



Impact of Coffee Tourist Attractions on Visit Intentions of Generation Y and Z

Indonesian Journal of Tourism and Leisure, 2024

Vol. 05 (2), 155-169

© The Journal, 2024

DOI: 10.36256/ijtl.v5i2.434

<https://journal.lasigo.org/index.php/IJTL>

Lasigo Journal

Article History

Received : July 5th, 2024

Revised : October 23th, 2024

Accepted : October 25th, 2024

Bentar Sagara Mukti

Master Program of Tourism Studies, Graduate School, Universitas Gadjah Mada, Indonesia

bentarsagaramukti@mail.ugm.ac.id

Tri Kuntoro Priyambodo

Faculty of Mathematics and Natural Sciences, Universitas Gadjah Mada, Indonesia

mastri@mail.ugm.ac.id

Siti Nurul Rofiqo Irwan

Faculty of Agriculture, Universitas Gadjah Mada, Indonesia

rofiqoirwan@ugm.ac.id

ABSTRACT

This study investigates the influence of coffee tourist attractions (CTA) on the visit intentions of Generation Y and Generation Z. Utilizing a quantitative research framework, surveys were conducted to assess how product quality, service quality, and atmospheric of coffee shops as tourist destinations. The sample consisted of 314 respondents from Yogyakarta, including both generations. The results demonstrate that both Generation Y and Z are significantly influenced by the quality of products, services, and coffee shop atmosphere with Generation Y placing greater emphasis on personal recommendations and traditional marketing, while Generation Z relies more on digital interactions and social media. These findings highlight the importance of tailored marketing strategies to effectively attract each generational cohort. The study concludes that enhancing product quality, service, and atmosphere of coffee shops can positively impact their attractiveness as tourist destinations for both Generation Y and Z.

Keywords: Coffee Tourist Attraction; Generation Y; Generation Z; Visit Intention.

1. Introduction

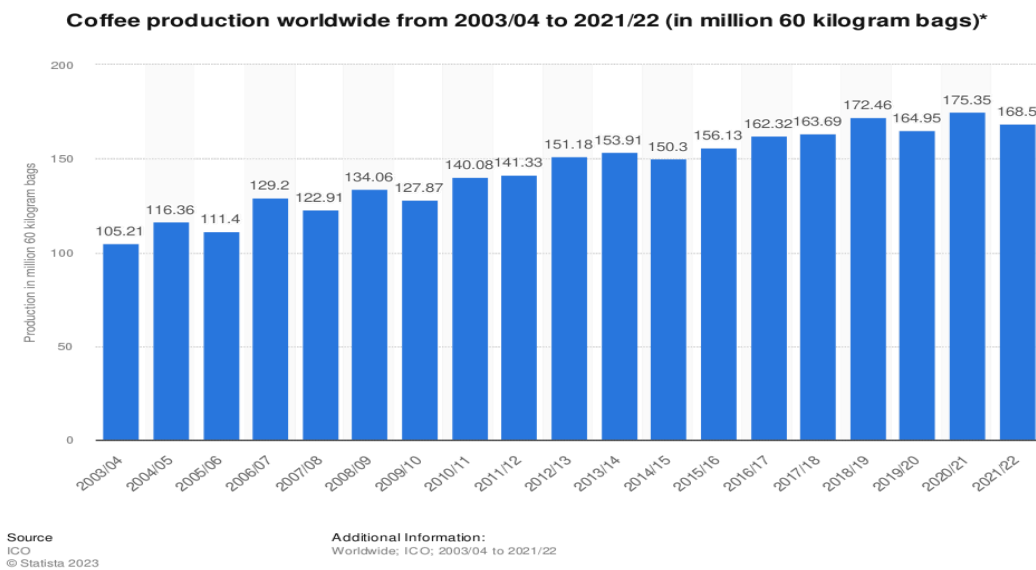
Coffee is a highly popular beverage globally (Manwaring et al., 2023), including in Indonesia (Baehaki et al., 2023). On a global scale, the average daily coffee intake amounts to 2.8 cups (Chakraborty et al., 2023). Concurrently with the surging popularity of coffee, there has been a steady yearly rise in worldwide coffee production. The coffee production in 2003/2004 amounted to 6,312,600 tons and has consistently grown each year, reaching 8,043,600 tons by 2020/2021 (ICO, 2023). Tropical nations such as Brazil, Colombia, Vietnam, and Indonesia have a significant influence on the world production output.

Corresponding Author

Name : Tri Kuntoro Priyambodo

Email : mastri@mail.ugm.ac.id

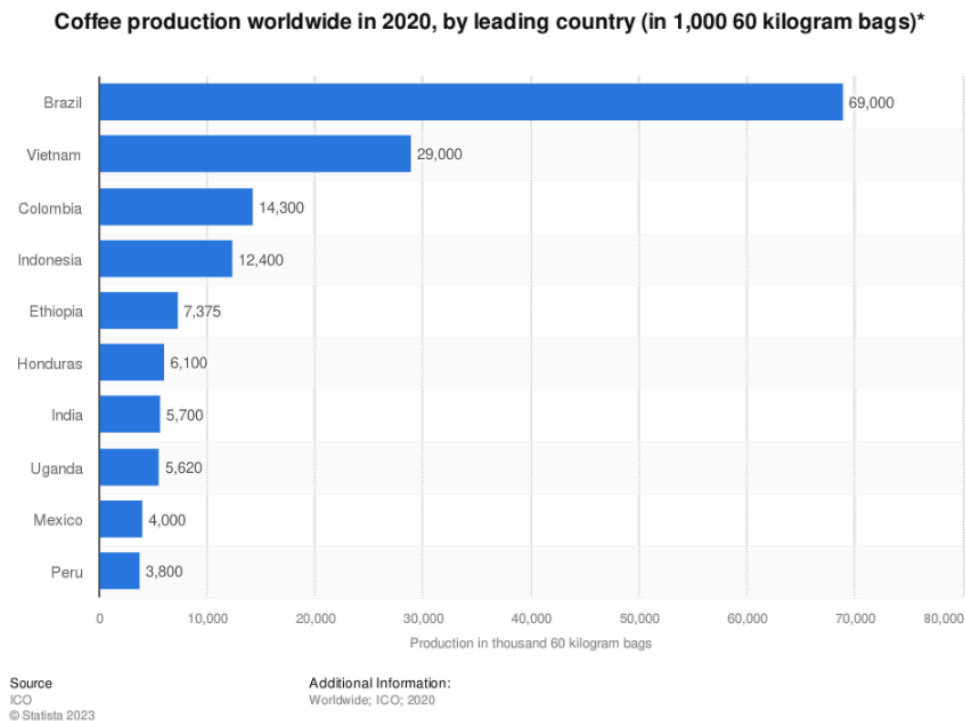
Figure 1. Worldwide Coffee Production



Source: (ICO, 2023)

