

## Consumer tastes towards buying several types of drinks at the Simple coffee shop (a case study of consumers at the “Simple” coffee shop, Surabaya)

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### Abstract

In the city of Surabaya, there are already many coffee shops that can be found with almost the same products and prices. For this reason, coffee shop owners must be able to provide something or implement business strategies, such as conducting a SWOT analysis to develop long-term strategies so that business directions and goals can be achieved clearly and can immediately take the right decisions in dealing with competitors and can provide value added and different from competitors.. The formulation of the problem in this study is to describe consumer behavior in purchasing several types of drinks at a simple coffee shop. The research method used in making this journal is a comparative approach or can be called the comparative approach method with primary data collection through random sampling technique. The place of research was carried out at the “simple” coffee shop Raya Deles, Surabaya. The results of this study were that more coffee drink products were purchased from several other types of drinks with a total of 164 cups, then followed by 131 glasses of drinks, 83 glasses of ginger drink, and finally 58 glasses of red ginger.

**Keywords:** *Consumer Tastes, Types of Drinks, Purchasing Decisions*

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### INTRODUCTION

In Indonesia, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs. Article 1 of the law states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises as stipulated in the law. The coffee shop business is one of the MSME businesses.

Coffee shop consumer lifestyles consist of six categories, namely: consumer lifestyles in buying an atmosphere, consumer lifestyles for socializing, consumer lifestyles for sharing and seeking information, consumer lifestyles for products, consumer lifestyles that become habits and consumer lifestyles for recreation.

The coffee consumer market in Indonesia which is very distinctive is the existence of coffee shop businesses which are widely scattered on the sides of the

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road to modern coffee shops which have the potential to be used as a business opportunity. Historically, the habit of drinking coffee in a shop is not clearly identified when it started. The coffee shop business is always promising for consumers considering the tradition of drinking coffee has become part of the lifestyle of Indonesian people and the function of a coffee shop is often used as a place to unwind after work, relax, place for work discussions, business transactions, negotiations, meetings.

The coffee shop market segment in urban areas which is dominated by young people and adults reflects a segment that still requires freedom of expression through the atmosphere in coffee shops. The experience and habit of buying coffee drinks in a shop for 3-5 years reflects pleasant behavior for consumers and at the same time wants to feel nostalgic by chatting with friends or relations that are considered suitable.

The habit of hanging out is a metropolitan city phenomenon that shows the meaning of the subject's presence in the coffee shop community among the city's residents. Hanging out in many ways has been used as a pattern to identify identity constructions formed in the habit of hanging out in coffee shops, and providing a social function for hanging out in coffee shops. The benefits of hanging out in a coffee shop are not only economic, but also socio-cultural to socio-psychological. By hanging out, every resident identifies themselves neutrally, without any fear of discriminatory treatment and social injustice. In a coffee shop, every individual participates in every social relationship with one another, and this reality creates dynamic social cohesion in urban society.

One quite interesting habit in Surabaya and Sidoarjo is the phenomenon of hanging out or hanging out or chatting in stalls or cafes. This phenomenon is interesting, because it is typical and unique as part of the habits of city residents with industrialization in it. The term hanging out is used more for people who drink in coffee shops than others. The term hanging out is more distinctive and unique, which is only found in hanging out communities in Surabaya and Sidoarjo or the Arek community in general.

**Coffee shop consumers consist of six categories, namely:**

**a. Consumers in Buying Atmosphere/Location**

Consumers buy products or something that is offered in the market which is very broad in scope, one of which consumers buy is buying a place or location. Related to this research, there is a lifestyle of consumers who buy the location or atmosphere of a coffee shop with all the attributes that complement it, such as; food, drink, room conditions, services and other facilities.

The lifestyle of coffee shop consumers is carried out by adventurers or people who have a hobby of chatting ("hanging out" or "hanging out" in Javanese) and is carried out with a duration of 1-5 hours. The location that consumers like is the atmosphere of the shop which is calm, relaxed or there is soft music and free views of the environment, so that consumers can chat freely with a broad and open scope. The location of the shop and the atmosphere chosen are different

from the home environment of the consumers and most importantly the condition of the shop can support intense, free and timeless communication like what happens at consumers' homes.

