

Studying the Consumption Behaviour of Generations Y and Z towards Ready-To-Drink Coffee

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ABSTRACT

Purpose: This study aims to explore consumption behavior both Gen Y and Gen Z towards ready-to-drink coffee in Indonesia.

Research methods: This study is a survey research with quantitative method. The survey was conducted on 200 respondents employing online media by delivering electronic questionnaire consisting of 16 questions related to coffee consumption behavior and 6 demographic questions.

Results and discussion : Generations Y and Z like cold brewed coffee, prefer to drink coffee at coffee shops while socializing, buy coffee with the highest price range of IDR 20,000-29,000, often use delivery service by ordering through the app.

Implication: it is appropriate for coffee shop owners to carry out a marketing mix (4P) i.e. product, promotion, price and place (distribution mix) with reference to the consumption behavior of coffee from them, so that the sustainability of the ready-to-drink coffee business can be achieved.

Keywords: generations Y and Z, ready-to-drink coffee, consumption behavior

INTRODUCTION

Based on (Natural Product Insider, 2018) stated that forecast global retail value growth, 2017-2022, coffee ready to drink (RTD) is achieved US\$ 1.8 billion growth by 2022 at a Compound Annual Growth Rate (CAGR) of 1.6%. Referring to (ICO, 2020) released that international trade in coffee is still estimated to be more than 70% of coffee produced worldwide. Currently, it is estimated that the world coffee market is growing at a value of USD 200 billion per year. Previously, ICO (2017) has released that Indonesia ranks fourth in the world as a coffee producer. On the other hand, as a coffee consumer, Indonesia ranks seventh. Meanwhile, regarding the history of coffee development, since the era of the Dutch East Indies government, Indonesia is known as a producer of coffee with the best taste in the world. In the coffee industry in the world, a cup of coffee is termed a cup of java (Ministry of Industry, 2017).

Recently, based on data collected from stakeholders and business people in Indonesia, (TOFFIN, 2020) estimates that the market value of the coffee shop business reaches IDR 4.8 trillion per year. The contributions across generations as consumers should be taking into account. Starting from the

Baby Boomers generation (1946-1964), Generation X (1965-1980), Generation Y (1981-1996) to Generation Z (1997-present). In line with these results, Generation Y and Z, which dominate the demographics of the Indonesian population, have high consumption power, thus encouraging the growth of coffee consumption in domestic. Generation Y is the millennial generation (24-39 years) who grew up in the booming internet era. Meanwhile, generation Z (10-23 years) is more familiar with technology and smartphones and social relations through cyberspace (The Generation Guide-Millennials, Gen X, Y, Z, and Baby Boomers, 2015).

In relation to tourism, especially consumer behavior in consuming coffee, (Nan, 2014) exhibited that the large number of tourist arrival in China, not only promoting the booming of hotel industry in China, but also enhance the coffee consumption in hotels and coffee house. Meantime, in marketing field, (Gumilang, Yuliati, & Indrawan, 2021) recommend that marketers must be able to assure the target market by providing coffee products that prioritize quality and taste. Starbucks, Nilo and Janji Jiwa are coffee shops favored by Gen Z because they are minimalist, use a little profile and are tidy (Susanti, Dewi, & Putra, 2020). On the other hand, (Bayindir & Caliskan, 2022) in his research on the typology of coffee experiences, states that the atmosphere, image, quality of coffee and the location of coffee shops are important attributes for consumers, while the coffee shop market is educated and women over 30. Meanwhile, (Shrivastav, 2020) in her thesis on the take away coffee business, reveals that aroma is a major external factor, while taste and flavor are major internal factors.

This study aims to investigate consumption behavior of younger generation both Gen Y and Gen Z in Indonesia towards RTD coffee.

Ready to Drink (RTD) Coffee

Based on Natural Products Insider (2018), RTD coffee is liquid coffee that is packaged and designed to be ready to drink without additional steps again when opened. This means that RTD coffee is liquid coffee that is packaged using containers provided in various mini markets and is portable to be enjoyed on the go or liquid coffee that has been mixed by baristas in various coffee shops and is ready to be enjoyed on the spot or taken home.

Gen Y and Gen Z (Generational Theory)

Generational theory studies the understanding and characterization of groups of people according to for their membership in one generation, that is assigned objectively according to the year birth (Pendergast, 2010). Referring to several previous studies, it was found that there were some differences in terms and characteristics between Generation Y and Z which caused them to have different consumption patterns of coffee drinks.

Table 1. Characteristics of Gen Y and Gen Z
 (Source: (Reisenwitz, 2021))

Gen Y	Gen Z
Echo Boomers, the Millennium Generation, Millennials or Millennials, Generation We, Leave No One Behind, Internet Generation, Generation Next, Net Generation, Generation Why?	Technology Generation, Generation I or iGeneration, Gen Next, Post Gen, and Plurals, (Gen Tech, Digital Natives, Gen WII, the N (Net) Generation or Net Gen
The first generation connected by the Internet (social media), open minded, social, innovative, energetic, ambitious, confident, motivated, and smart	Highly educated, techno savvy, innovative and creative.
Very sociable and techno savvy, engaged in e-commerce and m-commerce, prefer spending on travel and other experiences versus material goods	The most application-friendly and website-savvy generation engaging with the Internet for most of its daily activities (Ayuni, 2019)
More educated and more ethnically diverse, more likely to be objectively motivated than socially motivated when purchasing	Interested in new technologies, prefer simplicity, want to be safe, want to escape reality, have high expectations, and care about experience (Tunsakul, 2020)
60 million consumers in this group	Will be the largest generational cohort by 2034, at 78 million

Coffee Consumption Behavior of Gen Y and Gen Z

According to (Kotler, 2000), consumer behavior is studying how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Based on him, some factors that influence consumer behavior, i.e. cultural factors (religion, racial group, geographic area, interests and behavior; social factors (family, reference group, role and social status); personal factors (age of purchase, occupation, economic situation, lifestyle, personality); and psychological factors (motivation, perception, knowledge, belief and conviction).