With a coffee production of 744,000 tons, Indonesia ranks as the fourth largest coffee commodity producer globally, following Brazil, Vietnam, and Colombia (ICO, 2022). Indonesia is renowned for its diverse range of coffee varietals and producing regions that have gained international recognition. These include Coffee Java, Sumatra Mandailing, Aceh Gayo, Toraja, Kintamani, Flores Bajawa, and others (Sunarharum et al., 2021).

Figure 2. Coffee Production Worldwide



Source: (Shahbandeh, 2022)

Several variables contribute to the growing popularity of coffee over time. Research has indicated that cultural influences, the impact of rapid technical advancements, the superior flavor and aroma, and the health advantages of coffee itself contribute to its status as the most widely consumed beverage globally ((Gökçen & Şanlıer, 2019; Tucker, 2017)). Furthermore, there is a

significant change in societal attitudes on the intake of coffee. The term 'coffee wave' is used to describe this significant change in paradigm (Teles & Behrens, 2020).

As a result of this fundamental change in thinking, the preferences of consumers regarding coffee drinking have also undergone a transformation. The change in consumer behavior, marked by a preference for ideal coffee consumption, extends the coffee experience beyond simply enjoying the drink, including the entire process from cultivating coffee seeds to preparing cups for consumption. Consequently, coffee producers must adjust to the ever-changing demands of the market.

Coffee shops, renowned establishments for savoring coffee globally, persistently adapt to shifting market circumstances. Coffee establishments not only offer a diverse range of coffee beverages but also provide a distinctive encounter that encompasses ambiance, interior aesthetics, and exceptional customer service. Coffee shops are appealing to both coffee enthusiasts and travelers seeking a unique experience. Coffee shops are evolving into communal environments that foster social engagement and innovation, frequently serving as venues for gatherings, productivity, or leisure.

This phenomenon has become increasingly pertinent to the Y and Z generations, who are renowned for their pronounced inclination for experiences and lifestyles. Recent studies in Indonesia have indicated that the primary consumers of coffee shops fall within the 17-27 age range (Ismoyowati et al., 2023; Lestari & Rosiana, 2023). This aligns with the generations' preference for social experiences and visually stimulating environments. Candra et al. (2022) further substantiate this trend, revealing that individuals from these generations frequently visit coffee shops, with an average of 2-3 visits per month. Consequently, patronizing esteemed coffee establishments has become a means of enhancing one's social standing and engaging in desired lifestyle activities.

The study seeks to investigate the role of coffee shops as coffee tourism destinations and their impact on the visiting preferences of Generation Y and Generation Z. The study will examine the factors that contribute to coffee shops being favored by the younger generation. It will also investigate how elements like product quality, service quality, and the ambiance of the coffee shop might increase their appeal as tourist destinations.

2. Literature Review

2.1. Coffee Tourist Attractions

Tourist attraction is a crucial component of a tourist location and serves as a significant incentive for travel, impacting consumer decisions (Weidenfeld et al., 2016). The idea encompasses both subjective and objective qualities of a region, which impact tourism activities and determine the region's appeal to tourists. Tourist attractions encompass both natural and man-made sites, regardless of whether they were intentionally designed to attract tourists or not (Holloway & Humphreys, 2016). The geographical positioning of these attractions significantly influences their creation, planning, and administration. Furthermore, Damanik & Weber (2006) research indicates that visitor appeal is strongly associated with four key factors: originality, authenticity, uniqueness, and diversity. Originality refers to the inherent purity and authenticity of a product, showing the degree to which the product possesses values that are distinct from any external influences or alterations. Meanwhile, authoritative pertains to the authenticity or genuineness of something. Unlike the notion of originality, the concept of originality is mostly associated with cultural exoticism or the degree of aesthetic appeal as a tourist attraction. Authenticity is a categorization of values that encompasses elements of being genuine, unique, and open-minded. Uniqueness pertains to the amalgamation of distinctiveness and exceptional qualities found in a tourist attraction.

Coffee tours provide guests with a range of tourist attractions. This tourist attraction offers an educational experience that focuses on the culture of coffee and how it is spread, providing

unique and enriching knowledge (Dinis et al., 2021). Coffee tour attractions including trips to coffee gardens, coffee processing facilities, cafés, historic coffee shops, and the exploration of coffee's roots through a dedicated tour. The study conducted by Kim & Jang (2017) suggests that cafés can be evaluated based on their functional attributes, which include the quality of their products (namely coffee), the quality of service provided, and the overall atmosphere. These numbers will serve as a measure of the level of tourist appeal in this study.

2.2. Visit Intention

A visit intention refers to an individual's inclination or intention to embark on a trip and explore a specific location. Understanding tourist behavior relies heavily on comprehending one of the crucial characteristics, which can be affected by several elements encompassing personal, societal, and situational dimensions (Hennessey et al., 2016; Yun et al., 2007). The theory of consumer behavior, particularly in the tourist industry, is frequently associated with the desire to visit or explore a region. When a researcher selects a visitor's interest as the subject of their study, they collect samples from individuals who have not visited. However, if the chosen subject of investigation is revisited, the sample is collected from individuals who have also visited the stated location (Suhud et al., 2022).

