Preference of Generation Z in Choosing Coffee Shops in Penelokan, Kintamani

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Abstract

Purpose: This study aims to examine the preferences of Generation Z in selecting coffee shops in Penelokan, Kintamani, a popular tourism village in Bangli Regency, Bali, known for its scenic views of Lake and Mount Batur. Understanding these preferences is essential for coffee shop owners operating in this highly competitive and rapidly growing area.

Method: The research employs a descriptive quantitative approach supported by qualitative data. Data were collected through questionnaires, interviews, and documentation. A total of 50 Generation Z respondents were selected using Hair's sampling rule. The data were analyzed using mean scores for each attribute and subsequently classified into preference categories based on predetermined intervals.

Result: The findings reveal that Generation Z considers atmosphere (mean = 4.54), product quality (mean = 4.41), and service (mean = 4.24) as very important factors in choosing a coffee shop. In contrast, price (mean = 4.20) and facilities (mean = 4.12) are assessed as important factors. Overall, the results indicate that experiential and aesthetic aspects, supported by good product quality and service, are central to Generation Z's coffee shop preferences in Penelokan.

Contribution: This study contributes to the literature on consumer behavior and coffee shop management in tourism destinations by providing empirical evidence on Generation Z's preference structure. Practically, the findings offer guidance for coffee shop owners and managers in Penelokan, Kintamani to prioritize atmosphere, product quality, and service quality in their value propositions, while strategically managing pricing and facilities to better align with the expectations of Generation Z consumers.

Keywords: Consumer Preference, Generation Z, Coffee Shop, Penelokan, Kintamani

Introduction

Initially, coffee consumption was primarily an activity carried out at home. However, along with broader socio-cultural and economic developments, substantial changes have occurred. Coffee has increasingly become an integral part of the modern lifestyle. The emergence of coffee shops in Indonesia has experienced a significant boom, as reflected in the growing number of coffee outlets, particularly in Bali, such as in Denpasar, Badung, and Kintamani, over the past few years. Numerous coffee shops have appeared with diverse, unique, and aesthetically appealing concepts, including those in the Penelokan area of Kintamani, which are currently dominated by visitors from Generation Z.

Coffee shops in Penelokan, Kintamani are designed with attractive, comfortable, and contemporary concepts, enhanced by panoramic views of Mount Batur and Lake Batur. This setting enables visitors not only to enjoy coffee, but also to immerse themselves in the surrounding atmosphere. Such design and experiential elements are deliberately created to attract Generation Z customers (I Ketut Antara et al., 2024). Generation Z is widely recognized as a cohort that is highly connected to technology and social media, and they tend to seek unique and authentic experiences in various aspects of their lives (Astuti, 2021), including in choosing social spaces such as coffee shops. In this context, coffee shop owners in Penelokan,

Kintamani must understand the preferences of Generation Z in selecting a coffee shop. Consequently, appropriate strategies are required for business actors to compete and stand out from their competitors in order to capture consumer attention. One of the strategies that can be implemented is to identify the key preference attributes that influence consumers in choosing a coffee shop.

Understanding Generation Z's preferences in choosing coffee shops is crucial for coffee shop managers in Penelokan, Kintamani so that they can provide facilities, services, and products that align with the needs and expectations of potential customers. Preference is defined as an individual's choice or inclination in determining products, both goods and services (Simamora in Aryani et al., 2022). The term "preference" itself derives from the English word preference, which denotes a tendency or liking for one option over another. Consumers have the right to evaluate goods and services they intend to purchase by ranking these products. In other words, preferences describe likes, choices, or something that is more favored by an individual (Ferdian, 2025).

Data from the Bangli Regency Tourism Office show that the number of tourists visiting Bangli throughout 2023 reached 1.7 million people, with the majority concentrated in Penglipuran Tourism Village and Kintamani. In recent years, there has been a significant shift in tourist preferences, with greater emphasis on visual experiences, tranquil natural settings, and "Instagrammable" destinations. These changing tourism trends have coincided with the proliferation of culinary businesses—such as coffee shops, cafés, and restaurants—that capitalize on strategic locations along hillsides or cliffs with open natural panoramas as their main attraction (I Ketut Antara et al., 2024).

Penelokan, Kintamani is one of the regions in Bali renowned as both a tourist destination and a producer of high-quality coffee. Kintamani coffee is an Arabica variety cultivated in highland areas at altitudes above 900 meters above sea level. The main attractions of this area include the captivating scenery of Lake Batur and Mount Batur. It is therefore unsurprising that Kintamani has become a favored tourist destination for both domestic and international visitors. The growing popularity of the Kintamani area is evident from the increasing number of newly established coffee shops and the rising volume of visitors, both local and foreign (Tiara et al., 2021).

