

CHANGES IN GEN Z TRAVEL PREFERENCES IN FILLING LEISURE TIME AT COFFEE SHOP, JABARANO COFFEE DAGO

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Abstract. Generation Z's travel preferences are changing with an increasing interest in coffee shops as a place to spend leisure time. Coffee shops are no longer just a place to enjoy a drink, but have become a social space and part of the lifestyle. This study aims to understand the factors that influence the changes in generation Z's preferences in filling leisure time at coffee shops by using a descriptive qualitative method and a case study approach. The results show that this preference change is influenced by trends in social media, available facilities, popularity, strategic location, comfortable atmosphere, and interactive services. In addition, this demographic tends to choose productive activities that enhance their mental and emotional well-being. Young people adapt their needs and lifestyles to activities that provide a relaxing, entertaining, and pressure-free impression as part of their leisure time at coffee shops. The findings highlight the importance for the coffee shop industry to continue adapting to generation Z travel preferences to stay relevant and meet market demands.

Keywords: Travel preferences; Generation Z; Leisure time; Coffee shop

I. INTRODUCTION

Tourism sector continues to grow and become an important part of the global economy [1]. It not only contributes to the economy, but also plays a role in environmental conservation and social welfare. Sustainability is one of the main focuses in the development of the global tourism industry. Modern tourism trends show a shift in traveler travel patterns, where sustainability and experiential aspects are increasingly considered. Today's travelers tend to seek destinations that not only offer recreation, but also support sustainability values and local authenticity [2].

Leisure time is an important aspect of modern life that is increasingly evolving as people's work patterns and lifestyles change. With increased flexibility in the world of work, individuals tend to seek a balance between productive and recreational activities. The driving factors for leisure activities in the midst of work or daily activities include the desire for freedom, self-development, improving quality of life, and freedom from rigid routines [3].

Tourism industry is currently affected by changes in traveler preferences. Generation Z is the most potential group in tourism industry, where the younger generation controls more than 50% of Indonesia's population, which means that the younger generation is now the largest population in Indonesia [4]. Generation Z is a group of individuals with a birth range of 1997-2012. This group was born after the millennium generation or post 1996 or starting from 1997 [5]. Growing up in a highly connected environment with

technology and social media, this generation is known as digital natives who tend to rely on information obtained through digital platforms in determining lifestyle choices, including travel preferences and consumption patterns [6].

Generation Z as the largest generation of social media users will be more receptive to information about viral tourism trends so that this generation's preferences in traveling are at least partly influenced by social media [7]. Modern society, especially the younger generation, is more aware of the need to use leisure time for activities that not only provide entertainment but also help reduce stress and improve overall health [8]. Changes in consumption patterns and lifestyles certainly affect preferences in choosing where to spend leisure time such as in coffee shops [9].

There is an increase in the popularity of the number of coffee shops, especially in the city of Bandung, according to Bandungdata.go.id as of January 26, 2025 there are 3974 recorded restaurants and cafes. The high interest in demand for coffee shops is one of the increased factors in the proliferation of coffee shops which are now experiencing a transformation from just a place to enjoy a drink but also as a more inclusive collaborative space and part of a lifestyle that reflects preferences and social status. Coffee shops now function as public spaces that offer symbolic, social and aesthetic experiences. In the context of urbanization and modernity, coffee shops are not only places of consumption, but also arenas of social expression where individuals build social connections, express status, and conform to trends [10].

Coffee consumption has become an essential part of generation Z's social activities, this trend is not only happening in Indonesia, but also in other countries. Generation Z tends to choose modern local coffee shops that provide facilities such as WiFi, co-working space concepts, and a comfortable, as well as a cozy and Instagramable atmosphere [11]. Generation Z preference for coffee shops is influenced by the need for socialization, learning, and work. Social media plays a crucial role in shaping these preferences, particularly in identifying visually appealing locations that can be shared on social media [12]. The selection of thematic experiences in coffee shops that offer unique and lifestyle-oriented attractions has become a prevailing trend among this generation. The desire to explore new places that provide visual experiences, interactive activities, and consumable products serves as a key factor in determining their chosen destinations [13].

