# Consumer Perceptions Aeki Cerita Kopi of Coffee Shop against Coffee Culture as a Community Lifestyle in Medan City

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## Abstract

*The purpose of this research is to find out consumer perceptions Aeki Cerita Kopi of coffee shop against coffee culture as a community lifestyle in Medan City. The method in this study uses a qualitative method with a phenomenological approach. The location of the research that was taken was Aeki Cerita Kopi of coffee shop which was located on Jalan Kirana Raya No. 38, Central Petisah, Medan Petisah District, Medan City. The results showed that consumer perceptions Aeki Cerita Kopi of coffee shop through consumer lifestyles were oriented towards coffee beverage products. Even though consumers at home are already enjoying coffee drinks or the like like in a shop, consumers still buy at the coffee shop. Environmental factors greatly influence consumers to drink coffee in a coffee shop, both in the home environment, in the office environment, and in the campus environment.*

## I. Introduction

The trend of hangouts in the city of Medan is increasingly mushrooming. The existence of a place to hang out has become a secondary need for people in the city of Medan, one of which is a coffee shop. Coffee is one of the drinks that are often consumed by the public. The tradition of drinking coffee in the morning has also become a habit of the community but not only in the morning, even on the sidelines of busy activities and schedules, people tend to choose to gather while enjoying coffee. The presence of the current coffee shop also offers many facilities that make consumers carry out various activities at the coffee shop in the form of work, business, doing assignments and even being a place for young people to discuss. This makes many people feel at home in the coffee shop.

The development of the coffee shop business that is rife in the city of Medan has greatly influenced the changes in people's lifestyles. The more the needs of human life, the higher the human lifestyle. Drinking coffee is a unique ritual and also requires an interesting place to enjoy coffee. So that drinking coffee becomes a lifestyle of various circles, both the elite, middle and small communities. Lifestyle is a characteristic of the modern world where the pattern of life that is considered worrying is a consumptive lifestyle that leaves a productive lifestyle (Setiadi, 2003). Consumptive is usually used to refer to the behavior of consumers who take advantage of the value of money greater than the value of production for goods and services that are not basic needs.

Perception is a process that occurs in humans when a stimulus from outside is received through the five senses which is then referred to as a sensory process, this process continues in the process of forming human perception of the phenomena it faces through factors that are useful when someone determines perception (Walgito, 2010). Perceptions of coffee shops as

people's lifestyles are usually caused because each individual expresses the same meaning consciously or observes an object in his life.

The purpose of this research is to find out consumer perceptions Aeki Cerita Kopi of coffee shop against coffee culture as a community lifestyle in Medan City.

# II. Review of Literature

## 2.1 Perception

According to Walgito (2003:88), perception is a process of organizing, interpreting the stimulus received by the organism or individual so that it becomes something meaningful, and is an integrated activity within the individual. Responses as a result of perception can be taken by individuals in various forms. Which stimulus will get a response from the individual depends on the attention of the individual concerned. Based on this, feelings, thinking abilities, experiences that are owned by individuals are not the same, so in perceiving a stimulus, the perception results may differ from one individual to another.

Kottler (1997:164) defines perception as the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture. Perception here does not only depend on physical things, but also relates to the surrounding environment and individual circumstances. While in the process of obtaining or receiving the information is also derived from environmental objects.

According to Vito (1997:75) perception is the process when we become aware of the many stimuli that affect our senses. In the perspective of communication science, perception can be said to be the core of communication, while interpretation is the core of perception, which is identical to decoding in the communication process.

Based on this definition, it can be seen that perception is caused by the presence of stimuli from within the individual as well as from the environment that is processed in the nervous system and brain. From some of the meanings of perception above, it can be concluded that perception is an act of judgment in one's thinking after receiving a stimulus from what is felt by his five senses. The stimulus then develops into a thought that finally makes a person have a view regarding a case or event that is currently happening.