**A location that is free and flexible and supported by consuming coffee drinks or with other menus is a pleasure for consumers** and can create a “sensation” of its own.

**b. consumers to socialize**

Consumers as social beings unknowingly need a spouse to live their lives and lives. Even though consumers at home and around their environment have socialized, the needs of consumers are very diverse, so they really need to meet the needs of groups who feel there is a match. One location that has become entrenched as an arena for socializing is a coffee shop. Consumers socialize without knowing the boundaries of social or economic strata. The development of a culture of socializing in coffee shops forms a culture of its own that is growing and expanding friendships, especially among young people.

**c. consumers to share and seek information.**

Coffee shops are also used as a means to realize consumer lifestyles to find and share information. It has become a human habit in general that the culture of seeking information is a need to complete oneself through communication with others. The specifications of consumer groups will determine the topics of conversation or information sharing in accordance with the information needs that support the group, but in fact the conversation develops - depending on the heterogeneity of the group.

**d. consumers for products**

It turns out that there are also consumer lifestyles that are oriented towards coffee drink products or other types of drinks that are felt to provide a delicious taste. Even though consumers at home already enjoy coffee drinks or the like as in the shop, consumers still buy at the shop. Enjoying a coffee drink at home compared to drinking coffee in a shop is perceived differently by consumers, so that these conditions can distinguish a sense of pleasure experienced by consumers who are fanatical about buying coffee drinks in a shop. Variations in the types of coffee drinks in coffee shops are also an alternative choice for consumers and when consumers buy one of these types of drinks - it can also reduce consumer incompatibility with unexpected coffee menus.

Apart from drinking coffee as a habit, consumers still consider the price and other attributes of the coffee shop when buying it. These facts provide an indication of a rational consumer. consumers in the shop to enjoy coffee drinks or other menus that can provide other benefits as a result of the success of the coffee shop business in providing a drink and food menu, consumers to enjoy coffee drinks or other menus in the coffee shop.

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**e. Habitual consumer lifestyle**

Consumer habits of drinking coffee or other types of drinks at home because they are influenced by family, friends or other people, in turn become the habits and lifestyle of coffee shop consumers. Actions that consumers take repeatedly are also the result of a satisfying coffee drinking experience at home and in the end are carried out repeatedly in the shop as a motive to seek other benefits. The results of this study are supported by data on consumers' drinking habits in coffee shops that have been carried out several years ago, some have even done it 5 years ago. Even though at home the same drink is available or available as in a coffee shop, in a coffee shop consumers can do it with their friends and this incident can make a difference. Consumers feel there is a separate satisfaction when drinking at a coffee shop, especially when it is supported by the various activities they do. Consumers tend to do similar activities when they feel they have a satisfying experience

**f. Consumer lifestyle for recreation**

Purchasing products at a coffee shop, be it coffee drinks or other menus, is an additional means to complete the recreational atmosphere at a coffee shop with the aim of eliminating boredom or releasing a tired mind. Buying recreational facilities in a shop is actually synonymous with buying the atmosphere or location of a shop. Buying a location for recreation, consumers usually choose a coffee shop that has a good location, is artistic, can relax and has other complementary facilities that basically support relaxing and releasing boredom. The formation of consumer lifestyles for recreation in coffee shops can also be interpreted as the success of coffee shops which can encourage consumers to enjoy coffee shop menus and other facilities as support for recreation.

Purchasing decision is the stage in the buyer decision process where the consumer actually buys. Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to Kotler & Armstrong (2014). From this understanding, it can be concluded that purchasing decisions are a decision-making process that begins with the introduction of a problem, then evaluates it and decides on the product that best suits your needs. According to Schiffman and Kanuk (2014) purchasing decisions are defined as a choice of two or more alternative choices. According to Tjiptono (2012) purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and properly evaluate each of these alternatives to solve the problem, which then leads to a purchase decision.