Research Method

This study adopts a descriptive quantitative design, supported by qualitative data, to examine Generation Z's preferences in choosing coffee shops in Penelokan, Kintamani, Bali. The research object is the set of attributes considered important by Generation Z when selecting a coffee shop in this area, which is known for its concentration of coffee shops and strong tourism appeal. The population consists of Generation Z consumers who have visited coffee shops in Penelokan, and a sample of 50 respondents is determined using Hair's (2010) rule of 5–10 respondents per indicator. A non-probability purposive sampling technique is employed, with inclusion criteria: (1) belonging to Generation Z and (2) having experience consuming coffee at a coffee shop in Penelokan, Kintamani. Primary data are obtained directly from respondents through questionnaires and semi-structured interviews, while secondary data are collected from books, journals, and online sources related to coffee shops, consumer behavior, and tourism in Kintamani.

Data collection combines questionnaires, interviews, and documentation. The main instrument is a structured questionnaire measuring the importance of coffee shop attributes using a five-point Likert scale (1 = very unimportant to 5 = very important). Generation Z preferences are operationalized into five dimensions: product quality, service, price, atmosphere, and facilities, each represented by several indicators (e.g., taste and variety of food and beverages, speed and friendliness of service, price affordability and value, interior–exterior ambiance and view, and supporting facilities such as toilets, parking, and Wi-Fi). Complementary qualitative data are gathered through semi-structured interviews with selected Generation Z consumers to explore their considerations in choosing coffee shops, while documentation (e.g., photographs of the

setting and respondents filling out questionnaires) is used to strengthen contextual description.

Data analysis employs descriptive quantitative techniques. Questionnaire responses are tabulated and mean scores for each indicator are calculated using Microsoft Excel. To interpret these mean scores, the 1–5 Likert range is divided into five interval classes (1.00–1.80 very unimportant; 1.81–2.60 not important; 2.61–3.40 moderately important; 3.41–4.20 important; 4.21–5.00 very important). Each indicator's mean score is then classified into these categories to identify which attributes are perceived as most and least important by Generation Z. The results are interpreted and discussed to provide a structured description of Generation Z's preferences in selecting coffee shops in Penelokan, Kintamani, and to derive conclusions and practical implications for coffee shop managers.

Result

Based on the data collected through the distribution of questionnaires, and after obtaining the tabulated results regarding Generation Z's preferences in choosing coffee shops in Penelokan, Kintamani, the next step is to conduct data analysis using the mean calculation formula and classify the results into interval categories.

After the mean values are calculated from the questionnaire results, they are then classified into interval categories for interpretation. The results of the mean values for each indicator are presented in Table below.

No	Kualitas Produk (X1)	Total Nilai	Total Rata-rata
1	X1.1	228	4,56
2	X1.2	224	4,48
3	X1.3	209	4,18
Total		**661**	**4,41**
No	Pelayanan (X2)	Total Nilai	Total Rata-rata
1	X2.2	199	3,98
2	X2.2	221	4,42
3	X2.3	218	4,36
Total		**638**	**4,24**
No	Harga (X3)	Total Nilai	Total Rata-rata
1	X3.1	215	4,30
2	X3.2	209	4,18
3	X3.3	206	4,12
Total		**630**	**4,20**
No	Atmosphere (X4)	Total Nilai	Total Rata-rata
1	X4.1	208	4,16

2	X4.2	231	4,62
3	X4.3	242	4,84
Total		**681**	**4,54**

No	Fasilitas Coffee Shop (X5)	Total Nilai	Total Rata-rata
1	X5.1	215	4,30
2	X5.2	193	3,86
3	X5.3	210	4,20
Total		**618**	**4,12**

Based on the table above, it can be observed that the atmosphere indicator shows the highest mean score with a value of 4.54, followed by product quality with 4.41, service with 4.24, price with 4.20, and coffee shop facilities with the lowest score of 4.12.

Classifying Mean Scores into Intervals

To convert the questionnaire results into quantitative data, each statement's score is calculated by multiplying the frequency of responses by their corresponding Likert scale weight. The results are then divided by the total number of fully completed questionnaires. The final scores are classified into interval categories as follows:

1.00 – <1.80 : Very Unimportant
1.81 – <2.60 : Unimportant
2.61 – <3.40 : Fairly Important
3.41 – <4.20 : Important
4.21 – 5.00 : Very Important

Based on the interval classification above, the breakdown of Generation Z's preference categories in choosing coffee shops in Penelokan, Kintamani can be seen in Table below:

Table 1. Product Quality Indicators

No.	Product Quality Indicator	Total Score	Mean Score	Category
1	(X1.1) Variety of food and beverage options	228	4.56	Very important
2	(X1.2) Pleasant taste of food and beverages	224	4.48	Very important
3	(X1.3) Attractive presentation of food and beverages	209	4.18	Important
	Total / Overall	**661**	**4.41**	**Very important**

Table 2. Service Indicators

No.	Service Indicator	Total Score	Mean Score	Category
1	(X2.1) Provision of personal attention to customers	199	3.98	Important
2	(X2.2) Fast and efficient service	221	4.42	Very important
3	(X2.3) Polite and friendly service	218	4.36	Very important