Perception is formed by three factors, namely:
1. Perceiver, a person who gives perception.
2. The object or the target, the person or object that is the target of perception.
3. The situation, the state at the time the perception is done. The perceiver factor contains components of attitudes, motives, interest, experience, and expectations. The target factor contains components of novelty (something new), motion (movement), sounds, size, background, proximity (closeness), and similarity.

While the situational factor contains components of time, work settings (work arrangements), and social settings.

## 2.2 Lifestyle

According to Kotler and Keller, lifestyle is a person's pattern of living in the world which is expressed in his activities, interests and opinions. Lifestyle shows the whole person in interacting with his environment. Lifestyle describes a person's entire pattern of acting and interacting in the world (Kotler and Keller, 2012). Meanwhile, according to Setiadi, lifestyle is broadly identified as a way of life that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and their surroundings (opinions).

The lifestyle of a society will be different from other societies. Even from time to time the lifestyle of an individual and certain community groups will move dynamically. Lifestyle is basically a behavior that reflects what problems actually exist in the minds of customers which tend to mix with various things related to emotional and psychological problems of consumers (Setiadi, 2003).

Factors affecting lifestyle according to Armstrong's opinion, a person's lifestyle can be seen from the behavior carried out by individuals such as activities to obtain or use goods and services, including the decision-making process in determining these activities. Armstrong further stated that the factors that influence a person's lifestyle are 2 factors, namely factors originating from within the individual (internal) and factors originating from outside (external). Internal factors are attitudes, experiences, and observations, personality, self-concept, motives, and perceptions with the following explanation:

## a. Attitude

Attitude means a state of mind and a state of mind that is prepared to respond to an object that is organized through experience and has a direct influence on behavior. The state of the soul is strongly influenced by traditions, habits, culture and social environment.

## b. Experience and Observation

Experience can influence social observations in behavior, experience can be obtained from all past actions and can be learned, through learning people will be able to gain experience. The results of social experience will be able to form a view of an object.

## c. Personality

Personality is the configuration of individual characteristics and ways of behaving that determine the behavioral differences of each individual. Personality competence is one type of competency that teachers need to master, in addition to the other 3 types of competence: social, pedagogical, and professional (Nurkholidah, 2021).

## d. Concept

Another factor that determines an individual's personality is self-concept. Self-concept has become a widely recognized approach to describe the relationship between consumer self-concept and brand image. How individuals perceive themselves will affect interest in an object. Self-concept as the core of personality patterns will determine individual behavior in dealing with life's problems, because self-concept is a frame of reference that is the beginning of behavior.

## e. Motive

Individual behavior arises because of the motive, the need to feel safe and the need for prestige are some examples of motives. If a person's motive for the need for prestige is large, it will form a lifestyle that tends to lead to a hedonic lifestyle.

## f. Perception

Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world.
The external factors are explained by Nugraheni as follows:

1. .Reference Group

Reference groups are groups that have a direct or indirect influence on a person's attitudes and behavior. Groups that have a direct influence are groups where the individual is

a member and interacts with each other, while groups that have an indirect influence are groups where the individual is not a member of the group. These influences will expose individuals to certain behaviors and lifestyles.

2. Family

The family plays the biggest and longest role in shaping individual attitudes and behavior. This is because parenting patterns will form children's habits which indirectly affect their lifestyle.

3. Social Class

Social class is a relatively homogeneous and enduring group in a society, which is arranged in a sequence of levels, and the members at each level have the same values, interests, and behavior. There are two main elements in the social system of class division in society, namely position (status) and role. Social position means a person's place in the social environment, the prestige of his rights and obligations. This social position can be achieved by someone with a deliberate effort or obtained by birth. Role is a dynamic aspect of position. If the individual carries out his rights and obligations according to his position, he carries out a role in culture. Culture which includes knowledge, belief, art, morals, law, customs, and habits acquired by individuals as members of society. Culture consists of everything that is learned from normative patterns of behavior, including the characteristics of patterns of thinking, feeling and acting. Based on the description above, it can be concluded that the factors that influence lifestyle come from within (internal) and from outside (external). Internal factors include attitudes, experiences and observations, personality, self-concept, motives, and perceptions. The external factors include reference groups, family, social class, and culture.

