number of

books that he reads. If he reads say 4 to 6 books a year, then the researcher can conclude that the person spends most of his time for reading. By contrast, On the contrary, Jan et al (2012) argues that activity as a specific action such as watching something, shopping in a store, telling something or other events. Although these activities can usually be observed, the reasons for doing so are rarely measured directly. How often someone watching TV, shopping in a store, telling something or spending time and income for other events can be used to measure a person's lifestyle in terms of activity. Sucherly (2012) also argues that specific activities are more appropriately used to measure one's lifestyle activities. He further adds, if one becomes a member of 2 to 3 specific clubs the researcher can conclude that the person consciously set aside most of his time for the activities of a communal.

### *C. Interest*

The study of interest carried out by experts can basically be categorized in two perspectives. The first perspective argues that interest is all things a person likes, while the second perspective argues that interest is a priority or someone's preference for something. Assael (2002), for example, is an expert who believes that interest is measured by various things that are liked by someone. He argued that a person's lifestyle can be seen from various sides of his interest in stimulus. Based on these views, a person's interest can be measured through questions or statements about one's interests in various matters such as: family, home, event, recreation, economic conditions, education, media, culture and the future. Conversely, there are also scholars who argue that interest concerns a person's priorities or preferences for something. Jan et al (2012), for example, states that interest is a certain thing that people have special attention. A similar argument is also expressed by Mowen (2006) who states that interest is someone's preference or what is more priority by someone in his life. In another word interest is a preferred preference that accompanies special attention with a high level of excitement to an object, event or a topic. He adds that interest statements seek to express one's preference or what one prioritizes in life. Based on the these definitions given by some experts mentioned above, therefore, it can be concluded that something is preferred or prioritized by someone then the person can be said he is interested in it.

With regard to how to measure lifestyle through an interest approach, Mowen (2006) proposes several statements that can be used for it, among others, are: (1) in which of the following are you most interested in: sport, church or work? The answer to this question can reveal a person's interest in something, such as sport. (2) Would you rather spend three hours on a Monday morning with your son in a garden or swimming? The answer to this question can reveal what the person is preferable to. If the person answered more priority swimming then the person is more interested in swimming. (3) How important to you is it to try new drinks? The answer to this question can reveal what is more essential to a certain person. Regarding the statement number three (how important), Sucherly (2012) argues that if the person answers that trying a new drink is not important to him then the person's interest is unimportant to try new drinks. Whereas Jan *et al* (2012) argues that any statement that can show someone prioritizing something it can be used to measure one's interest

### *D. Opinion*

Opinion is basically the expression of one's thoughts and feelings regarding an issue. Assael (2002), for example, argues that opinion is an expression of one's position on something. An almost in line definition is also given by Jan *et al* (2012) which define opinion is an expression (an oral or a written answer) that people given in response to a stimulus situation in which a kind of question is asked. Whereas Mowen (2006) argues that opinion is an interpretation and a person's belief regarding something he receives with his senses. Furthermore, Mowen (2006) adds opinion is used to describe interpretation, hope and evaluation such as beliefs about the intentions of others. The opinion statements aim to know how views, opinions and can also include how one feels about topics, events, moral circumstances, economic and social situations or other specific issues (Mowen, 2006).

To measure a person's lifestyle by using an opinion approach, the statement that can be used is statements relating to opinions about himself, social issues, political issues, circumstances of a particular community, circumstances of business activities, certain (club) organizations, product items, achievements (achievements) and work (Assael,2002). While Mowen (2006) argues that some of the following statements can lead researchers in order to know the opinions of a person regarding something, such questions include: the Indonesian people are just like Malaysian, football players should be given a lot of money, we must prevent nuclear war. Next he adds that someone will have an opinion about something he faces, such as social circumstances, customs or government policies about a certain issue. The person's opinion may be "strongly agree, disagree or strongly disagree" regarding a particular matter. With regard to the use of opinions to measure one's lifestyle, Sucherly (2012) suggests that the results of someone's opinion as a whole illustrate somebody's lifestyle. On the basis of a comprehensive concept of opinion, the measurement of lifestyle by using opinion should also include various aspects that need to be given an opinion. If someone, for example, has "a strongly agree" opinion regarding custom of sitting and having a cup of coffee in a coffee shop because the habit is in accordance with the local culture. It

informs that his lifestyle is more frequent in the coffee shop because he views that the habit is in accordance with the local culture. Almost the same opinion was also given by Jan et al (2012) who argued that to measure lifestyle through one's opinion, the question also covers various aspects.

