# COFFEE PREFERENCES AND CONSUMPTION PATTERNS AMONG GENERATION Z IN SURAKARTA

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**ABSTRACT**

*Coffee consumption in Indonesia continues to grow, particularly among Generation Z, in line with changing lifestyles and the proliferation of coffee shops. The city of Surakarta is one of the areas experiencing rapid growth in the coffee shop industry, making it important to understand Generation Z's coffee preferences and consumption patterns. This study aims to analyze Generation Z's coffee preferences and consumption patterns in the city of Surakarta. The study employed a descriptive quantitative approach using a survey method. Data were collected via a questionnaire from 30 Generation Z respondents residing in Surakarta who consume coffee. Sampling was conducted using accidental sampling, while data analysis utilized descriptive statistics with percentages. The results show that, in terms of consumption preferences, 28 respondents (93%) chose coffee varieties based on their strong and distinctive flavors. Meanwhile, 21 respondents (70%) consumed coffee to boost their energy. These results indicate that flavor and the functional role of coffee in supporting daily activities are important considerations for Generation Z when consuming coffee. This study can serve as a reference for coffee shop business owners in developing products tailored to the preferences of Generation Z consumers.*

**KEYWORDS** Generation Z, Coffee, Consumption Patterns, Preferences.

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## INTRODUCTION

One of Indonesia's leading agricultural commodities in the plantation subsector is coffee. According to data, the production of dried coffee beans in Indonesia in 2024 increased by 7.19% from the previous year, reaching 813.34 thousand metric tons (Badan Pusat Statistik, 2025). Coffee processing is carried out to produce dried coffee beans that

meet quality criteria, including being free of fruit skin, free of wrinkles and cracks, and exhibiting a bluish-green color in accordance with coffee trade standards (Rianto et al., 2023). Indonesians enjoy coffee, and their consumption patterns continue to evolve, particularly among the younger generation. Changes in lifestyle and technological advancements that facilitate access to coffee products are influencing shifts in the preferences and consumption patterns of the Indonesian public.

Surakarta is a fairly developed city in terms of its economy, society, and service sector, and it has a sizable young population. Surakarta is one of the cities experiencing growth in the number of coffee shops. In 2023, there were 109 coffee shops in Surakarta (Badan Pusat Statistik Kota Surakarta, 2024). The growth in the number of coffee shops in Surakarta is driven by the high interest among the city's residents in coffee consumption. Today, coffee shops can be established at a relatively affordable cost and often feature a minimalist design (Rianto et al., 2023).

The steadily increasing trend in coffee consumption, particularly among the younger generation in Surakarta, warrants further study. Previous studies have generally focused on consumer preferences at modern coffee shops or on the marketing aspects of coffee products, so there has been little comprehensive research on Generation Z's coffee preferences and consumption patterns. The purpose of this study is to analyze Generation Z's coffee preferences and consumption patterns in Surakarta, including considerations regarding coffee type selection and preferred conditions for enjoying coffee. It is hoped that this study will provide an overview of Generation Z's coffee preferences and consumption patterns, particularly in Surakarta, to serve as a foundation for the development of coffee shop businesses and the creative economy amid intense competition.

## RESEARCH METHOD

This study was conducted in Surakarta using a descriptive quantitative approach via a survey method. This approach was chosen to obtain an empirical overview of Generation Z's coffee preferences and consumption patterns in Surakarta based on data collected directly from respondents. Primary data collection was conducted using a structured questionnaire distributed to respondents in accordance with the study's characteristics. The questionnaire was used to gather data on respondent characteristics, consumption patterns, preferences, and other aspects related to Generation Z's coffee consumption behavior. In addition to primary data, this study also utilized secondary data obtained from various relevant sources, including publications by the Central Statistics Agency (BPS) and scientific articles.

The sampling technique used was accidental sampling, which involves selecting a sample based on the ease of access to respondents whom the researcher happened to encounter and who met the predetermined criteria (Sugiyono, 2013). The criteria for respondents in this study included coffee consumers who belong to Generation Z and reside in the city of Surakarta. These criteria were selected based on the consideration that these respondents have firsthand experience consuming coffee and can therefore provide information relevant to the study's objectives.