An essential concept to grasp regarding traveling interests is that having a favorable outlook towards travel and being content with past travel experiences will heighten an individual's inclination to visit (Nguyen et al., 2023; Tu et al., 2023). If an individual experiences satisfaction from a past journey or possesses a favorable attitude towards traveling as a pursuit, they are more inclined to have the desire to embark on future travels.

Additionally, the motivation of coffee tourists might significantly impact their inclination to visit coffee tourist sites. Madhyamapurush (2023) performed a study which found that coffee tourists typically visit coffee tourist sites with the intention of enjoying themselves and acquiring personal knowledge about the cultivation and promotion of coffee. Furthermore, according to the study conducted by (L. H. Chen et al., 2021), Memorable Tourism Experiences (MTEs) have a significant impact on coffee visitor behavior, namely their likelihood to revisit and their tendency to promote through word of mouth. A recent study conducted by (Yeap et al., 2021) highlighted the significance of travel objectives, such as learning and relaxation, in shaping individuals' attitudes towards sustainable coffee tourism. Hence, the motivation of coffee tourists might mold their inclination to visit coffee tourist locations by impacting their choices for enjoyment, acquisition of knowledge, and adoption of sustainable practices.

Aside from motivation, other factors can impact an individual's inclination towards marketing endeavors, including promotions and campaigns. (Huang et al., 2014) found that promotions, namely in terms of prices, have a beneficial impact on the frequency of repeat purchases at coffee shops. In line with the aforementioned viewpoint, Buasin et al. (2023) discovered in their study that marketing initiatives, such as promotions, have an impact on the level of customer purchasing.

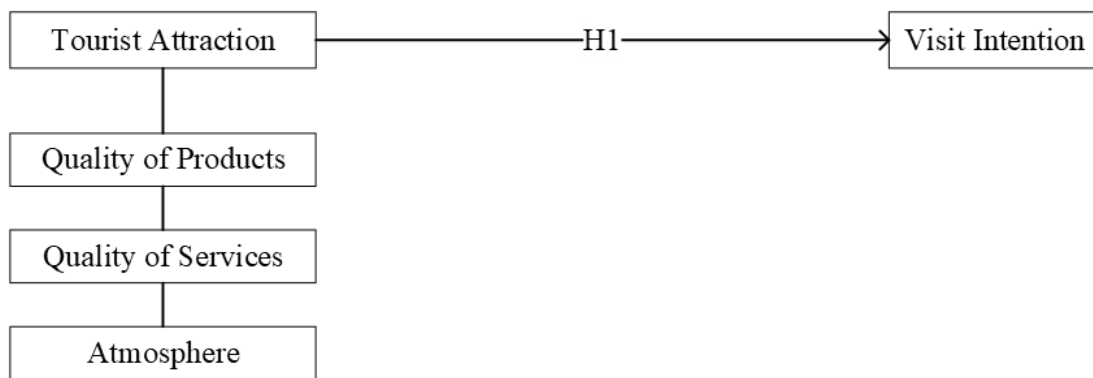
Moreover, the allure of tourism can impact an individual's inclination to visit. Coffee tourist attractions have the potential to impact the desire to visit coffee tourist places by offering a distinctive and educational experience for tourists (Madhyamapurush, 2022). These sites provide tourists with the opportunity to immerse themselves in the culture and expertise around coffee. (Chen et al., 2021; Dinis et al., 2021). Engaging with local tour guides and procuring locally made products further deepens comprehension of coffee tours. The efficacy of travel experiences, both the level of satisfaction and the confirmation of expectations, significantly impact travelers' intention to revisit and engage in word-of-mouth promotions. Coffee tourist attractions can contribute to the growth of coffee tourism in a destination by providing a unique experience and supporting sustainable tourism.

In addition, the level of interest in visiting a place is also influenced by an individual's prior travel experience. A person's favorable opinion of a specific destination increases the likelihood of their intention to visit it. Conversely, a negative perception can diminish the level of desire in going. Individual preferences and motives are significant personal aspects that influence one's visiting interests. Furthermore, a person's visit intention can be influenced by other sources of information, such as advertisements or suggestions from friends and relatives(Luo & Lam, 2020).

3. Method

This study uses a survey approach, utilizing questionnaires to investigate how elements like product quality, service quality, and the ambiance of the coffee shop might increase generation Y and Z appeal as tourist destinations. That elements are hypothesized to have a significant positive impact on visit intention of generations Y and Z. Statements are designed to elicit realistic responses from respondents, thereby addressing the research objectives.

Figure 3. Research Framework



Source: Researcher (2024)

The study targets Generation Y (1981-1996) and Generation Z (1997-2012) (Dimock, 2019) individuals interested in or having visited coffee shops in Yogyakarta. Using purposive sampling, the researchers ensure the sample accurately represents the population. Criteria for respondents include being born within the specified generations and having an interest in or experience with Yogyakarta coffee shops. Slovin's formula calculates the sample size, adjusted for a 6% margin of error, yielding 278 respondents. To ensure varied and representative data, 36 additional respondents are included, totaling 314. Researchers will gather respondents from various coffee shops in Yogyakarta and include open-ended questions to capture a comprehensive view of coffee shop preferences.

Table 1. Research Variables and Instruments

No.	Label	Measurement Items	References
1	TA	Coffee Tourist Attraction	
	TA1	Product Quality	
	TA2	Service Quality	(Kim & Jang, 2017)
	TA3	Atmosphere	
2	VI	Visit Intention	
	VI1	Marketing	(Buasin et al., 2023)
	VI2	Word of Mouth (WoM)	(Chen et al., 2021)
	VI3	Personal Experience	(Nguyen et al., 2023)

Source: Researchers (2024)

This research posits one hypotheses:

H1: Coffee tourist attractions exerts a positive and significant influence on the intention to visit coffee tourism destinations.