### g. Purchase Decisions

Purchase decisions from consumers are strongly influenced by several important factors. These factors are very important for marketers to know in order to determine the strategy to be implemented. As previously stated by Philip Kotler, buying behavior is influenced by cultural, social, personal and psychological factors. Each of these factors has sub-factors that become its constituent elements. Cultural factors have the broadest and deepest influence. There are 4 factors that influence consumer decisions, namely:

1. Culture

Cultural factors have a very broad influence on consumer behavior, including culture and sub-cultures as well as social class. Culture is a basic value, perception, desire and behavior of families and other institutions. Every consumer behavior is influenced by various value systems and cultural norms that apply to a particular area, for that the company must know that its products are marketed in a cultural area such as: what and how. Sub-culture is a group of people who have the same value system based on life experiences and situations including nationalists, religions, racial groups and geographical areas. Social class is a relatively permanent and orderly division or part of society with its members who follow the same values, interests and behavior. Social class is not determined by one factor alone but is determined as a combination of occupation, income, education and wealth.

2. Social Factor

In addition to cultural factors, consumer behavior is also influenced by social factors such as reference groups, family, and the role and social status of consumers. Reference groups are groups that have a direct or indirect influence on a person's attitudes and behavior.

Such as friends, relatives, neighbors and co-workers. Family is the most important consumer buying organization in society and family members greatly influence buying behavior. Meanwhile, the status role of a person who participates in various groups will lead to a certain position. Each role carries a status that reflects the respect that society gives. People often choose products that show their status in society.

3. Personal Factor

A buyer's decision is also influenced by personal characteristics such as age and life cycle stage, occupation, economic circumstances and lifestyle, as well as the personality and self-concept of the buyer. Age is closely related to a person's behavior and tastes, with increasing age a person is followed by changes in appetite for products as well as work factors and economic conditions. Product choice is greatly influenced by one's economic situation. Lifestyle is a person's pattern of life which is manifested in his activities, interests and opinions that describe the whole person in interacting with his environment. While personality is a characteristic of a person that is different from others that causes a relatively consistent and enduring response to the environment and surroundings.

4. Psychological Factor

Psychological factors that influence purchase choices consist of 5 factors, namely motivation, perception, knowledge, beliefs and attitudes. Motivation is a need that is sufficient to encourage a person to act by satisfying the need, the tension will be reduced, while perception is the process used by a person in selecting, organizing and interpreting information input to create a meaningful picture.

## III. Research Methods

The method in this study uses a qualitative method with a phenomenological approach. Qualitative method is defined as a market research method that focuses on obtaining data through open-ended and conversational communication (Pandiangan, 2015). This method is not only about "what" people think but also "why" they think so. For example, consider a convenience store looking to improve its patronage. A systematic observation concludes that the number of men visiting this store are more (Pandiangan, 2018). One good method to determine why women were not visiting the store is to conduct an in-depth interview of potential customers in the category. The phenomenological approach is a form of qualitative enquiry that emphasizes experiential, lived aspects of a particular construct – that is, how the phenomenon is experienced at the time that it occurs, rather than what is thought about this experience or the meaning ascribed to it subsequently (Pandiangan et al., 2021).

The research of the location is the object of research where research activities are carried out. Determination of the research location is intended to simplify or clarify the location of the target in the research (Pandiangan et al., 2018). The location of the research that was taken was Aeki Cerita Kopi of coffee shop which was located on Jalan Kirana Raya No. 38, Central Petisah, Medan Petisah District, Medan City.

Researchers also often go to coffee shops to meet with friends just to hang out and also do college assignments, this is certainly very helpful in collecting data in this study. Data collection is defined as the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques (Tobing et al., 2018).