In their study, (Damanik, Wibowo, & Firmansyah, Consumer Behaviours in Dropbox Resto and Cafe, 2018) revealed that consumer behavior is influenced by culture, personal, social and psychological. Meanwhile, based on the findings of (Ave, Venter, & Mhlophe, 2015) that in order to influence consumer buying behavior, coffee shop owners must create experiential marketing through the aroma of brewed coffee so as to arouse consumers' senses. Meanwhile, (de Sa, de Paiva, Souki, & Moura, 2017) underlined that to encourage purchasing behavior towards coffee, the product characteristics, safety, brand, label and packaging, which are seen as important factors. Based on several previous research findings, the following can be categorized several characteristics related to the consumption patterns of Gen Y and Gen Z coffee as the younger generation.

Table 2. Gen Y and Z's coffee consumption behavior

Consumption Behavior	Gen Y (Millennials)	Gen Z
Preference (Atlantic Specialty Coffee, 2020)	Specialty beverages, espresso machines and ready-to-drink coffee	Specialty beverages, espresso machines and ready- to-drink coffee
Coffee drink products that are often purchased (Winsight, 2020)	-	Cold coffee or ice coffee, as for hot coffee are smoothies, sports drinks and soft drinks trailing behind
Priority in purchasing products (PJ's Coffee, 2019)	Prefer the human story behind the product	Purchased lots of special drinks
Purchase pattern (Young, 2020)	-	Spend less money
Wants (Nation's Restaurant News, 2020)	-	Expecting more experience than just a cup of coffee
Preference (Supplement Breakfast Journal, 2017)	Millennials are more adventurous because they follow trends, including ready-to-drink coffee, nitro coffee, and cold drinks	-
Premiumization (Buono, 2017)	Cold brew, ready-to-drink coffee, and coffee pods	-
Preference (Vending Market Watch, 2020)	Specialty coffee	-
Interest (Cvetan, 2019)	Cold brew	Cold brew
Sustainability (Supplement Breakfast Journal, 2017)	Interested in the quality and origin of the coffee beans (fair trade, organic, method of brewing)	-
The way of consume (Cobe, Gingerella, & Nash, 2019)	Emphasize technology (Mobile ordering)	Drink while on the go

[Sources: (Falkner, 2020)]

RESEARCH METHODS

This study uses a quantitative method because it is a survey research by sending semi-structured questionnaires to respondents (Creswell, 2009). This online research uses electronic questionnaires that are sent to respondents spread across various provinces in Indonesia (Sekaran & Bougie, 2016). The sampling method uses a non-probability sampling method, i.e. purposive sampling. As for referring to (Roscoe, 1975) that sample sizes greater than 30 and less than 500 are feasible for research, if the sample is divided into subsamples (Gen Y and Gen Z), the minimum sample size required for each category is 30, in this case The study used 200 respondents as the sample. The following is a table of questions distributed to respondents:

Table 3. Questionnaire

No	Questions	Answer Patterns
1	When you were born?	Gen Y (1981-1996) or Gen Z (1997-present)
2	How old are you?	12-16 years old, 17-21 years old, 22-26 years old, 27-31 years old, and 37-41 years old (Check list)
3	What is your gender?	Male or Female (Check list)
4	What is your occupation?	Lecturer/Researcher, Housewife, Student, Entrepreneur, Freelance, Civil servant/private, Jobless (Check list)
5	How much is your income?	Less than IDR 1.000.000, Between IDR 1.000.000-3.500.000, Between IDR 3.500.000- 6.000.000, More than IDR 6.000.000 (Check list)
6	Where is your domicile?	Provinces in Indonesia or Country Abroad (Open answer)
7	How many times do you enjoy the coffee?	Every day, Once a week, three times a week, four times a week, once two weeks, Every month, Less than a month (Check list)
8	Do you drink coffee on site?	Yes or No (Check list)
9	What is coffee shop which is visited frequently?	Starbuck, Janji Jiwa, Kulo, Kenangan, Jco, Kopi Koi, Tuku, Fore, Kopi Konniciwa, Kopi Nako, Indomart Poin, Local Brand Coffee Shop (Check List)
10	Who is your companion?	Friend, Couple, Family, Alone (Check list)
11	What day do you go to coffee shop?	Workday or Weekend (Check list)
12	What time do you visit coffee shop?	Less than 12.00 pm, Between 12.00-16.00 pm, Between 16.00-19.00 pm, More than 19.00 pm (Check list)
13	What kinds of coffee drink which is ordered frequently?	Americano, Capuccino, Moccacino, Frapuccino, Caramel Machiato, Cold Brew, Espresso, Latte, Piccolo, Sanger, Black Coffee, Long Black, Single Origin (Check list)
14	Do you prefer hot or cold ones?	Hot or Cold (Check list)
15	What do you order out of coffee?	Mineral water, tea, juice, soft drinks, cake (Check list)
16	How much do you spend money to enjoy coffee on coffee shop?	IDR 20.000-29.000, IDR 30.000-39.000, IDR 40.000-49.000, More than IDR 49.000 (Check list)
17	Why do you enjoy coffee?	Just want (Uncertain), Life style/trend, Upload to social media, get rid of sleepiness (Check list)
18	How do you choose coffee shop to go?	Ambient place, affordable price, good quality product, friend recommendation, vary of product, trending coffee shop (Check list)
19	What are your activities in coffee shop?	Going to work, using internet, gathering, reading and writing paper, smoking, having quality time, making chats, finishing assignment, nothing to do (Check list)
20	Do you often upload pictures?	Yes or No (Check list)
21	What kinds of social media do you prefer to upload your pictures?	Instagram, Facebook, WhatsApp, Never (Check list)
22	How do you order coffee?	By ShopeeFood, GoFood, GrabFood, applying all applications, purchasing by yourself, asking a friend, going to supermarket (Check list)