4. Results

4.1. Demographic Characteristics of Respondents

Generation Z constitutes the majority (76.75%) of the respondents, indicating a strong influence of this generation on the coffee consumption trends in Yogyakarta. The high proportion of respondents with at least a bachelor's degree (57.96%) suggests a relatively high level of education among coffee shop patrons in Yogyakarta. Moreover, the majority of respondents (72.29%) reported a monthly income below Rp5,000,000. This is because the majority of respondents are university students, where they do not yet have an income. Table 2 presents the demographic profile of the respondents that reveals a predominantly young and educated sample.

Table 2. Demographic profile of respondents (N=314)

No	Classifications	Frequency	Percentage
1	Gender		
	Male	147	46.82%
	Female	166	52.87%
2	Generation		
	Generation Y	73	23.25%
	Generation Z	241	76.75%
3	Last Education		
	Elementary School (SD)	0	0.00%
	Junior High School (SMP)	2	0.64%
	Senior High School (SMA)	104	33.12%
	Diploma (D1/D2/D3)	22	7.01%
	Bachelor's Degree (S1)	182	57.96%
	Master's Degree (S2)	26	8.28%
	Doctoral Degree (S3)	0	0.00%
4	Occupation		
	Entrepreneur	18	5.73%
	Student	171	54.46%
	Civil Servant	46	14.65%
	Freelancer	54	17.20%
	Others	32	10.19%
5	Monthly Income		
	< Rp5.000.000,00	227	72,29%
	Rp5.000.000,00 - Rp10.000.000,00	79	25,16%
	Rp10.000.001,00 - Rp20.000.000,00	22	7,01%
	>Rp20.000.000,00	8	2,55%

Source: Researchers (2024)

4.2. Data Analysis

A research instrument is deemed valid when the tool used for data collection maintains its validity (Sugiyono, 2020). In this context, validity implies that the instrument accurately measures the intended dimensions. The data were subjected to analysis using SPSS 26.0 to evaluate both the reliability and validity of the instrument.

4.3. Validity and Reliability Test

The validity and reliability of the measurement data were assessed to ensure accuracy and credibility. The testing process was conducted using SPSS 26.0, yielding the following analysis output. In the process of identifying internal factors in the Kenjeran tourist area, data is obtained from the internal environment or the tourist destination itself. The results of the strength and weaknesses analysis of the Kenjeran tourist area are presented in the detailed IFAS (Internal Factors Analysis Summary) matrix as seen on table 3. It is noted that with N = 314 and a significance level of 0.05, the t-table value is 0.148. Item validity was assessed by comparing the

Pearson coefficient (R) with the corresponding t-table value. An instrument is considered valid when the R value exceeds the established t-table value.

Table 3. Validity Test

Variable	Label	R	ttable (sig. 0,05)
Coffee Tourist Attraction (CTA)	CTA1.1	0,63	0,148
	CTA1.2	0,68	0,148
	CTA2.1	0,671	0,148
	CTA2.2	0,676	0,148
	CTA2.3	0,711	0,148
	CTA3.1	0,662	0,148
Visit Intention (VI)	CTA3.2	0,711	0,148
	VI1.1	0,61	0,148
	VI1.2	0,63	0,148
	VI1.3	0,681	0,148
	VI2.1	0,673	0,148
	VI2.2	0,669	0,148
	VI2.3	0,676	0,148
VI3.1	0,678	0,148	

Source: Researchers (2024)

Reliability testing was conducted using SPSS 26.0 to assess the consistency and stability of the measurements. An instrument is deemed reliable if Cronbach’s Alpha exceeds 0.6. The table below presents the reliability test output:

Table 4. Reliability Test

Variable	Cronbach's Alpha	Frequency
Coffee Tourist Attraction (TA)	0,885	7
Visit Intention (VI)	0,876	7

Source: Researchers (2024)

With Cronbach’s Alpha values exceeding 0.6 for each variable, all instruments used in the study are considered reliable and consistent.

4.4. Coffee Tourist Attraction

Coffee tourist attractions encompass trips to coffee gardens, coffee processing facilities, cafés, vintage coffee shops, or engaging in a coffee tour to delve into the roots of coffee. The functional value of coffee shops or cafes can be assessed based on the quality of their products (namely, the quality of their coffee), the level of service they provide, and the overall atmosphere they offer.

4.4.1. Quality of Product

An assessment of the product's quality and its appeal to tourists in the context of a coffee shop is assessed by two statements, as presented in the table below.

Table 5. Average Result for Quality of Product

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	The coffee shop's exceptional coffee quality was a compelling cause for customers to visit the establishment.	3,51	3,27	0,24
2	Coffee businesses renowned for their excellent coffee have a stronger allure.	3,56	3,35	0,21

Source: Researchers (2024)

The table provided compares the average assessment values of generation Y and generation Z regarding two statements about the tourist appeal of coffee, namely coffee shops. The data shown in the table indicates that generation Y has a higher average value than generation Z for both statements.

The initial statement asserts that “The coffee shop's exceptional coffee quality was a compelling cause for customers to visit the establishment”. The average rating for this attribute is 3.51 among individuals from generation Y and 3.27 among those from generation Z, resulting in a disparity of 0.24. The second statement stated that " Coffee businesses renowned for their excellent coffee have a stronger allure." The mean value for Generation Y was 3.56, while for Generation Z it was 3.35, resulting in a gap of 0.21.

4.4.2. Quality of Services

An assessment of the product's quality and its appeal to tourists in the context of a coffee shop is assessed by two statements, as presented in the table below.

Table 6. Average Result for Quality of Services

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	A quick, efficient, and generous service affects the desire to go to the coffee shop.	3,64	3,53	0,12
2	The coffee shop staff offers a pleasant and stimulating experience that encourages future visits.	3,59	3,50	0,09
2	A coffee establishment that offers quick, efficient, and pleasant service, ensuring a sense of ease and contentment for those who visit.	3,77	3,54	0,23

Source: Researchers (2024)

The table above shows the respondent's assessment of the coffee tourist attraction (CTA) variable in the coffee shop based on the quality of service. The assessment was conducted by two generational groups, Generation Y (Gen Y) with 73 respondents and Generation Z (Gen Z) with 241 respondents, out of a total of 314 respondents.