Preference for consuming coffee in coffee shops has been steadily increasing, particularly among the younger generation. Based on research in the journal of *Studying the Consumption Behaviour of Generations Y and Z towards Ready-To-Drink Coffee* (2023), 36% of respondents consume coffee regularly every week, with 52% of them preferring to enjoy coffee directly at coffee shops rather than buying it to take home. Moreover, coffee shops serve not only as a place to enjoy a drink, but also as a social space, with 38.5% of respondents visiting coffee shops with friends, while 29% prefer to go alone. The most common time of visit occurs on weekdays, especially after working hours, indicating that coffee shops have become a top choice for many individuals to unwind after daily activities. This trend reflects how coffee shops have not only become part of consumption patterns, but also of the younger generation's lifestyle of leisure preferences.

Coffee shop that stands out in this context is Jabarano Coffee Dago because it carries the concept of local culture combined with a modern experience, reflecting an appeal that suits generation Z's preferences. Jabarano Coffee Dago not only offers sustainability in local coffee products, but also provides facilities that support various activities, such as indoor and outdoor areas, book corners, and social interaction spaces. With its unique concept of "Angklung 4.0 Dago" and strategic location in a favorite area for young people, Jabarano Coffee Dago represents a modern coffee shop that is highly relevant to this research.

Based on the previous literature review, research on coffee culture and Generation Z has discussed how coffee shops become social spaces that support young people's interactions and lifestyles. Previous studies in *Coffee Culture: Gen Z and Coffee Shops* by Ditha (2024) highlighted that coffee shops serve as communication spaces and gathering places for generation Z, influenced by the development of social media and digital culture. However, this study focuses more on communication patterns in coffee shops without specifically discussing the changes in generation Z's travel preferences in choosing coffee shops as leisure destinations. This research brings novelty by highlighting the changes in the traveling preferences of generation Z who now prefer coffee shops as

part of leisure activities. This study aims to understand the changing travel preferences of generation Z in choosing coffee shops as a place to fill their leisure time, provide insights into culinary tourism trends, and the implications for the coffee shop industry and business in the future.

II. RESEARCH METHODS

This research uses a descriptive qualitative method with a case study approach to gain an in-depth understanding of social phenomena through narrative and interpretative data exploration [14]. The research was conducted at Jabarano Coffee Dago, Jl. Dago No. 70 Bandung. Data collection was done by in-depth interviews, observation, and documentation. Informants consisted of three Generation Z visitors aged 20–25 years and one staff member who interacts directly with customers. Data analysis used the Miles and Huberman interactive model consisting of four stages: data collection, data reduction through the coding process, data presentation, and conclusion. To ensure validity, the study employed triangulation of sources and methods.

III. RESULTS AND DISCUSSION

Jabarano Coffee Dago is located at Jl. Dago No. 70, Bandung, an area popular with generation Z as a gathering place. As part of Jabarano Coffee, the shop has a vision to be a pioneer in serving high quality West Java specialty coffee with sustainable practices and empowerment of local communities. Its mission includes providing quality coffee with transparent sourcing, supporting local farmers through direct cooperation, engaging in arts and cultural communities, and creating a comfortable and inspiring space for customers to relax and interact.

This discussion focuses on the shifting preferences of generation Z in selecting coffee shops and the activities they engage in during their leisure time. Research results from interviews, observations, and documentation show that activity patterns are influenced by several factors and travel preferences made by visitors have also changed along with the development of the lifestyle and needs of generation Z in utilizing leisure time.

A. Changes in Generation Z's Travel Preferences in Choosing Coffee Shops as Leisure Destinations

Generation Z's preferences in choosing a coffee shop for leisure are changing, influenced by several factors. Coffee shops now serve as flexible spaces for leisure and activities. Here are the key points that reflect these changes.

1) *Trend*: Trends have a significant influence on generation Z's travel preferences in choosing coffee shops as a place to fill their leisure time. The majority of informants consider following trends as part of a lifestyle, even for some, this has become an almost mandatory habit. As expressed by one informant, "*Gen Z secara keseluruhan suka banget ya gitu nongkrong tiap hari wajib gitu ngopi.*" Although trends dominate, not all of them fully follow the trends. About one in three informants still consider personal preferences and

needs. The comfort factor and relevance to personal needs remain the main considerations for some individuals. Nonetheless, trends remain the dominant factor influencing generation Z's consumption patterns, reflecting how coffee shops serve not only as a place to relax, but also as part of generation Z's lifestyle expression and social interaction.