RESULTS AND DISCUSSION

Respondent Demographic

Referred to (Qian & Tiangsoonern, 2017) found that demographic profiles have an effect on customer buying behavior at coffee shops. The following shows the demographic characteristics of the respondents:

Table 4. Demographic Characteristics

Characteristic	Frequency	Percentage %
Generation		
Gen Y (1981-1996) 27-41 years old now	114	57
Gen Z (1997- present) 25-present years old now	86	43
Age		
17-21 years old	29	14,5
22-26 years old	45	22,5
27-31 year old	58	29
32-36 years old	42	21
37-41 years old	26	13
Gender		
Male	85	42,5
Female	115	57,5
Occupation		
Lecturer/Researcher	5	2,5
House wife	8	4
Student	68	34
Entrepreneur	10	5
Civil Servant/Private	109	54,5
Income		
Less than IDR 1.000.000	36	18
IDR 1.000.000-3.500.000	36	18
IDR 3.500.000-6.000.000	55	27,5
More than IDR 6.000.000	73	36,5
Domicile		
Aceh	4	2
Banten	30	15
Jakarta	66	33
West Java	53	26,5
Central Java	5	2,5
East Java	11	5,5
Bali	5	2,5
South Sulawesi	4	2
Other Provinces	21	10,5

[Source: Own Primary Data (2022)]

Consumption Behavior of Gen Y and Gen Z towards RTD coffee

1. Frequency in consuming coffee

As many as 36% of respondents answered the frequency of drinking coffee every two weeks, then 27% once a week, while 23% answered once a month, and 14% every day. While others answered three times a week, four times a week, and some even rarely drank coffee or once in several months

as shown in Figure 1. Supporting this results, Hung (2012) stated that consumers who buy more than once a week have higher consumer characteristics than those who make purchases less than once a week.

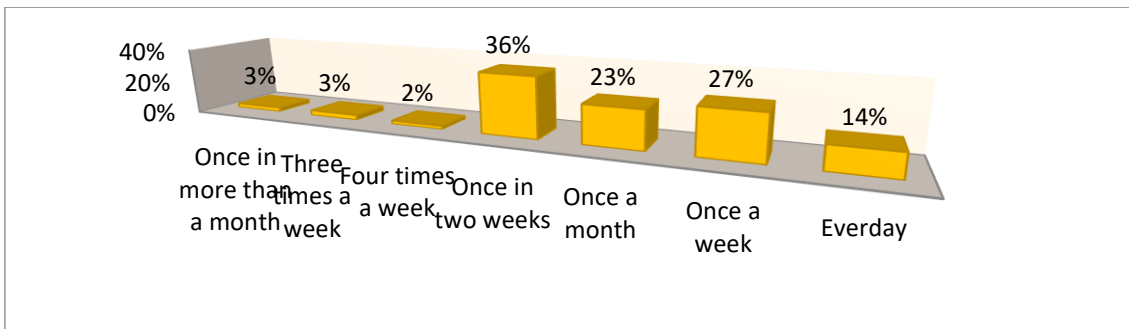


Figure 1. Frequency in consuming coffee
 [Source: Own Primary Data (2022)]

2. The usual place to enjoy coffee

As many as 52% of respondents drink coffee at the coffee shop and 49% prefer not to drink at the place or take the coffee they ordered home. Generations Y and Z prefer to drink coffee at coffee shops because they like hanging out with friends and coworkers as shown in Figure 2.

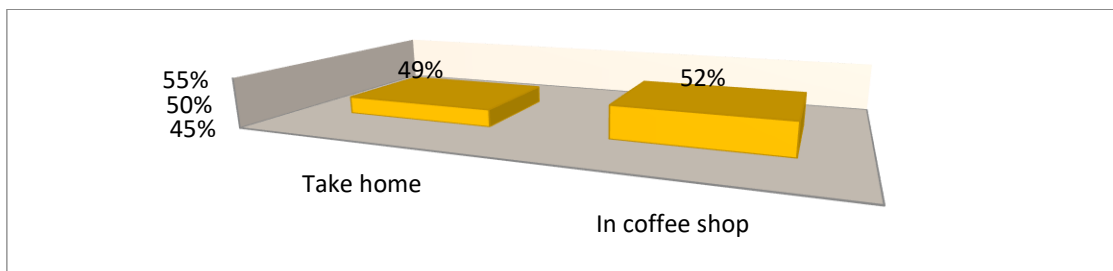


Figure 2. The usual place to enjoy coffee
 [Source : Own Primary Data (2022)]

3. Frequently visited coffee shop

Of the many coffee shops in Indonesia, there are several coffee shops that are quite frequented by generations Y and Z. A total of 28 % of respondents often visit Kenangan coffee, 23 % of Janji Jiwa coffee, but 21% of respondents also visit local coffee shops from their respective regions. Other types of coffee shop chosen by the respondents were 8% Starbucks, 7 % Tuku coffee, 6 % Fore coffee, 2% Family Mart, 2% Nako Coffee, 2 % Indomaret Point, 2 % Kopi Kulo, and the rest were KOI Coffee, Konnichiwa, Jco, and Alfa Express as shown in Figure 3.