The initial study assessed the impact of A quick, efficient, and generous service affects the desire to go to the coffee shop. Gen Y participants provided an average rating of 3.64, while Gen Z participants rated it at 3.53, resulting in a difference of 0.12. This indicates that Generation Y has a little higher level of appreciation for the service's ability to grab the interest of visitors.

The second statement assessed the impact of “The coffee shop staff offers a pleasant and stimulating experience that encourages future visits”. The average rating given by Generation Y is 3.59, whilst Generation Z gives an average rating of 3.50, resulting in a difference of 0.09. These findings suggest that Generation Y has a somewhat greater inclination towards a positive service encounter in comparison to Generation Z.

The last statement assessed the impact of “A coffee establishment that offers quick, efficient, and pleasant service, ensuring a sense of ease and contentment for those who visit”. The average rating given by Generation Y is 3.77, which is the highest among the three assertions. On the other hand, Generation Z gives an average score of 3.54, resulting in a difference of 0.23. This demonstrates that Generation Y places a substantially higher value on the comfort and satisfaction provided by coffee shop services compared to Generation Z.

4.4.3. Atmosphere

The atmosphere in this study were assessed using two statements, as illustrated in the table below.

Table 7. Average Result for Atmosphere

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	The coffee shop's serene ambiance and cozy setting make it an enticing place to spend one's time.	3,51	3,27	0,24
2	Coffee establishments featuring aesthetically pleasing interiors and soothing music create an inviting ambiance that encourages prolonged socializing.	3,56	3,35	0,21

Source: Researchers (2024)

The table above shows the respondent's assessment of the tourist attractiveness variable in the coffee shop based on atmospheric indicators. The assessment was conducted by two generational groups, Generation Y (Gen Y) with 73 respondents and Generation Z (Gen Z) with 241 respondents, out of a total of 314 respondents.

In the first statement, which measured whether a comfortable and quiet atmosphere was the primary reason for spending time in the coffee shop, Gen Y gave an average rating of 3.60 while Gen Z gave a rating of 3,46, with a difference of 0.14. This suggests that Gen Y appreciated the comfortable and calm atmosphere more as the main reason to spend time in a coffee shop than Gen Z.

The second statement measures whether a coffee shop with an attractive interior and comfortable music keeps visitors willing to hang out longer. Gen Y gave an average rating of 3.52, while Gen Z gave a average of 3.45, with a difference of 0.07. This indicates that Gen Y slightly more appreciated the interior factor and comfortable music compared to Gen Z.

4.5. Visit Intention

4.5.1. Marketing

Marketing campaigns play a significant role in persuading customers to visit a tourism destination. The impact of these activities is seen and measured through various statements, as illustrated in the table below.

Table 8. Average Result for Marketing

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	The coffee shop's promos and campaigns have a significant impact on the level of interest in visiting.	3,21	3,05	0,16
2	The coffee shop's marketing initiatives and advertising campaigns piqued my curiosity and compelled me to seek further information about the establishment.	3,12	3,04	0,08
3	Effective marketing strategies and advertising campaigns have the potential to entice customers to the coffee shop.	3,33	3,15	0,18

Source: Researchers (2024)

The table presents the responses of 314 participants, comprising of individuals from Generation Y and Generation Z. Generation Y accounted for 73 respondents, while Generation Z accounted for 241 respondents. The table includes three statements related to the interest variable in visiting coffee shops, along with marketing indicators. The average value for Gen Y in the statement "The coffee shop's promos and campaigns have a significant impact on the level of interest in visiting" is 3.21, while for Gen Z it is 3.05, resulting in a difference of 0.16. The average score for Gen Y in response to the statement "The coffee shop's marketing initiatives and advertising campaigns piqued my curiosity and compelled me to seek further information about the establishment" is 3.12, while for Gen Z it is 3.04, resulting in a difference of 0.08. In the third statement, it was found that the average rating for "Effective marketing strategies and advertising campaigns have the potential to entice customers to the coffee shop" was 3.33 for Gen Y and 3.15 for Gen Z, resulting in a difference of 0.18. In the third statement, the average rating for Gen Y in terms of the ability of promotions and campaigns to attract people to coffee shops was 3.33, while for Gen Z it was 3.15, resulting in a difference of 0.18.

4.5.2. Word of Mouth (WOM)

Word of mouth is a significant determinant in motivating individuals to visit a coffee attraction. This study assessed word of mouth using three assertions, as presented in the accompanying table.

Table 9. Average Result for Word of Mouth

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	It is worthwhile to visit coffee shops that have been recommended by acquaintances who have personally visited them.	3,51	3,37	0,13
2	Coffee shops that receive favorable recommendations or opinions from others are intriguing to visit.	3,52	3,41	0,11
3	Word-of-mouth information significantly influences the decision to patronize a coffee business.	3,55	3,44	0,11

Source: Researchers (2024)

The initial statement, "It is worthwhile to visit coffee shops that have been recommended by acquaintances who have personally visited them." demonstrates an average rating of 3.51 for generation Y and 3.37 for generation Z, with a disparity of 0.13. The second statement, "Coffee shops that receive favorable recommendations or opinions from others are intriguing to visit" indicates an average rating of 3.52 for generation Y and 3.41 for generation Z, with a discrepancy of 0.11. The third statement indicates that Word-of-mouth information significantly influences the decision to patronize a coffee business. The average value for generation Y is 3.55, while for generation Z it is 3.44, resulting in a difference of 0.11.

4.5.3. Personal Experience

Personal experience significantly shapes and impacts one's intentions to visit a coffee tourist site. The measurement of personal research in this study is based on a single statement, which is presented in the table below.

Table 10. Average Result for Personal Experience

No.	Statement	Average		Deviation
		Gen Y	Gen Z	
1	Prior personal experience at a coffee shop is a factor to consider while deciding to visit another coffee business.	3,63	3,49	0,14

Source: Researchers (2024)

The findings of this study indicate that individuals belonging to generation Y are more inclined to base their decisions to revisit a coffee shop on their own experiences.