2) *Social Media*: Social media plays a dominant role in shaping generation Z's travel preferences, especially in coffee shop selection. Information on ambience, menu and facilities can be easily accessed through digital platforms, creating expectations before a visit is made. Attractive visual displays and reviews from other users also strengthen the appeal of a place. The majority of informants choose coffee shops based on trends that are going viral on social media. The existence of a place that is widely discussed encourages generation Z to visit it, as confirmed by the informant "*Sempet liat hype juga di sosmed.*" Making social media the main factor in determining the choice of place to spend leisure time. However, a small number of informants did not fully rely on social media in making their choices. Direct recommendations from people nearby are considered more valid and trusted. Overall, social media remains a dominant factor in generation Z's travel preferences, both in determining the choice of coffee shops and in forming expectations before visiting. However, recommendations from the immediate social circle are still a consideration for some individuals who prioritize the validity of authenticity and reliability.

3) *Facilities and Attractions*: Coffee shops are one of generation Z's main destinations for leisure time, either to relax or do other activities such as playing games or socializing. The selection of coffee shops is based on various factors, especially facilities that support comfort and needs. The results show that fast WiFi, power outlets, and outdoor areas are the main facilities sought. The presence of a power outlet is an important aspect for visitors who want to charge their devices, while high-speed WiFi is needed for digital activities. One informant emphasized, "*Iya, kaya stop kontak sama WiFi kenceng soalnya kan main game juga kita.*" In addition, the outdoor area is an option for visitors who want a more open atmosphere, especially for smokers. as expressed in the statement, "*Kaya stop kontak, area outdoor itu pengaruh banget. Kaya gini asbak juga soalnya buat ngeroko.*" Observations at Jabarano Coffee Dago reinforce these findings, where visitors tend to choose a seat close to a power outlet and often utilize available facilities such as the book corner.

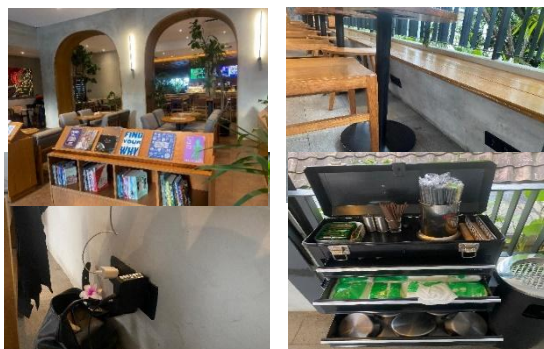


Fig. 1 Facility Utilization and Provision (Researcher, 2025)

Aesthetic aspects are an important factor in generation Z's preferences, especially with aesthetic photo spots that support digital activities. One informant stated, "*...kedua nyari spot buat foto juga...*" This can be seen from the number of visitors who capture moments in the coffee shop area, indicating that this place is not only chosen for convenience, but also as a social space that supports interaction on social media. While the main facility remains a key consideration, some visitors also pay attention to product quality such as coffee flavor and menu variety. Coffee shops with diverse menu options are more desirable, although not always a top priority compared to ambience and facilities. Jabarano Coffee Dago staff emphasized that the coffee shop strives to provide facilities that suit the needs of generation Z, from fast internet access to a varied menu. With a combination of facilities, comfort, and aesthetics, Jabarano Coffee Dago is a relevant destination for generation Z to spend their leisure time according to their preferences.

4) *Popularity*: The popularity of Jabarano Coffee Dago is a factor that influences generation Z's preference in choosing a destination for leisure time. The number of positive reviews and good reputation of a place can attract more visitors, especially for those who rely on recommendations from digital platforms. Information about popular coffee shops is often obtained through social media, review apps or previous visitors experiences. The majority of informants in this research stated that popularity is one of the main considerations in deciding where to visit. One informant said, "*Kalau dia populer kan jadi tau si Jabarano Dago ini. Karena kan kita milih tempat ini pun oh mungkin karena tempat ini keliatan banyak review nih gitu.*" Although popularity plays a big role, some visitors prioritize convenience over the fame of a coffee shop, convenience is considered the main factor. These findings suggest that coffee shop popularity and reputation play an important role in shaping generation Z's travel preferences. Positive reviews and extensive digital exposure are able to attract the attention of potential visitors, although convenience remains a major factor.

5) *Location and Accessibility*: Strategic location and easy accessibility are one of the main factors in generation Z's travel preferences. Coffee shops that are close to campus or residential areas are preferred over locations that require a long commute. Convenient accessibility increases the attractiveness of a place, especially for those looking for a practical and efficient location to spend leisure time. The results showed that the majority of informants chose coffee shops based on proximity and ease of access. Jabarano Coffee Dago is considered to have good accessibility, making it easier to reach for generation Z visitors who tend to avoid long trips, as expressed by one informant, "*Tapi paling penting sih lokasi sebenarnya kalau kita ya, malas jauh ya...*" In addition, staff perspectives also confirm that the location close to the campus area is a major attraction for visitors. Overall, these findings confirm that ease of access is one of the main

considerations in generation Z's preference in choosing a coffee shop as a leisure destination.