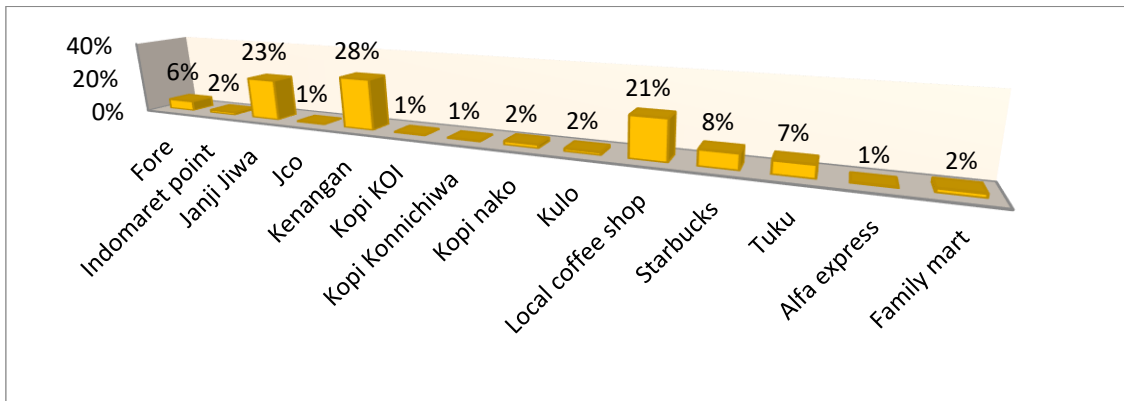


Figure 3. Frequently visited coffee shop
 [Source: Own Primary Data (2022)]

This supports the findings of Susanti et. al. (2020) who concluded that Jnaji Jiwa is one of Gen Z's favorite coffee shop because it is minimalist uses a small and neat profile.

4. Companion when visiting coffee shop

A total of 38.5% of respondents visited a coffee shop with friends, 29% alone, 21.5% with a partner, and 11% with family. The tendency of generations Y and Z to visit coffee shops with friends because they can do activities together.

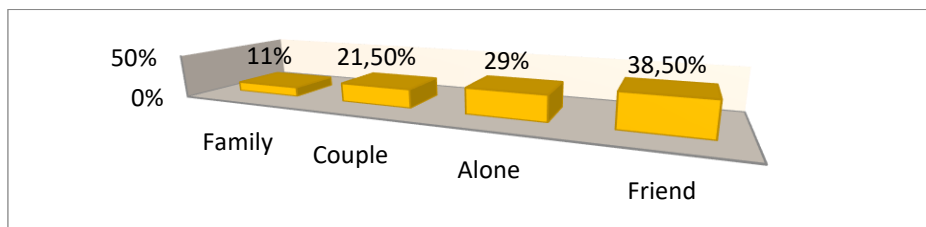


Figure 4. Companion when visiting coffee shop
 [Source: Own Primary Data (2022)]

5. Day to visit coffee shop

As many as 51% of Gen Y and Gen Z visited coffee shops on weekdays. This is done after they work. Referring to these, Hung (2012) underlined weekday consumers have significantly higher consumer characteristics than weekend consumers.

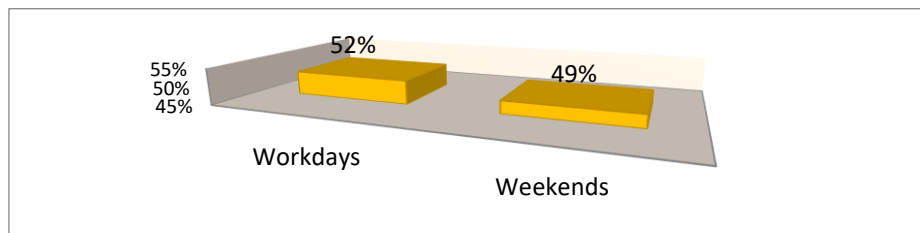


Figure 5. Day To Visit Coffee Shop
 [Source: Own Primary Data (2022)]

6. Time To Visit Coffee Shop

A total of 36% of respondents visited the coffee shop at 16.00 – 19.00 pm, then as many as 33% visited at 12.00-15.00 pm. The rest at below 12.00 am as much as 14% and above 19.00 pm as much as 17%. Generations Y and Z visit in the afternoon after they finish their activities as shown in Figure 6. Responding these, (Putranto & Hudrasyah, 2017) revealed that the existence of the opening hours until midnight (24 hours) is valuable.