4.6. Hypothesis Result

Hypothesis testing was conducted through linear regression analysis to examine the relationship between independent and dependent variables. Hypotheses one (H1) were tested using simple linear regression analysis with a single predictor for each, allowing the researchers to determine the strength of the predictor's influence on the dependent variable.

Table 11. Regression Analysis Result

Generation	Constant	Unstandardized Coefficients	R	R Square	Adjusted R Square	t-Statistic	F	p-value.
	B							
Y	0,623	0,774	0,697	0,485	0,478	8,181	66,924	0,000
Z	0,894	0,693	0,711	0,506	0,504	15,653	245,020	0,000

Source: Researchers (2024)

The coffee tourist attraction (CTA) variable's coefficient unstandardized, according to the findings of the regression test, was 0.774 for Gen Y and 0.693 for Gen Z. Each incremental rise of one unit in coffee tourist attraction (CTA) will result in a corresponding increase of 0.774 (Gen Y) and 0.693 (Gen Z) units in visit intention. A constant value of 0.623 (Gen Y) and 0.894 (Gen Z) signifies that there is a visiting value when the coffee tourism attraction (CTA) is zero.

The estimated R value of 0.697 (Gen Y) and 0.711 (Gen Z) suggests a significant positive association (values above 0) (value close to 1) between coffee attraction (CTA) and visit

intention. The R Square value of 0.478 (Gen Y) and 0.506 (Gen Z) signifies that 47.8% (Gen Y) and 50.6% (Gen Z) of the variability in visit intention can be accounted for by variations in coffee tourist attractions (CTA), with the remaining portion being attributed to other factors not considered in the model.

The t-count number of 8.181 (Gen Y) and 15,653 (Gen Z) significantly exceeds the t-table value of 1,651. According to the test requirements, the fact that the t-count is greater than the t-table indicates that there is a significant impact of the independent variable (coffee tourist attraction) on the dependent variable in generation Z. The F value of 66.924 (Gen Y) and 245,020 (Gen Z) is significantly greater than the critical F value of 3,880, indicating that the regression model as a whole is statistically significant. The p-value of 0.000, which is less than 0.05, provides additional evidence that the impact of coffee tourist attractions (CTA) on visit intention is statistically significant. The findings from a survey of 241 Generation Z respondents indicate that coffee tourist attractions (CTA) have a strong and favorable impact on their probability of visiting coffee tourist destinations.

5. Discussion

In summary, the aforementioned results indicate that the reaction outcomes of the coffee tourist attraction (CTA) have an impact on individuals' inclination to visit a coffee shop. Nevertheless, there exist disparities in the ideals held by Generation Y and Generation Z.

Table 6 indicates that Generation Y places a higher importance on the qualitative aspects of the product, including the atmosphere and flavor of the coffee, in comparison to Generation Z. Several elements that can impact this evaluation include the generation Y's experience and taste for high-quality, distinctive items. Individuals belonging to Generation Y, who have typically experienced the stages of early to mid-adulthood, are likely to possess a greater level of recognition and admiration for the excellence and distinctiveness of the product provided by coffee establishments. Additionally, customers may possess elevated standards for the coffee-drinking experience in establishments that offer a unique ambiance as well as excellent products.

In contrast, Generation Z, typically younger generations that are in the early stages of discovering their preferences, may exhibit greater adaptability in evaluating the quality of coffee shop offerings. In addition, the generation Z cohort may be more susceptible to the influence of things such as technology and social media while deciding on desirable destinations to visit.

According to the data shown in table 6, we can see the examination of the reasons behind the greater prominence of Generation Y in service quality can be approached from various perspectives. Firstly, individuals belonging to Generation Y, typically born between 1981 and 1996, exhibit elevated expectations regarding service standards due to their extensive exposure to many services and goods. This encounter influences their inclinations towards prompt, efficient, and amiable service excellence.

As well, Generation Y is recognized for placing a higher importance on convenience and satisfaction in services, potentially as a result of their increasingly hectic and demanding lifestyles. They have a tendency to prioritize efficiency and immediate satisfaction in other areas of their lives, such as when they spend time at the coffee shop.

Furthermore, within the social and economic framework, it is typically seen that those belonging to Generation Y possess a greater capacity for making purchases compared to those in Generation Z. This is mostly due to the fact that a significant portion of Generation Z is still in the early stages of their professional or educational journey. Gen Y is able to frequently access premium and high-quality services, leading to an increase in their expectations for service quality.

Moreover, table 7 provides an examination of the reasons why Generation Y is more prevalent in this particular component of the atmosphere, which may be examined from several viewpoints. Firstly, individuals belonging to Generation Y, typically born between 1980 and 1994, exhibit a tendency to possess a more extensive range of experiences when it comes to

discovering diverse hangout venues, such as coffee shops. This encounter influences their inclination towards locations that not only supply high-quality goods but also cultivate an ambiance that fosters comfort and relaxation.

Further, individuals belonging to Generation Y frequently seek for environments that offer a serene and cozy ambiance, serving as a retreat from their hectic daily schedules. Coffee shops that offer a serene and cozy ambiance give individuals with a place to unwind, be productive, or engage in social activities, which is a crucial element of their active lifestyles.

Also, within the social and economic framework, it can be observed that Generation Y often possesses a higher level of financial capability in comparison to Generation Z. Due to their increased spending power, individuals are more inclined to select a coffee establishment that provides the desired ambiance, despite the potential for greater expenses. Generation Y values the ambiance and convenience that might boost their enjoyment when frequenting a coffee establishment.

Consequently, the marketing aspect of table 8 reveals that Gen Y has a higher average score than Gen Z in the three statements concerning the impact of coffee shop promotions and marketing campaigns on visit intention. These findings indicate that those belonging to Generation Y are more receptive to the marketing tactics employed by coffee shops in comparison to those in Generation Z. This phenomenon may occur due to the fact that Generation Y is currently undergoing a shift from the conventional period to the digital era. As a result, they are more susceptible to being influenced by a wide range of promotional activities and campaigns, whether they are traditional or digital in nature.