6) *Comfort and Ambience*: Comfort is a primary factor in generation Z's preference when choosing a coffee shop for their leisure time. A relaxed atmosphere, not too crowded yet still lively is a key consideration. This is reinforced by an informant's statement, "*Males kalau tempatnya rame gitu ya, jadi nggak bisa ngobrol intim.*" Jabarano Coffee Dago is preferred because it provides freedom of interaction without excessive formality, especially for visitors coming in large groups. Physical comfort is also a crucial aspect, where comfortable seating, lighting, and appropriate music create a more relaxing experience for visitors. Based on observations, most generation Z visitors spend more than four hours at this coffee shop, indicating that it successfully offers the level of comfort that aligns with their preferences. With these factors in mind, Jabarano Coffee Dago has become one of generation Z's favorite destinations for spending their leisure time.

7) *Service*: Interactive and friendly service plays a crucial role in generation Z's preference when choosing a coffee shop for their leisure time. This generation values communicative and welcoming interactions while still respecting personal space, ensuring a more personalized and enjoyable experience. One informant expressed, "*...ya kita maunya yang interaktif, yang ramah dan saling respect gitu.*" Most informants stated that they prefer staff who can engage in casual conversations without disrupting their comfort. Jabarano Coffee Dago meets these expectations by providing warm and approachable service, fostering a more familiar and inviting atmosphere for visitors. Positive interactions between staff and customers add significant value, enhancing overall visitor satisfaction. By offering more than just product service, coffee shops that can build meaningful social interactions have a greater opportunity to attract generation Z customers and establish long-term appeal.

B. Generation Z's Activity Preferences When Spending Leisure Time at Coffee Shops

Coffee shops are not merely places to enjoy beverages but have become an integral part of Generation Z's lifestyle. Their preferences reflect the selection of coffee shops as spaces for relaxation, socialization, and engaging in leisure activities within a comfortable setting. The following are key aspects that define these activity preferences.

1) *Entertainment, Relaxation, and a Pressure-Free Atmosphere*: Generation Z tends to choose coffee shops as leisure destinations due to their relaxed and pressure-free atmosphere. These places are not just for enjoying beverages but serve as spaces to unwind from daily routines. Activities such as chatting with friends, soaking in the ambience, and simply relaxing provide entertainment and stress relief. This is reinforced by an informant's statement, "*Oh tentu! hiburannya tuh ini (ngobrol sama temen) hiburan lumayan dari kerjaan gitu, catch up sama temen.*" Other than relaxation, coffee shops act as social spaces that foster interaction and togetherness. For generation Z, meeting friends at a coffee shop is not just about passing the time but creating meaningful experiences. Observations show that generation Z visitors enjoy socializing moments,

strengthening the role of coffee shops as place for interpersonal connections. Although coffee shops are a preferred choice for entertainment and stress relief, the level of comfort still depends on the quality of interactions. Visitors prefer a not-too-crowded atmosphere that allows for intimate conversations. Therefore, coffee shops are more than just relaxation spots, coffee shop are places where generation Z creates meaningful leisure experiences.

2) *Lifestyle*: Coffee shops have become an important part of generation Z's lifestyle, serving as multifunctional spaces where they can relax, meet friends, or work on assignments. While trends influence this habit, their primary preference still depends on individual needs. The research findings indicate that generation Z visits coffee shops not merely because of trends, but primarily due to personal needs such as unwinding, working on tasks, or socializing. Comfort and flexibility are also key factors, as coffee shops provide an environment that supports a variety of activities. By balancing lifestyle, personal needs, and flexibility, coffee shops are more than just trend-driven spaces they have become an essential part of how generation Z manages their leisure time in a more meaningful way.

3) *Productive Activity*: Generation Z spends their leisure time in coffee shops not only by socializing but also through various entertaining yet productive activities. Playing games whether card games, mobile games, or interactive group games is one of the most common activities. Observations at Jabarano Coffee Dago reveal that visitors frequently engage in games with friends, making it an enjoyable part of their social interactions. Additionally, some visitors take advantage of the book corner, choosing to read and engage in quiet, reflective activities as an alternative way to spend their time.