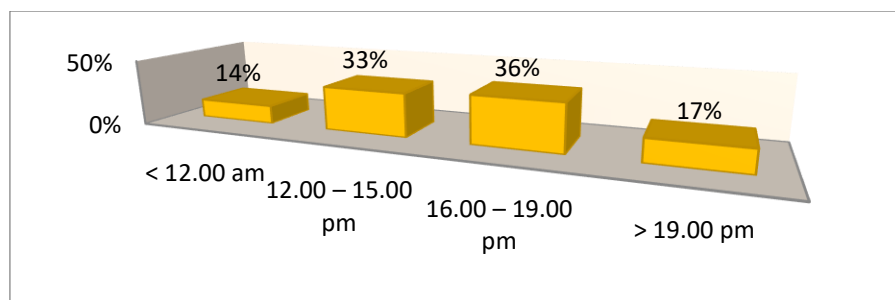


Figure 6. Time To Visit Coffee Shop
 [Source: Own Primary Data (2022)]

7. Types of coffee drinks that are often purchased

Types of coffee drinks in the top five most frequently purchased are Ice Coffee Milk as much as 48%, Cappuccino ranks second as much as 20%, Americano as much as 8% ranks third, fourth place with 7% is Espresso, Black Coffee and Latte being the choice to five 5% each. The rest are in the range below 5% as shown in Figure 7. Iced coffee milk is the most preferred choice for generations Y and Z because of their tendency to follow the current trend which is often called the contemporary ice coffee milk.

Other than that they feel right with the taste. The trend of milk coffee makes the coffee shop market increase.

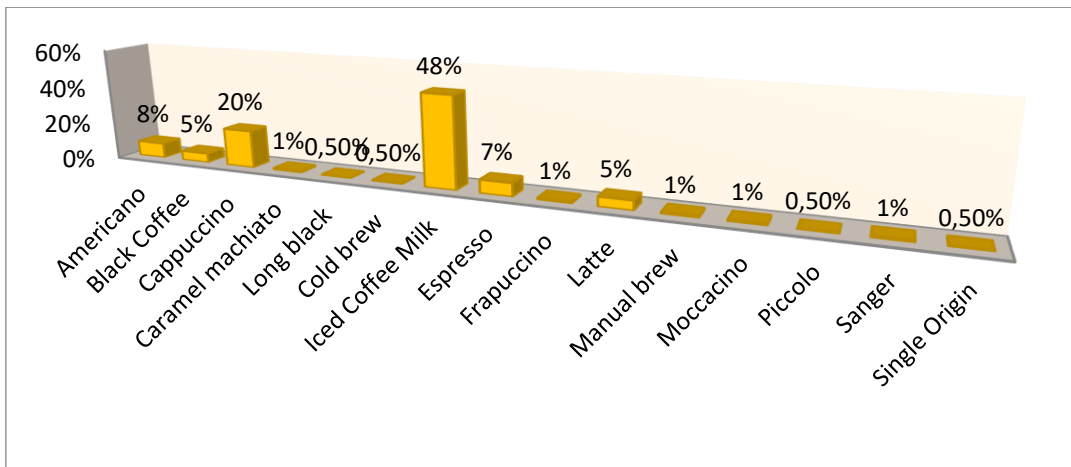


Figure 7. Types of coffee drinks that are often purchased
 [Source: Own Primary Data (2022)]

This supports the findings of Winsight (2020) which states that Gen Z likes cold coffee or iced coffee. And this agrees with Buono (2017) who declared that cold brew is Gen Y's favorite. This is also supported by the opinion of Atlantic Specialty Coffee (2020) which states that Gen Y and Gen Z tend to buy specialty drinks. This is also consistent with the statement of PJ's Coffee (2019) which concluded that Gen Z buys a lot of specialty drinks.

8. Preference of hot or cold serving options

Respondents chose "Cold" or cold drinks as much as 73.50% while for "Hot" or hot drinks as much as 26.5%. Generations Y and Z tend to choose cold drinks due to the trend of iced coffee with various variants that are spreading in Indonesia. Cold drinks are easier to consume both on the spot (coffee shop) and take home.

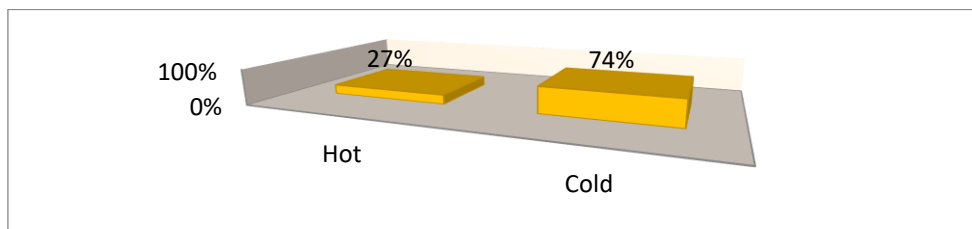


Figure 8. Preference of hot or cold serving options
 [Source : Own Primary Data (2022)]

This is in accordance with the statements of Buono (2017) and Winsight (2020) that cold blended coffee is the choice for Gen Y and Gen Z, while hot coffee is smoothies.

9. Other product purchased beside coffee

Other products that are often purchased besides coffee in the first place are mineral water as much as 31%, in second place are tea as much as 28%, in third place are juices at 15%, soft drinks are in fourth place at 11.5% and Snacks are in fifth as much as 5.5%. The remaining below 5% exists as shown in the diagram. Mineral water is most often purchased because after drinking coffee, water is needed to neutralize the taste.