According to Tjiptono (2011: 235), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from companies and find that these products or services provide added value. The value dimension consists of 4, namely:

1. Emotional value, utility derived from feelings or affective or positive emotions arising from consuming the product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value. In essence, emotional value is related to feelings, namely what positive feelings consumers will experience when buying a product.

2. Social value, the utility derived from the product's ability to enhance consumers' social self-concept. Social value is a value held by a consumer, regarding what is considered good and what is considered bad by consumers.

3. The value of quality, the utility obtained from the product because of the reduction of short-term costs and long-term costs.

4. Functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the function provided by the product or service to consumers.

In achieving sales, the coffee shop does not only sell coffee drinks but also maximizes it by selling several types of drinks such as tea, ginger ale, red ginger, milk etc. Consumers also know the advantages and disadvantages of each product they consume.

Some of the advantages and disadvantages of some of the drinks served by simple coffee shops, namely:

The following are the various benefits of black coffee that you need to know:

### **1. Prevent depression**

A study found that black coffee contains antidepressants that can prevent depression. In addition, people who regularly consume black coffee are also more likely to avoid the risk of suicide due to depression.

### **2. Improve memory**

Besides making you more alert, the caffeine in coffee can improve your memory. Research has found that caffeine can increase the brain's ability to store long-term memory.

### **3. Prevent a decrease in brain function**

Consuming black coffee can also reduce the risk of developing neurodegenerative diseases, such as Alzheimer's disease, dementia and Parkinson's disease.

Several studies have found a link between long-term caffeine consumption and the risk of developing neurodegenerative diseases. This is supported by the results of other studies which reveal that caffeine consumption can slow down the process of decreasing brain function due to aging.

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#### **4. Lose weight**

Caffeine contained in black coffee can stimulate the body's metabolism so that it will help the fat burning process. Apart from increasing fat burning, black coffee can also help the process of losing weight by reducing appetite.

#### **5. Prevent type 2 diabetes**

Another benefit of consuming black coffee is reducing the risk of developing type 2 diabetes. This is because the caffeine contained in coffee can increase the body's sensitivity to insulin. Not only that, the caffeine content in coffee can also reduce the risk of heart disease. The reduced risk of these two diseases is related to the content of chlorogenic acid contained in caffeine.

#### **Side Effects of Consuming Black Coffee**

If consumed within reasonable limits, black coffee can indeed provide many health benefits. However, if consumed in excess, black coffee can actually cause various side effects that interfere with health.

Here are some side effects that can arise from consuming black coffee in excess:

##### **1. Trouble sleeping**

If consumed in excess black coffee can cause you to have trouble sleeping. Lack of sleep will decrease your alertness and performance during the day. Therefore, limit your intake of black coffee so it doesn't disturb your rest time at night.

##### **2. Restless**

Feelings of anxiety or anxiety can also arise when you consume black coffee in excess. The reason is, the caffeine contained in coffee can block the release of the hormone adenosine (the fatigue hormone) in the brain, making it difficult for you to feel calm and rest.

##### **3. Abdominal pain**

Black coffee has a laxative effect and stimulates the release of stomach acid, so when consumed in excess, it can cause stomach ache. In addition, consuming black coffee excessively can also exacerbate stomach disease, which will cause complaints in the form of heartburn.

#### **4. Heart palpitations**

Another side effect that can arise from consuming too much black coffee is palpitations. Caffeine in black coffee will stimulate the heart to beat faster. To prevent this, you need to limit black coffee consumption.

In general, the safe limit for coffee consumption for adult men and women is 4 cups per day, with a caffeine content of around 400 mg. Meanwhile for pregnant women, the safe coffee consumption limit is only 2 cups per day, with caffeine content not exceeding 200 mg.

To take advantage of and avoid the side effects of consuming black coffee, you are advised to consume it within reasonable limits. Here's a list of things that happen to the body when you drink a cup of tea every day. The risk of developing certain cancers goes down. Anti-oxidants and compounds found in tea have long been known to be associated with a lower risk of certain cancers. "Beneficial effects were found in skin, prostate, lung, and breast cancers," said Uma Naidoo, Director of Nutrition and Lifestyle Psychiatry. The skin will be healthier. Drinking black tea regularly can significantly reduce the risk of skin cancer. Interestingly, how it is prepared makes all the difference. "Hot black tea is beneficial for squamous skin carcinoma," says Naidoo. Reducing the risk of diabetes.