### III. METHOD

This study conducted in early 2018 in Banda Aceh, Aceh Province (Indonesia). The populations in this study are customers of coffee shops located in Banda Aceh. Samples established 200 coffee shop customers, who were selected based on purposive sampling with the requirement to often go to sit and drink in a coffee shop located in Banda Aceh at least 4 times in the past year. The respondents were given as many as 27 statements to be responded by them based on 1 to 5 Likert scales. 1 = strongly disagree, 2 = favorable, 3 = neutral and 4 = unfavorable, and 5 = strongly agree. A total of 300 respondents were given a questionnaire, and after waiting for 2 months, 203 questionnaires were returned (67.67% response rate), but 3 questionnaires were incomplete. Therefore, 200 questionnaires that deserves to be analyzed further. In order to get a more in-depth analysis, there were also several samples interviewed. The collected data is analyzed qualitatively based on marketing approaches specifically through the AIO perspective.

### IV. FINDINGS AND DISCUSSION

#### A. Activity

In terms of activity, the following findings regarding the lifestyle of coffee shop' customers in Banda Aceh city show some interesting results, among others are: the average Banda Aceh people's frequency score goes to coffee shops in a month is 4.63 on Likert scale. The finding almost consistent with the researches done by Muhammad *et al* (2015) in South Korea and Guillet *et al* (2017). The finding informs that -in a month- the respondents sitting around and having a cup of coffee in the coffee shops have started to enter the category very often. This is because through such activities in the coffee shops they also accomplish various other activities, such as promote to sell various products, make many new friends and gain new insights and others. Besides, they also conduct activities to strengthen the relationship and complete the tasks of college (homework). The following table shows the activities undertaken by the respondents in the coffee shops.

TABLE II. COFFEE SHOP LIFESTYLE MEASURED THROUGH ACTIVITY PERSPECTIVE

No	Activities	Score
1	In a month, how often do you go to a coffee shop for sitting and having a cup of coffee	4.71
2	Through having a drink in the coffee shop I will be able to make many new friends	4.82
3	If there is something to talk about with someone, the best place is a coffee shop	4.75
4	By sitting and having a cup of coffee in a coffee shop I can get some latest information	4.43
5	Spending my time in the coffee shop is also a part of the way I work.	4.21
6	Through the activity of having a drink in a coffee shop also someone can complete the tasks college (homework)	4.87
7	Via sitting and having a cup of coffee in a coffee shop I can tighten the relationship with friends	4.89
8	Sitting and having coffee in a coffee shop cannot lead to any other job vacancies	4.28
9	In my spare time (holiday/weekend) I always visit a coffee shop although somewhat distant from my house	4.63
10	I often go with my guests who come from outside the area to drink and sit in the coffee shop	4.74
	Average	4.63

#### B. Interest

The average score of respondents' interest for having coffee in coffee shops is also high (4.54 on the Likert scale). It indicates that the respondents are indeed really very interested in sitting and having coffee in coffee shops, because in such a way pleasure will be perceived and to be in accordance with their heart. This finding informs that the respondents' lifestyle of coffee shop is the main attraction for those who cannot be separated from the habit because the lifestyle of the coffee shop for them is something really fun, which is prioritized, consciously and rationally needed the allocation of time specifically for it. The findings also indicate that there are indeed an interest, a pleasure and a pride by being able to visit and drink in the coffee shops, and sit for long while telling stories or other current issues. In a lifestyle perspective derived from a value system, if a person believes that there are a certain interest and pride in a habit, he should do all he can do if he believes it is consistent with local customs. Next, the finding is in line with the qualitative study conducted by Mokrysz *et al* (2016) in Poland and Samwil (2013) in Banda Aceh and Great Aceh (Indonesia) which concluded that coffee shop consumers feel their pleasure and pride, through having coffee and sitting in the stall coffee shop with a

score of fun and pride respectively are 4.51 and 4.29 Likert scale (maximum score is 5). The following table informs the level of interest of respondents to the coffee shop lifestyle