In summary, this evidence suggests that marketing strategies should take into account the distinct attributes and inclinations of each generation in order to generate more interest from both demographics. According to Singh (2023), advertisements that highlight social experiences and product quality may be more successful in targeting Generation Y. On the other hand, Generation Z may respond better to techniques that are interactive, unique, and have great storytelling and emotional appeal, aligning with their beliefs and attitude.

In addition, table 9 illustrates that generation Y is more susceptible to the influence of word-of-mouth (WOM) in comparison to generation Z. This analysis can be elucidated by considering multiple elements. Firstly, individuals belonging to generation Y are more inclined to place credence in suggestions provided by their immediate social circle. This could be attributed to the fact that Generation Y typically possesses more robust social connections and a longer history of cultivating vast and reliable social networks. Furthermore, those belonging to generation Y exhibit a greater propensity for cautious decision-making, thus placing a higher reliance on suggestions and favorable reviews from others as a means to ascertain the quality and anticipated experience.

Besides this, Generation Y is also better acquainted with traditional word-of-mouth (WOM) notions, such as obtaining information through face-to-face talks or via their social networks, prior to the widespread dominance of the digital era. Conversely, the generation Z, who were raised during the digital age, are inclined to obtain information from online sources, such as internet reviews or social media, rather than depending on conventional word-of-mouth.

Therefore, while both generations are affected by word-of-mouth (WOM) when deciding to go to a coffee shop, generation Y exhibits a higher level of impact in this aspect. This demonstrates that marketing strategies that depend on word-of-mouth (WOM) remain very pertinent and successful in capturing the attention of Generation Y. However, for Generation Z, supplementary methods that use digital platforms and social media may be necessary.

Along with that, in the context of personal experience, as depicted in table 10, many aspects can be examined that impact the prevalence of generation Y in personal experiences. Generation Y typically possesses a more extensive and diverse life experience in comparison to generation Z, leading them to place higher importance and reliance on their own firsthand experiences.

Generation Y is characterized by robust social networks and a propensity to share their experiences with others, both in person and through social media platforms.

Plus, individuals belonging to generation Y exhibit a tendency towards conservatism when making decisions and display a cautious approach towards trying novel experiences, unless they receive strong recommendations from personal experience or from their closest acquaintances. The whole experience, whether favorable or negative, that individuals have when visiting a coffee shop will significantly influence their decision to revisit the establishment. This demonstrates that individuals belonging to Generation Y heavily depend on assessing personal experiences when shaping their impressions of a location or service.

On the other hand, generation Z, while still impacted by personal experience, is generally more receptive to other sources of knowledge and new experiences. They are more susceptible to the influence of online evaluations, social media, and recommendations from diverse digital channels. Generation Z's decision-making process for visiting coffee shops is characterized by a high degree of flexibility, as they consider not only their own personal experiences but also information gathered from many sources.

Based on the comprehensive descriptive analysis and hypothesis testing, it has been determined that the coffee tourist attraction (CTA) has a considerable and favorable impact on the visit intention of Generations Y and Z. The primary criteria that drive the visits of Generation Y and Z to a coffee shop are the quality of the product, the quality of service, and the atmosphere of the coffee tourist attraction (CTA).

6. Conclusions

This study underscores the significant role that coffee tourist attractions (CTA) play in influencing the visit intentions of Generation Y and Generation Z. The research demonstrates that the quality of products, services, and the overall atmosphere of coffee shops are pivotal factors that appeal to these generational cohorts.

Generation Y, with their extensive experiences and higher financial capacity, place substantial importance on the quality and uniqueness of the coffee experience. They are more responsive to traditional and digital marketing campaigns and rely heavily on personal recommendations and word-of-mouth (WOM) to make informed decisions. This cohort values the ambiance and superior service provided by coffee shops, seeking environments that offer comfort and relaxation. In contrast, Generation Z, while also valuing quality, is more influenced by digital interactions and social media. This younger generation exhibits greater flexibility in their decision-making processes and is open to exploring new experiences based on online reviews and digital marketing strategies. They are less reliant on traditional WOM and place a stronger emphasis on digital recommendations.

The findings suggest that coffee shops aiming to attract these generations must tailor their marketing and service strategies to meet the distinct preferences of each group. For Generation Y, emphasizing product excellence and unique experiences in both traditional and digital advertisements could be more effective. For Generation Z, leveraging interactive and emotionally appealing digital content is crucial. Overall, the study confirms that the coffee tourist attraction (CTA) positively and significantly impacts the visit intentions of both Generation Y and Generation Z. Coffee shops that effectively enhance product quality, service, and ambiance can successfully attract and retain customers from these generational cohorts.

7. Acknowledgment

We would like to express our sincere gratitude to Universitas Gadjah Mada for providing the funding and support that made this research possible.

8. Funding

This research was funded by Universitas Gadjah Mada

9. Conflicts of Interest

“The author(s) declare no conflict of interest”