# IV. Discussion

## 4.1 Consumer Perceptions Aeki Cerita Kopi of Coffee Shop

The lifestyle of a society will be different from other societies. Even from time to time the lifestyle of an individual and certain community groups will move dynamically (Setiadi, 2003). Enjoying coffee in a coffee shop that is done repeatedly or continuously is also related to the lifestyle of consumers. Most Aeki Cerita Kopi of coffee shop consumers are teenagers, but there are also older people. Teenagers make coffee shops a place for groups, the upper middle class to show their social class. Along with the development of the current era, there are many coffee shops that not only sell coffee but also sell a very comfortable place for their visitors so that many consumers feel comfortable chatting for hours at the coffee shop.

The trend of today's youth lifestyle continues to experience changes such as increasing social life activities that make teenagers spend more time outside with their social groups, so hanging out is not a foreign thing for teenagers. In this case, coffee shop connoisseurs are no longer bound by the rules, ethics, principles, culture and habits that have been adhered to so far. However, they are now living in a new culture that sees their existence through the number of coffee shops they have consumed. Close relationships also affect the formation of perceptions, appreciations and behaviors that can form a lifestyle, where this can have a positive or negative influence on those who carry it out. Chaney said that lifestyle is basically how a person spends his time and money. There are people who like to find entertainment with their friends, there are those who like to be alone, doing dynamic activities, and there are also those who have extra free time and money for their social interaction activities. Lifestyle can also influence a person's behavior, and ultimately determine a person's consumption choices (Ritzer and Smart, 2011).

Consumer perceptions Aeki Cerita Kopi of coffee shop through consumer lifestyles were oriented towards coffee beverage products. Even though consumers at home are already enjoying coffee drinks or the like like in a shop, consumers still buy at the coffee shop. The results of this study are in line with the research of Nilawati and Indriani (2012), which states that there is an influence between product attributes and community references, both individually and collectively, on repurchase interest at Kopi Miring. This means that every change in product attribute improvements and better community references will encourage consumer interest to repurchase at Kopi Miring. Aeki Cerita Kopi of coffee shop sells non-standard coffee drinks such as the blend and the coffee beans used. In addition to drinking coffee as a habit, consumers still consider the price and other attributes of the coffee shop when purchasing it.

## 4.2 Factors Influencing Consumer Behavior Consumer Perceptions Aeki Cerita Kopi of Coffee Shop

Environmental factors greatly influence consumers to drink coffee in a coffee shop, both in the home environment, in the office environment, and in the campus environment. In addition, the coffee shop is not only a place to drink coffee, there are many activities that can be done at the coffee shop today, starting from a place to hang out with friends (hang out), do assignments, meet with clients and even as a meeting place. In this case, the physical environment greatly influences consumer perceptions of Aeki Cerita Kopi of coffee shop. This phenomenon cannot be separated from teenagers such as college students and university students. For students, enjoying a cup of coffee while forming a small discussion forum is more interesting to create a new atmosphere. Likewise with the social environment, when individuals interact with each other and provide information, this also shapes consumer perceptions. Our needs in terms of socialization or discussion must also continue to grow,

both in terms of friendship and work. Many business people do things like this, forming small discussion forums with their business clients at coffee shops.

The behavior of consuming coffee is one of the activities carried out to fill spare time. Another influencing factor is the Aeki Cerita Kopi of Coffee Shop, coffee shop is not only a place to drink coffee, along with the development of the times this coffee shop also continues to grow, the menu that is presented is not only coffee so that it is not only coffee connoisseurs who visit here. There are other facilities that can benefit consumers, namely the existence of a meeting room for meetings and wifi facilities. Various activities that can be done at the coffee shop are not only for teenagers but also for parents. This coffee shop is a place to develop yourself because you do various social interactions. The atmosphere of this coffee shop also makes consumers comfortable so they feel at home to sit for hours.

## V. Conclusion

The results showed that consumer perceptions Aeki Cerita Kopi of coffee shop through consumer lifestyles were oriented towards coffee beverage products. Even though consumers at home are already enjoying coffee drinks or the like like in a shop, consumers still buy at the coffee shop. Environmental factors greatly influence consumers to drink coffee in a coffee shop, both in the home environment, in the office environment, and in the campus environment.

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