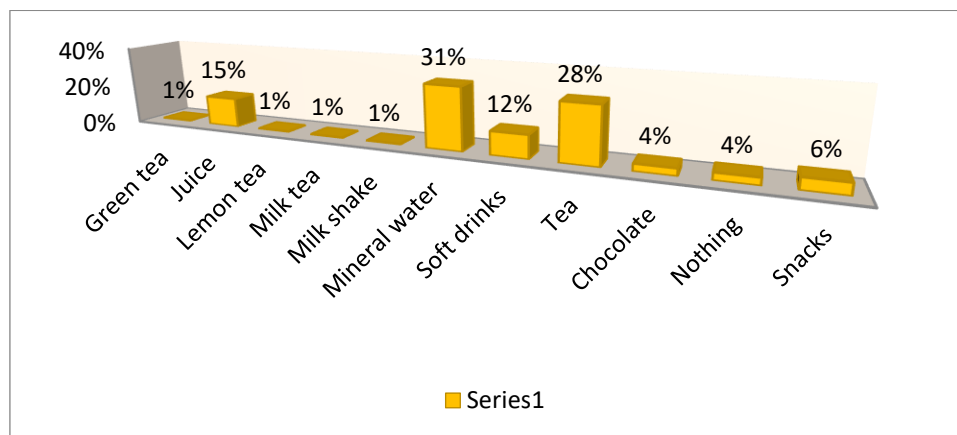


Figure 9. Other product purchased beside coffee
 [Source: Own Primary Data (2022)]

This finding supports the results of the Winsight (2020) study which underlines that sport drinks and soft drinks are trailing behind after cold coffee and hot coffee.

10. Spent of money to consume coffee

As shown in the Figure 10, the respondents' average expenditure is in the range of IDR 20,000-29,000, 41%, the price range of 30,000-39,000 ranks second, and the third is in the range of IDR 40,000-49,000 as much as 18%. The rest is above 49,000 rupiah as much as 17%. The average price of coffee ranges from IDR 20,000 – 29,000 because of the spread of contemporary iced coffee with a price range that is quite affordable for generations Y and Z. According to (Hung, 2012) stated that consumers with monthly incomes between NT\$20,000 and NT\$30,000 have significantly higher consumer characteristics than consumers with monthly incomes of lower than NT\$20,000, further consumers with steady jobs possess significantly higher consumer characteristics than consumers without jobs. Agreeing with this, Young (2020) asserts that Gen Z is more likely to spend less money.

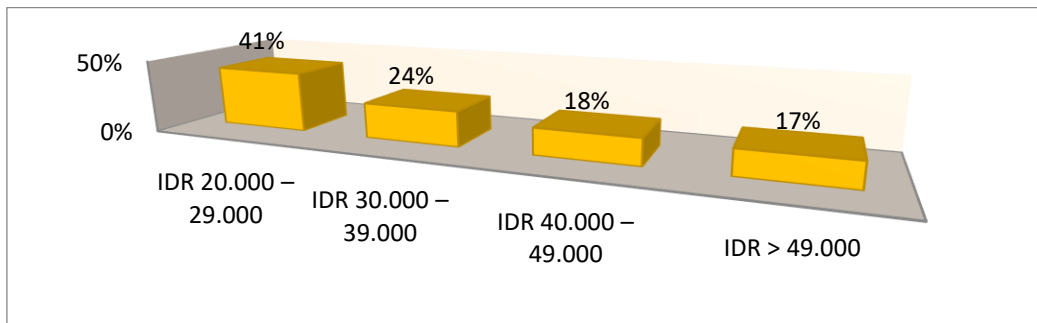


Figure 10. Spent of money to consume coffee
 [Source: Own Primary Data (2022)]

Due to value of money, (Bitner & Booms, 1981) underlined that price as a part of marketing mix is needed by coffee shop consumer. Agreeing with this, (Damanik & Wibowo, Implementasi Strategi 4P Dalam Meningkatkan Frekuensi Public Event di Harris Hotel and Convention Bekasi (HHCB), 2018) state that adaptation in cost considerations and pricing by always maintaining the quality of services and products is a guarantee for creating a match between value and costs incurred by customers.

11. Motivation to enjoy coffee

Respondents prefer "Just Want It" as much as 69.5%, "To get rid of drowsiness" as much as 24.5% as the second, Lifestyle/trend as the third, as much as 4% and To be posted on Social Media as much as 2%. From this data, it can be seen that the purpose of generation Y and Z to drink coffee is because "Just want it" is unexpected as the most choice.

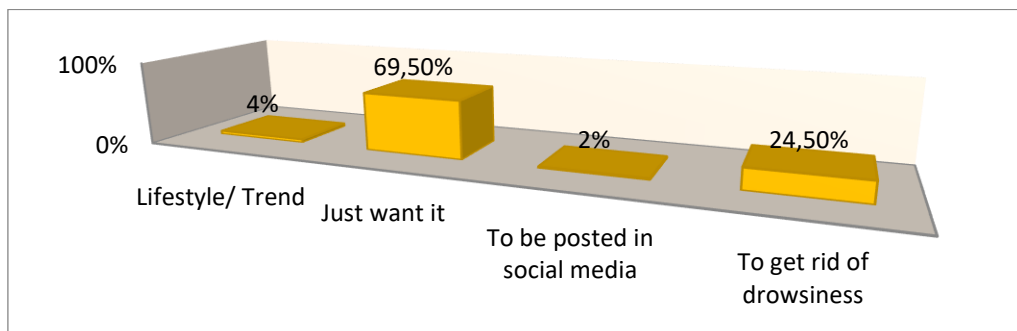


Figure 11. Motivation to enjoy coffee
 [Source: Own Primary Data (2022)]

This finding is quite unique when the survey results state that the motivation of Generation Y and Z in Indonesia to enjoy coffee is just wanting, because this is contrary to the findings of the Nation's Restaurant News (2020) which stated that Gen Z wants an experience more than just a cup of coffee. This is also in contrast to the findings of the Supplement Breakfast Journal (2017) which found that millennials (Gen Y) keep pace with the trend so they are more adventurous.