Drinking black tea daily may lower your risk of type 2 diabetes by helping control blood sugar after meals. According to a study in the Asia Pacific Journal of Clinical Nutrition, black tea can lower blood sugar after consuming foods containing sucrose. Stronger teeth While sipping tea all day can stain your teeth a bit, it's okay. Because, according to a study in the Journal of Oral and Maxillofacial Pathology, green tea has an anti-bacterial effect that can reduce cavity-forming bacteria in the mouth. Drinking green tea every day can also make cavities less severe. Positive effect on the heart The anti-inflammatory properties of tea can relax blood vessels and reduce stress on the heart. The risk of Alzheimer's disease can be reduced "Green tea can help develop resistance to stress, and potentially Alzheimer's disease. Polyphenols protect cells from damage," he says. Improve sleep patterns If you have trouble sleeping, try drinking hot tea before bed. According to a study in Integrative Medicine Research, drinking tea can help improve sleep quality and quality of life in those with mild to moderate insomnia. Improve focus The caffeine in tea can increase attention and alertness. Theanine is an amino acid unique to tea. It can also increase attention by relaxing the brain, but stimulating it when it's time to focus. Metabolism increases one cup of green tea contains about 40 milligrams of caffeine, and it is recommended to limit daily caffeine intake to no more than 300 to 400 milligrams. Not absorbing enough iron Catechin in tea can inhibit the body's ability to absorb iron and in the long term can cause anemia. This includes children, pregnant women, and anyone with a history of kidney disease. There may be a higher risk of bleeding Drinking large amounts of tea every day can put you at risk of bleeding from a small cut or lump.

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Medication may not work Tea may have many benefits, but talk to your doctor before brewing it every day. The catechins in tea can interfere with some heart and blood pressure medications. Benefits of Ginger Wedang Compiled from various sources, here are the benefits of ginger tea for health

1. Nausea reliever Wedang ginger is known as a powerful herb to relieve nausea. As a nausea reliever, ginger tea is often used to counteract the side effects of postoperative recovery, chemotherapy and pregnancy (morning sickness).
2. Reducing Allergic Reactions Ginger drink as an allergic reaction reliever has been proven in one study. These properties are because this herbal plant has an anti-inflammatory effect which can relieve inflammatory reactions due to allergies.
3. Controlling Blood Pressure This drink is effective at lowering blood pressure and preventing blood clots, so researchers suggest consuming ginger ale to improve heart health.
4. Rheumatism and Osteoarthritis A number of active components in ginger, such as gingerol, gingerdione, and zingeron can help prevent and reduce inflammation caused by joint pain osteoarthritis and rheumatism.
5. Losing Weight Ginger drink can make a person feel full, so this can affect weight. A study of ten men showed that regularly drinking hot ginger water after breakfast can cause a feeling of fullness longer than breakfast. In addition, the British Journal of Nutrition reports that this plant can control cholesterol and increase metabolism, so that the body is more effective at burning fat. Nevertheless, further research is needed regarding the benefits of ginger in losing weight.
6. Pain reliever Scientifically, ginger tea has been proven to treat inflammation. Research shows that ginger can help relieve pain, headaches, menstrual cramps, and various other types of pain.
7. Prevent Diabetes Complications The anti-inflammatory properties of ginger can prevent diabetes complications, such as diabetic retinopathy, stroke and heart disease. To get these benefits, researchers suggest mixing ginger water with cinnamon powder.
8. Relieves Menstrual Pain The benefits of ginger drinks to relieve menstrual pain have been scientifically proven. In fact, a study states that ginger drinks are no less effective than other painkillers in dealing with menstrual pain. Recent studies have shown that ginger as a pain reliever is superior to placebo and as effective as drugs such as acetaminophen and mefenamate.
9. Increases Immunity Ginger wedang drink is believed to increase the body's immunity and reduce stress. These benefits are obtained from the antioxidant content in this herbal plant.
10. Preventing Cancer In a laboratory study, ginger has been shown to be able to fight several types of cancer cells, including colon cancer cells and pancreatic cancer.