TABLE III. COFFEE SHOP LIFESTYLE MEASURED THROUGH INTEREST PERSPECTIVE

No	<i>Interest</i>	<i>Score</i>
1	Having a cup of coffee in a coffee shop is something that appeals to me	4.43
2	Having a cup of beverage in a coffee shop is something that I prefer more than others	4.51
3	Sitting around and having a cup of coffee in the coffee shop for me are more in line with my soul.	4.83
4	Sitting around and having a cup of coffee in a coffee shop have its own prestige	4.31
5	For me, having a drink in a coffee shop can make life exciting	4.34
6	I am constantly paying attention to developments about coffee shops	4.41
7	I have a special interest or concern about the pleasure of having a cup of coffee in a coffee shop	4.52
8	Making friends with people who spend their time sitting in a coffee shop is quite interesting	4.66
9	Drinking in a coffee shop will surely increase the excitement of life	4.82
	Average	4.54

### C. Opinion

Basically, opinion is an oral or written answer that people give in response to a particular stimulus situation in which a kind of question is asked. Opinion is used to describe interpretations, expectations and evaluations, such as government policies, specific brands or anything else. The average score of opinion of respondents regarding having a cup of coffee in coffee shops is also high (4.71 on Likert scale). This finding indicates that the respondents are really almost very agree with regard to the coffee shop lifestyle, because through that lifestyle they are convinced that their lifestyle and their minds are "right" and "very justify". In another word, it indicates that the respondents are convinced that the coffee shop lifestyle they are currently following is "truly right" because the basis for establishing a coffee shop lifestyle for them is a truly positive opinion. On the basis of this finding, opinion stands firmly, which in turn causes the coffee shop lifestyle to increase from mere opinion to attitude and then will be the daily behavior. The finding is consistent with the results of a study conducted by Cibro & Hudrasyah (2017) in Bandung (Indonesia) who found that promotion by displaying good opinions when going to a drink to a café can encourage customers to come back to the café and Kim *et al* (2016) in Joseph S. Chen who found that the customer's personality expressed through his opinion can cause the customer to be loyal to the coffee shop. The following table notifies the level of opinion of respondents regarding to the coffee shop lifestyle in Banda Aceh.

TABLE IV. COFFEE SHOP LIFESTYLE MEASURED THROUGH OPINION PERSPECTIVE

No	<i>Opinions</i>	<i>Score</i>
1	I guess sitting peaceful and enjoying a cup of coffee in a coffee shop can cause someone to be more cheerful	4.36
2	Sitting around and consuming a cup of coffee in a coffee shop have its own prestige value	4.33
3	I think, the culture of relishing a drink in a coffee shop does not waste time	4.56
4	The government should encourage the growth of coffee shops	4.75
5	I think, sitting around and overwhelming beverage in a coffee shop do not interfere with other activities	4.52
6	I think sitting relaxed and savoring a cup of coffee in a coffee shop can be a new culture in Banda Aceh.	4.53
7	I argue, sitting stress-free and devouring in a coffee shop can cause us to get healthier	4.68
8	I am quite respectful with the issues concerning the coffee shop business	4.41
	Average	4.71

## V. CONCLUSIONS

Based on findings of the research which have been described above, it can be drawn some conclusions and recommendations include:

1. Measured through the perspective of activity, the frequency of Banda Aceh societies going to the coffee shop in a month has led to very frequent (4.71 on the Likert scale). This is because through the activity of sitting relaxed and having a cup of coffee in the coffee shop they can also complete various other activities, such as exchange information, obtain the latest information, make a promotion to sell a certain product, make new friends, strengthen the relationship, get new insights, finish homework assignments and others so that the coffee shop becomes the terminal of the meeting. Therefore, the coffee shop service providers have facilitated these opportunities by improving the quality of service such as providing various menus and facilities in order to consumers will be more often, long sitting and more consuming coffee in the coffee shops.
2. The average score of interest of respondents for consuming any kind of beverages in coffee shops has also led to a very high score (4.71 on the Likert scale). It indicates that respondents really have many interests, really feel pleasure, very prioritize and

strongly put forward consuming beverages in the coffee shops because through this way they feel it is in accordance with their soul their habits. Therefore, coffee shop service providers should be able to improve the quality of service by providing various things that cause consumers more interesting to come, sit and drink in the coffee shops.

3. The average score of the opinions such as evaluation, interpretation and expectation as well as the level of approval or alignment of respondents regarding the habit of sitting and liking a cup of drink in the coffee shops is also high (4.73 on the Likert scale). The finding indicates that the respondents indeed really lead to agree fully that the lifestyle of coffee shops is in line with their heart and "right". On the other hand, the coffee shop service providers are also able to convince and recommend their customers that sitting around and consuming coffee or other menus in the shop do not waste their time.

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