12. Determinants in choosing a coffee shop

As shown in figure 12, respondents choose coffee shops because of the delicious taste (45%), next is a comfortable (29%), then affordable prices (16.5%), type of product offered (5%) and for the fifth is a friend recommendation (2.5%), the remaining is a coffee shop that is going viral (2%). Serving coffee that tastes good is the main reason Generation Y and Z choose coffee shops. Unexpectedly, it turned out that a friend's recommendation and what was going viral became the last reason for choosing a coffee shop. In line with this results, Gumilang et. al. (2021) and (Cho, 2005) argued that the quality of the coffee taste is important when we are in coffee shop. Furthermore, the availability of wireless internet is very important (Pozos-Brewer, 2015).

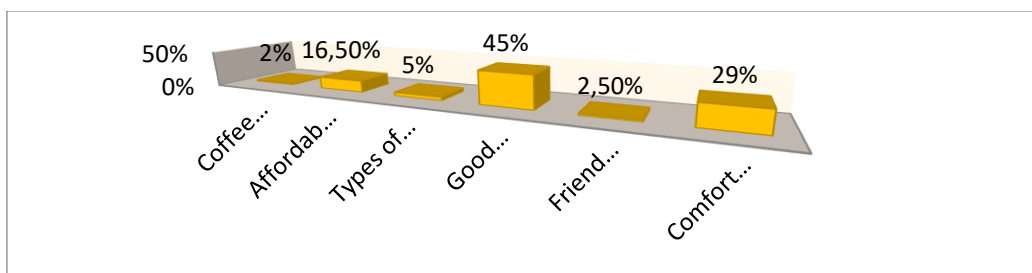


Figure 12. Considerations in choosing a coffee shop
 [Source : Own Primary Data (2022)]

13. Activities in coffee shop

Respondents chose activities that were carried out in a coffee shop while drinking coffee, the highest was chatting as much as 48%, the second order was doing assignments as much as 25.5%, for the third place was gathering as much as 16%. Generations Y and Z spend more time with friends or coworkers by chatting at cafes. In line with these, Putranto (2017) stated that marketers should be able to maximize the function of the coffee shop as a “third place” and this is especially true for consumers aged 15 to 24 years in Bandung (West Java) who are most likely to visit to socialize with others.

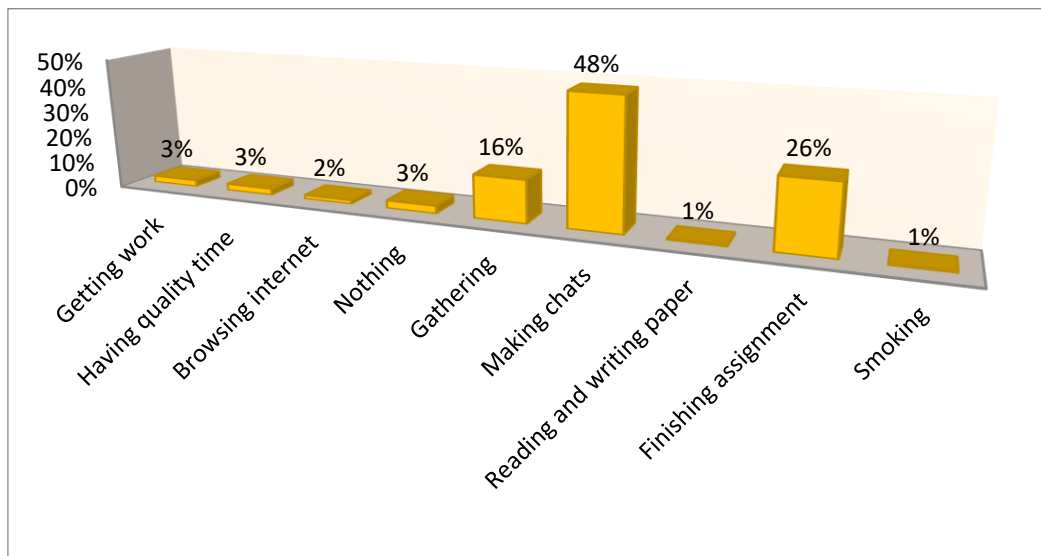


Figure 13. Activities in coffee shop
 [Source: Own Primary Data (2022)]

14. Posting activities in coffee shop on social media

For generations Y and Z, it turns out that they choose not to upload photos as much as 72% compared to uploading photos as much as 28%. Based on the highest choice, it solves the growing issue that generations Y and Z often post everything they do.