References

- Baehaki, F., Nurhamidah, Y., & Purwaeni, P. (2023). *Analysis of Caffeine Levels in Packaged Coffee in Indonesia*.
- Buasin, K., Yamaoka, Y., & Oe, H. (2023). Coffee shops visiting during the pandemic: Moderating effects of process and physical evidence. *Global Business and Economics Review*, 28(1), 1. <https://doi.org/10.1504/GBER.2023.10046445>
- Candra, S., Pandean, E. T., Harisson, J., & Sutanto, S. (2022). The Impact of Sensory Experience on the Buying Behavior of Coffee Shop Visitors in Indonesia. *Journal of International Food & Agribusiness Marketing*, 34(2), 214–234. <https://doi.org/10.1080/08974438.2022.2043980>
- Chakraborty, S., Singh, T., Agrawal, D., Irshath, A. A., & Rajan, A. P. (2023). *Sustainable Coffee Waste Management Through Circular Economy*.
- Chen, L. H., Wang, M. J. S., & Morrison, A. M. (2021). Extending the memorable tourism experience model: a study of coffee tourism in Vietnam. *British Food Journal*. <https://doi.org/10.1108/BFJ-08-2020-0748>
- Chen, S. H., Huang, J., & Tham, A. (2021). A systematic literature review of coffee and tea tourism. *International Journal of Culture, Tourism ...* <https://doi.org/10.1108/IJCTHR-08-2020-0173>
- Damanik, J., & Weber, H. F. (2006). *Perencanaan ekowisata. Yogyakarta: PUSBAR UGM & Andi Yogyakarta*.
- Dimock, M. (2019, January 17). *Defining generations: Where Millennials end and Generation Z begins*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dinis, M. G., Melo, C. S., & Sousa, J. (2021). Coffee tourism in Portugal: an attraction case study. ... *Journal of Culture, Tourism and ...* <https://doi.org/10.1108/IJCTHR-08-2020-0194>
- Gökçen, B. B., & Şanlıer, N. (2019). Coffee consumption and disease correlations. *Critical Reviews in Food Science and Nutrition*, 59(2), 336–348. <https://doi.org/10.1080/10408398.2017.1369391>
- Hennessey, S. M., Yun, D., & MacDonald, R. (2016). *Determinants of Travel Intentions to a Neighboring Destination*.
- Holloway, J. C., & Humphreys, C. (2016). *The Business of Tourism* (10th ed.). Pearson Education.
- Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion. *International Journal of Contemporary Hospitality Management*, 26(7), 1065–1082. <https://doi.org/10.1108/IJCHM-05-2013-0204>
- ICO. (2022). *Coffee production worldwide in 2020, by leading country (in 1,000 60 kilogram bags)**. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/277137/world-coffee-production-by-leading-countries/>
- ICO. (2023). *Coffee production worldwide from 2003/04 to 2021/22 (in million 60 kilogram bags)**. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/263311/worldwide-production-of-coffee/>
- Ismoyowati, D., Wuryandani, S., & Wijayanti, F. K. (2023). Millennials' Consumer Behavior in the Coffee Agroindustry: The Effect of Consumer Attitudes on Purchasing Decisions. *AgriTECH*, 43(1), 56. <https://doi.org/10.22146/agritech.66577>
- Kim, D., & Jang, S. (Shawn). (2017). Symbolic Consumption in Upscale Cafés. *Journal of Hospitality & Tourism Research*, 41(2), 154–179. <https://doi.org/10.1177/1096348014525633>
- Lestari, F. A., & Rosiana, N. (2023). Kinerja Bauran Pemasaran Penalama Coffee & Amp; Talk Di Kota Bogor Berdasarkan Persepsi Konsumen. *Jurnal Agribisnis Terpadu*, 16(1), 39. <https://doi.org/10.33512/jat.v16i1.20160>

- Luo, J. M., & Lam, C. F. (2020). Travel Anxiety, Risk Attitude and Travel Intentions towards “Travel Bubble” Destinations in Hong Kong: Effect of the Fear of COVID-19. *International Journal of Environmental Research and Public Health*, 17(21), 7859. <https://doi.org/10.3390/ijerph17217859>
- Madhyamapurush, W. (2022). Research on factors affecting tourist involvement in coffee tourism after the COVID-19 pandemic in Thailand. *F1000Research*. <https://f1000research.com/articles/11-1269>
- Madhyamapurush, W. (2023). Analysis on factors affecting tourist involvement in coffee tourism after the COVID-19 pandemic in Thailand. *F1000Research*, 11, 1269. <https://doi.org/10.12688/f1000research.123759.2>
- Nguyen, H. M., Phuc, H. N., & Tam, D. T. (2023). Travel intention determinants during COVID-19: The role of trust in government performance. *Journal of Innovation & Knowledge*, 8(2), 100341. <https://doi.org/10.1016/j.jik.2023.100341>
- Shahbandeh, M. (2022). *Coffee production worldwide from 2003/04 to 2020/2021 (in million 60 kilogram bags)*.
- Sugiyono. (2020). *Metode penelitian pariwisata (kuantitatif, kualitatif dan R&D)* (N. Yuniati, Ed.; 1st ed., Vol. 1). Alfabeta.
- Suhud, U., Allan, M., & Gaffar, V. (2022). Antecedents of Tourists’ Intentions to Visit in the Context of Coffee Tourism. ... *Management & Tourism*. <https://search.proquest.com/openview/713763b3e8a0ab33d21a6c9949530602/1?pq-origsite=gscholar&cbl=466419>
- Sunarharum, W. B., Ali, D. Y., Mahatmanto, T., Nugroho, P. I., Asih, N. E., Mahardika, A. P., & Geofani, I. (2021). The Indonesian coffee consumers perception on coffee quality and the effect on consumption behavior. *IOP Conference Series: Earth and Environmental Science*, 733(1), 012093. <https://doi.org/10.1088/1755-1315/733/1/012093>
- Teles, C. R. A., & Behrens, J. H. (2020). The waves of coffee and the emergence of the new Brazilian consumer. In *Coffee consumption and industry strategies in Brazil* (pp. 257–274). Elsevier.
- Tu, R., Park, S. K., & Ding, Y. (2023). Travel intentions of travelers in the COVID-19 context: The moderation of fear of COVID-19. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1136465>
- Tucker, C. M. (2017). Coffee Culture, History, and Media in Coca-Cola Land. In *Coffee Culture Local Experience, Global Connections* (2nd ed., pp. 18–25). Routledge.
- Weidenfeld, A., Butler, R., & Williams, A. M. (2016). *Visitor Attractions and Events: Locations and linkages*.
- Yeap, J. A. L., Ooi, S. K., Ara, H., & Said, M. F. (2021). Have coffee/tea, will travel: assessing the inclination towards sustainable coffee and tea tourism among the green generations. *International Journal of Culture, Tourism and Hospitality Research*, 15(3), 384–398. <https://doi.org/10.1108/IJCTHR-08-2020-0191>
- Yun, D., MacDonald, R. M., MacEachern, M., & Hennessey, S. (2007). Travel intentions to a major Canadian Tourist destination: the results of a web-based survey. *Canadian Journal of Marketing Research*, 24(1), 53–63.