Fig. 2 Example of Productive Activity (Researcher, 2025)

With various activity options available at Jabarano Coffee Dago, generation Z can personalize their leisure experiences according to their needs and preferences. This highlights that coffee shops are not just places to relax, but also offer diverse experiences that align with Generation Z's habits and lifestyle.

4) *Enhancing Self-Quality*: For generation Z, spending leisure time in coffee shops is not merely a recreational activity but also a means of refreshing themselves physically, mentally, and emotionally. Engaging in conversations and sharing lighthearted moments with friends helps relieve stress and contributes to emotional balance in daily life. Research findings indicate that social interaction is a primary factor in the leisure experiences of generation Z. This generation prioritizes companionship over merely enjoying the ambience of a place. Activities such as conversing, sharing stories, and engaging in casual interactions help reduce stress and foster stronger social bonds. Some individuals prefer gathering in coffee shops rather than spending time alone, as social interactions serve as a means to relieve stress and fatigue. This is consistent with the statement of one informant, "*Kita juga*

dari dulu gitu udah stres, cape, suka nya nongkrong, kalau ga nongkrong malah cape sendiri di kosan." Coffee shops that provide a relaxed and flexible atmosphere are more preferred, as they facilitate interactions without undue pressure. While physical comfort remains a consideration, the quality of social interactions plays a more significant role. Visitors tend to choose coffee shops that support social engagement rather than those that solely focus on aesthetics or comprehensive facilities. Thus, coffee shops function not only as places to serve beverages but also as social spaces that contribute to the emotional and mental well-being of generation Z.

5) *Visitor Characteristics:* Generation Z demonstrates distinctive visitation patterns when spending leisure time at coffee shops, with the majority arriving in small to large groups. Visitors who come in groups tend to be more actively engaged in various social activities, whereas individuals who visit alone are more likely to spend time on their phones or reading books. The study findings indicate that generation Z predominantly visits coffee shops in the late afternoon to evening, particularly after completing their daily routines. Coffee shops serve as a primary choice for generation Z to socialize, relax, and engage in other leisure activities. Beyond being consumption spaces, coffee shops function as social space that accommodate diverse forms of interaction and individual preferences in utilizing leisure time. These findings hold theoretical implications in reflecting the social and cultural shifts associated with the evolving tourism preferences of generation Z. Rather than focusing solely on conventional travel destinations, this generation increasingly gravitates toward social spaces like coffee shops as an crucial part of their lifestyle and leisure activities. This shift underscores the significant role of trends, social media, facilities, and social experiences in shaping generation Z's decision-making when selecting places to spend their leisure time. The study aims to explore the factors influencing these changing preferences, providing valuable insights for coffee shop industry stakeholders to continuously adapt their offerings to align with the evolving social needs of young consumers.

IV. CONCLUSIONS

Based on the research findings, it concluded that generation Z has undergone a shift in travel preferences, with coffee shops emerging as a primary choice for leisure activities. Trends and social media shape their expectations, while facilities such as high-speed WiFi, accessible power outlets, and outdoor seating areas are key considerations. Popularity and positive reviews also influence their decision-making; however, comfort remains the most significant factor. Generation Z prefers coffee shops that are easily accessible, reflecting their inclination toward practical and efficient experiences, with a relaxed yet vibrant atmosphere that fosters social interaction without formal constraints. This shift in preferences is particularly evident at Jabarano Coffee Dago, which successfully caters to the needs of generation Z by providing a comfortable, flexible, and socially engaging space. Coffee shops not only serve as places for coffee consumption but also function as social space where individuals can relax

and interact. The visitation patterns reveal that most generation Z individuals visit in small to large groups, primarily during the late afternoon and evening. This trend indicates that coffee shops have evolved into social spaces that support interaction and emotional well-being. Furthermore, this preference shift suggests a movement toward more personalized experiences, where coffee shops are chosen not only for their products but also for the environment and ambiance that enhance leisure activities.

However, this study has certain limitations, particularly in its scope, as it focuses solely on a single location, Jabarano Coffee Dago. As a result, the findings cannot be generalized to the broader preferences of generation Z regarding their choice of coffee shops for leisure. Additionally, the study primarily examines factors influencing generation Z's preferences without comparing them to other generational groups. Therefore, future research is recommended to expand the study's geographical coverage to gain a more comprehensive perspective. The implications for the coffee shop industry highlight the importance of adapting business concepts to align with generation Z's preferences and social needs. From a humanities and social sciences perspective, further research could explore the role of coffee shops as social spaces that contribute to the mental well-being of young people, as well as how this consumption trend influences shifts in social interaction patterns and cultural dynamics within urban societies.

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