Here are some side effects of drinking ginger wedang that you need to know:

1. Acidity of the body

When ginger is consumed properly it helps but when consumed in excess it leads to over production of acids in the body.

An overly acidic body will cause fatigue, headaches, sinus problems, and so on.

2. Lower blood pressure

For people with high blood pressure, ginger might be helpful but for those with low blood pressure it can be harmful. Ginger is one of the well-known blood thinners.

**METHOD**

The research method used in making this journal is a comparative approach or it can be called the comparative approach method by collecting primary data through random sampling techniques. Primary data collection is done by way of direct interviews with consumers. The subjects in this study were coffee shop consumers. The variable in this study is the independent variable, namely the tastes of consumers who buy products at a simple coffee shop. The data obtained were analyzed quantitatively to see product comparisons for several types of drinks preferred by consumers.

Results and Discussion

The research was conducted through three stages, namely the level of comparison between the several products for three consecutive days. This research was conducted by giving questions to various kinds of buyers from children to the elderly directly at the "Simple" coffee shop. The results of the data obtained during the study are as follows:

Tabel: 1.1

Purchased several types of drinks at the Simple Surabaya shop on the first day

No	Product Name	Childre n	Adults	Parents	Total
1.	Coffee	25	30	10	65
2.	Tea	18	15	5	38
3.	Wedang Ginger	10	10	5	25
4.	Red Ginger	5	7	10	22

Tabel: 1.2

Purchased several types of drinks at the Simple Surabaya shop on the second day

No	Product Name	Children	Adults	Parents	Total
1.	Coffee	20	23	8	51
2.	Tea	15	20	10	45
3.	Wedang Ginger	13	8	10	31
4.	Red Ginger	3	5	6	14

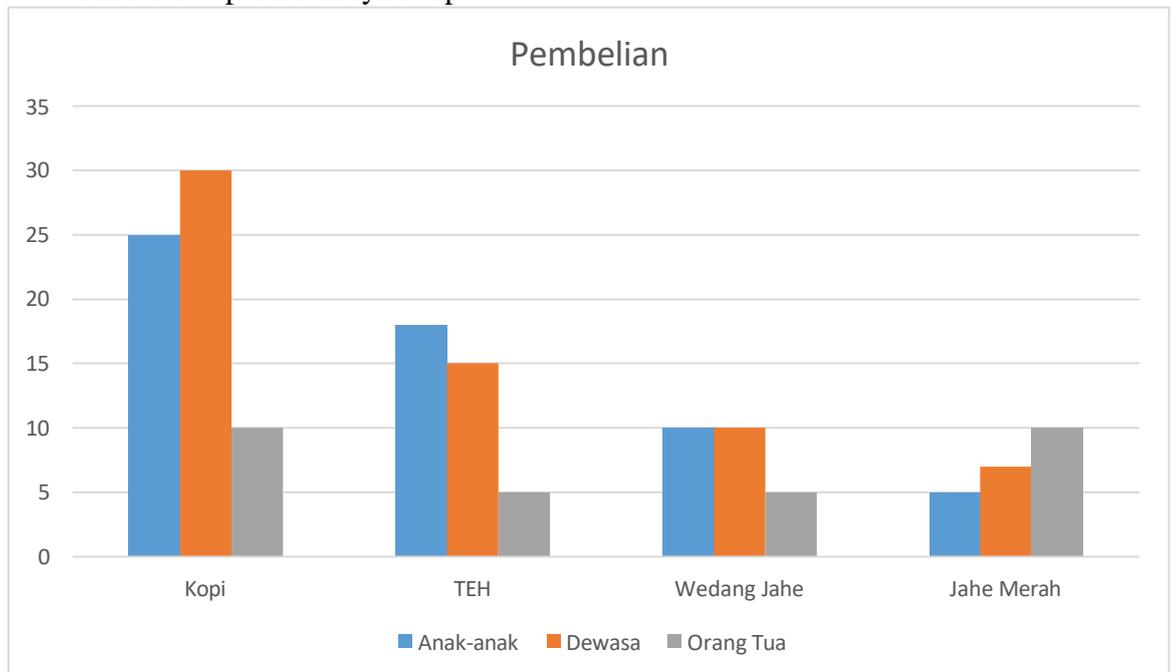
Tabel: 1.3

Purchased several types of drinks at the Simple Surabaya shop on the Third day

No	Product Name	Children	Adults	Parents	Total
1.	Coffee	10	25	13	48
2.	Tea	20	18	10	48
3.	Wedang Ginger	8	12	7	27
4.	Red Ginger	3	10	9	22