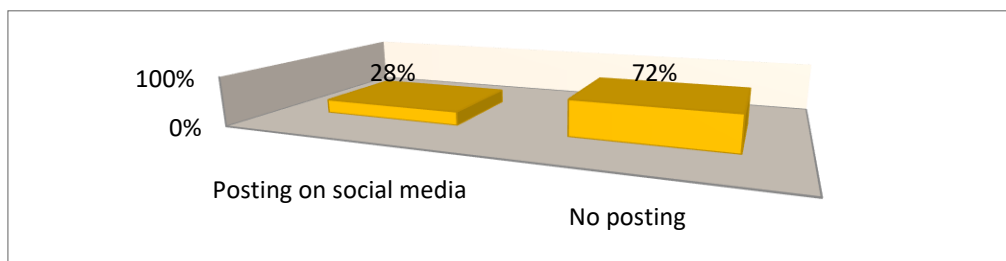


Figure 14. Posting activities in coffee shop on social media
 [Source: Own Primary Data (2022)]

15. Social Media often used to upload picture activities on coffee shop

Even though the Y and Z generations tend to not upload photos of coffee drinks, some of them have posted photos of coffee drinks. From the diagram above, the social media that is often used is Instagram as much as 52.5%. The second position is the option never uploads as much as 38.5%. Instagram is the most widely used social media because Instagram is currently a trending social media and has the most users. This is supported by Putranto (2017) which underlined that coffee shop owners could maximize the use of social media to promote their place because of the

great results the majority of consumers use social media to get information that will help them decide to visit or not.

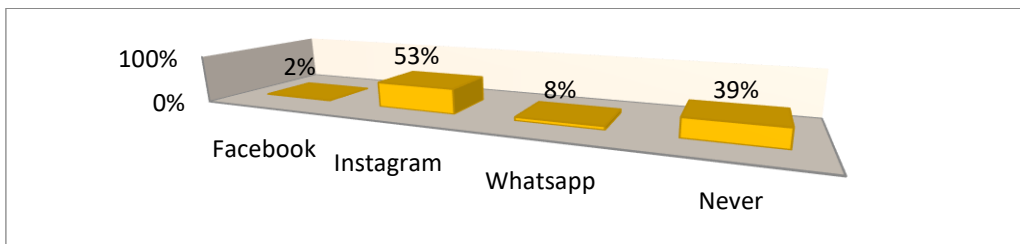


Figure 15. Social Media as media to upload activities in coffee shop
 [Source: Own Primary Data (2022)]

16. Other way to purchase coffee

Generations Y and Z use Food Delivery Service a lot with the help of applications. The survey results show that 40% of respondents purchase coffee using GoFood, then 25% employing GrabFood and 20.5% using ShopeeFood. The reason for choosing to use them in purchasing coffee is the convenience of the payment method because it has an e-wallet application. In addition, many discounts such as free shipping and discounts are also reasons for applying e-purchasing.

This is in accordance with the findings of Cobe et. al., (2019) which states that emphasize technology (mobile ordering) is characteristic of Gen Y. Furthermore, it supports Ayuni (2019) and Tunsakul's (2020) argument that Gen Z is the most application-friendly and website-savvy generation. Techno savvy, engaged in e-commerce and m-commerce (Bilgihan, 2016). Thus, this is supported by study of Wibowo & Damanik (2019) which recommended the importance of running online marketing by providing delivery services.

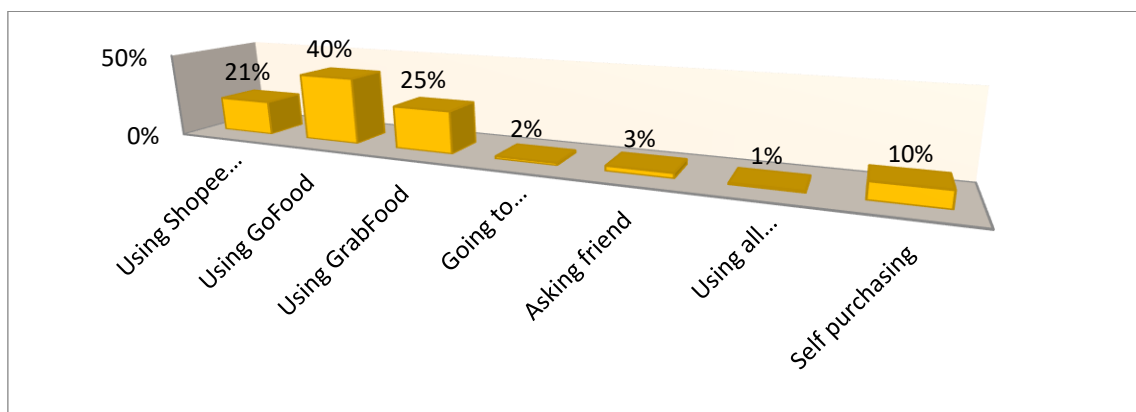


Figure 16. Other way to purchase coffee
 [Source: Own Primary Data (2022)]

CONCLUSION

This survey research generated findings that were in accordance with several previous studies, but also found facts in the field that contradicted the

opinion of previous researchers regarding the consumption behavior of Generation Y and Z towards ready-to-drink coffee in Indonesia.

Some of the appropriate characteristics are that Gen Z spends less money, Gen Y and Gen Z prefer cold blended coffee, they like to use mobile ordering and friendly applications, they use good taste and quality in choosing coffee outlets, and prefer to consume coffee in coffee shop while socialize with friends. As for them, they are lovers of various specialty beverages' including coffee with a wide selection of variants.

The findings are that the motivation of Gen Y and Gen Z to enjoy coffee is just wanting. Furthermore, they stated that they did not upload all the activities carried out at the coffee shop, even though some did. Next, Gen Y consumes ready-to-drink coffee more often than Gen Z.

On the other hand, the thing that characterizes generations Y and Z in Indonesia to enjoy coffee at coffee shops is to socialize with various activities including having conversations, getting acquainted, discussing things, therefore in the survey, it was stated that their companion to coffee shops were friend.

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