No.	Service Indicator	Total Score	Mean Score	Category
	Total / Overall	**638**	**4.24**	**Very important**

Table 3. Price Indicators

No.	Price Indicator	Total Score	Mean Score	Category
1	(X3.1) Affordable prices for food and beverages	215	4.30	Very important
2	(X3.2) Prices consistent with portion size	209	4.18	Important
3	(X3.3) Attractive promotional package offerings	206	4.12	Important
	Total / Overall	**630**	**4.20**	**Important**

Table 4. Atmosphere Indicators

No.	Atmosphere Indicator	Total Score	Mean Score	Category
1	(X4.1) Coffee shop architecture provides a unique identity	208	4.16	Important
2	(X4.2) Comfortable, clean, and tidy ambience	231	4.62	Very important
3	(X4.3) Clear visibility of the surrounding scenery	242	4.84	Very important
	Total / Overall	**681**	**4.54**	**Very important**

Table 5. Coffee Shop Facilities Indicators

No.	Facilities Indicator	Total Score	Mean Score	Category
1	(X5.1) Availability of clean toilets and handwashing facilities	215	4.30	Very important
2	(X5.2) Availability of a spacious parking area	193	3.86	Important
3	(X5.3) Availability of Wi-Fi facilities	210	4.20	Important
	Total / Overall	**618**	**4.12**	**Important**

Based on the interval classification described above, Generation Z's preference categories in selecting coffee shops in Penelokan, Kintamani are summarized in Table X. The questionnaire results show that three dimensions fall into the very important category, while two dimensions are classified as important. The analysis indicates that the highest-rated dimension is atmosphere, with a mean score of 4.54, followed by product quality with a mean score of 4.41, and service with a mean score of 4.24; all three are therefore assessed as very important by Generation Z respondents. In contrast, the price dimension (mean = 4.20) and facilities (mean = 4.12) are positioned within the important category, indicating that although they are still

taken into account, they are relatively less critical compared to atmosphere, product quality, and service.

The overall mean score of 4.30 places Generation Z's preferences in the very important category, suggesting that the evaluated attributes collectively play a substantial role in shaping their choice of coffee shops in Penelokan, Kintamani. These findings imply that creating an appealing and comfortable atmosphere, supported by high product quality and reliable service, constitutes the core value proposition for this market segment, while competitive pricing and adequate supporting facilities function as complementary factors rather than primary determinants.

Discussion

This study, which investigates Generation Z's preferences in choosing coffee shops in Penelokan, Kintamani, refers to the theoretical framework by Simamora, which includes the following key factors: product quality, service, price, atmosphere, and coffee shop facilities. The results of the mean analysis for each indicator are explained below:

Product Quality Indicator

Based on Table 4.3, the product quality indicator is categorized as very important, particularly because Generation Z places high value on the variety of food and beverage options and the taste of those products. One sub-indicator attractive presentation of food and beverages was rated as 'important'. This shows that Gen Z consumers prioritize taste and variety over visual presentation.

b. Service Indicator

Within the service indicator, Gen Z consumers consider fast and efficient service and polite and friendly behavior to be very important. Meanwhile, personal attention to customers received an 'important' rating. This indicates that consumers prioritize efficiency and pleasant interaction over individualized attention.

Price Indicator

Regarding price, most respondents rated affordable food and beverage prices as very important, while two other sub-indicators appropriate portion sizes and attractive product packages were rated as 'important'. This implies that Generation Z consumers are more likely to choose coffee shops with competitive and affordable prices rather than those offering promotional packages.

Atmosphere Indicator

For the atmosphere indicator, two sub-indicators were rated as very important: a clean, tidy, and comfortable setting, and clear views, especially of natural scenery like Mount Batur and Lake Batur. One sub-indicator unique architectural character was rated as 'important'. This suggests that Gen Z consumers visiting coffee shops in Penelokan highly value comfort and scenic views over unique architectural designs.

Coffee Shop Facilities Indicator

According to Table 4.3, among the facility indicators, the sub-indicator clean toilets and handwashing facilities was rated as very important. The other two sub-indicators spacious parking and Wi-Fi availability were considered 'important'. This suggests that Gen Z consumers tend to prioritize hygiene and sanitation over other supporting facilities.

Conclusion

Based on the results of the data analysis presented in the previous chapter regarding Generation Z's preferences in choosing coffee shops in the Penelokan, Kintamani area, it can be concluded that out of the five indicators studied product quality, service, price, atmosphere, and facilities three indicators are considered very important by Generation Z consumers. These three indicators are atmosphere, product quality, and service.

A comfortable, aesthetic coffee shop atmosphere that offers clear scenic views is a top priority for Gen Z consumers when selecting a coffee shop in Penelokan, Kintamani. High-quality products that align with current trends are also a major draw, while polite and friendly service helps create a memorable experience, making it a key value for Gen Z customers. Meanwhile, the other two indicators price and facilities are still considered important, though not primary factors in the decision-making process.

Acknowledgement

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