Diagram: 1.1

Total calculation of consumer tastes for the purchase of several types of drinks at the Simple Surabaya shop



- Kopi : 164
- Teh : 131
- Wedang Jahe : 83
- Jahe Merah : 58

## RESULTS AND DISCUSSIONS

From the data above it can be seen that each buyer has different tastes in buying drinks at the Simple coffee shop. Consumers also already know the benefits of the drink they choose, which of course is adjusted to their health and needs. Decision making is influenced by several factors including price, product, and location, in this case the price offered for each type of drink is relatively not much different, for coffee IDR 4,000, - tea IDR 3,500, while ginger and red ginger cost IDR 4,000. For coffee shop locations, which are businesses with the largest targets, students and the lower middle segment, consumers sometimes try to order other types of drinks.

Overall, the price explains that the desire of consumers to visit a simple coffee shop and make a purchase because the price is quite affordable, where the price offered is relatively the same for all drinks, and only one type of food, this is an attraction for consumers. In addition, according to most consumers, the price offered is in accordance with the quality of the food and beverage products received, and simple coffee shops often offer discounts for some of their products.

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However, consumer evaluations regarding price comparisons with competitors, the price of a simple coffee shop is still relatively the same as other coffee shops. This means that even though the prices offered are relatively the same, there is not too much difference between the prices at a simple coffee shop and the prices at other coffee shops. Most consumers regarding the products offered by simple coffee shops have satisfied consumers. Judging from the variety of products offered, the suitability of the taste of coffee or non-coffee food and drinks to consumer tastes, the availability of food and beverage menus when ordered by consumers, the appearance of food and drinks when served to consumers, and the ability of the products offered by simple coffee shops to meet consumer needs or desires.

Location also influences consumer purchasing decisions. The location factor can also be referred to as the company's distribution channel because location is also directly related to consumers, or in other words, location is also a place for producers to distribute their products to consumers. Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect (Fandy Tjiptono, 2015: 92).

Price, Product, and Location both have an effect on the Purchasing Decision variable. This states that if a low price is coupled with the product offered satisfying consumers, and also a strategic location, it will result in a higher purchasing decision. This can be seen in research on consumers at Peacockoffie Semarang, price and product variables together have a high influence on purchasing decisions, and location has a moderate influence on purchasing decisions.

The research results prove that consumers are more interested in coffee beverage products than other beverages. When the researchers asked consumers, they said that coffee drink products, even though the price was higher than tea drinks and the contents were less than tea drinks, buyers had their own satisfaction with the taste of coffee drinks in simple coffee shops. So that tea drink products are superior to tea drink products, wedang ginger and red ginger. On the other hand, buyers are interested in buying other drinks because the contents and prices are relatively cheap but the taste is still better than coffee drinks made in simple coffee shops.

In addition, reviews from buyers who chose wedang ginger and red ginger products are because the consumer's goal is to come to the simple shop to increase stamina, especially at night or in cloudy and rainy conditions. This was also done because consumers also want to try different variations of drinks. The habit of coffee connoisseurs consumers to always drink coffee every day, causes the goal to come to coffee shops mainly to buy coffee drinks.

Consumers also don't need to bother making their own coffee drinks at home, besides being compatible with coffee concoctions at simple coffee shops, consumers can also socialize by meeting friends or other people. While enjoying coffee that can be drunk for long. Consumers can also take advantage of the wifi

facilities provided by coffee shops and other activities. So that the choice of coffee drinks can represent the needs and be able to fulfill their activities.

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