The number of respondents in this study was 30. The sample size was determined based on the descriptive nature of the study, which aimed to obtain an initial overview of coffee consumption behavior among Generation Z in Surakarta. The collected data was then reviewed and tabulated before analysis. The data was presented in tabular form to facilitate the organization, reading, and interpretation of the research results. Data analysis was conducted using descriptive statistics with a percentage-based approach. This analysis was used to determine the distribution of respondent characteristics and response trends for

each research indicator. Percentage values were calculated by comparing the number of respondents in each category to the total number of respondents, then multiplying by 100 percent.

The results of the analysis were then interpreted to provide an overview of the characteristics, preferences, and coffee consumption patterns of Generation Z in Surakarta. A descriptive approach was used to identify consumption patterns and respondent preferences based on the data obtained. Thus, the analysis is expected to provide an empirical picture of coffee consumption among Generation Z within the social and consumption context of urban society in Surakarta.

## RESULT AND DISCUSSION

### Respondent Characteristics

*Respondent Characteristics by Gender*

Respondent characteristics by gender were used to describe the composition of coffee consumers who participated in the study. Respondents were grouped into two categories: men and women. This grouping aims to determine the proportion of each gender and provide an overview of the characteristics of the coffee consumers who served as study respondents. Gender differences may be related to preferences, consumption patterns, and consumer behavior in selecting and consuming coffee. The distribution of respondents by gender is presented in Table 1.

Table 1. Respondent Characteristics by Gender

| Characteristics | Total | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Women | 17 | 57 |
| Male | 13 | 43 |
| Total | 30 | 100 |

(Source: Primary Data Analysis, 2026)

Coffee is a beverage that can be consumed by both men and women. The study results show that female respondents dominated the sample at 57%. Consumption behavior is influenced by age and gender, particularly regarding coffee consumption habits. Gender influences preferences for coffee, the types of coffee consumed, and the frequency of daily coffee consumption (Sawitri & Yuziani, 2021). Previous research has shown an increase in women's involvement in coffee consumption and the coffee industry. Women are not only active consumers who visit coffee shops but also play a role in professional activities in the coffee sector, such as working as baristas, coffee shop owners, and coffee suppliers.

*Respondent Characteristics by Age*

Age is a demographic characteristic of respondents that reflects an individual's life experience, thereby accounting for variations in behavior based on the respondents' ages. Table 2 presents data on respondent characteristics by age.

Table 2. Respondent Characteristics by Age

| Characteristics | Total | Percentage (%) |
|---|---|---|
| **Age (Years)** | | |
| 17-21 | 19 | 63 |
| 22-26 | 11 | 37 |
| Total | 30 | 100 |

(Source: Primary Data Analysis, 2026)

Generation Z consists of individuals born between 1997 and 2012. The research results show that the age distribution of respondents is dominated by the 17- to 21-year-old age group, accounting for 63%. Within the 17- to 21-year-old age range, coffee consumers are in their adult and productive years. Consumers in their productive years generally possess strong abilities in critical thinking, decision-making, and taking action.

*Respondent Characteristics by Status*

The characteristics of respondents based on status aim to identify the background of the primary activities of the respondents involved in the study. In this study, respondents' status was grouped into three categories: students, college students, and workers. This grouping was conducted to provide an overview of the composition of respondents based on their primary activities. Differences in status may reflect differences in the characteristics, needs, and behavioral patterns of respondents toward the object of study. Respondent characteristics by status are presented in Table 3.

Table 3. Respondent Characteristics by Status

| Characteristics | Total | Percentage (%) |
|---|---|---|
| **Status** | | |
| Student | 2 | 7 |
| College Student | 27 | 90 |
| Workers | 1 | 3 |
| Total | 30 | 100 |

(Source: Primary Data Analysis, 2026)

College students constitute a population that enjoys drinking coffee. Coffee is a popular choice among college students because it is easy to prepare and consume. College students drink coffee to boost their energy for daily activities and to combat drowsiness while working on college assignments (Raweroz et al., 2023).

**Coffee Preferences and Consumption Patterns Among Generation Z in Surakarta**

One of the current trends in the coffee business is the growing number of coffee shops in Surakarta that offer varied menus at affordable prices. Today, coffee can be served in a variety of innovative and creative ways. Serving coffee today is no longer just a matter of mixing coffee grounds with sugar and hot water and then stirring it; rather, coffee preparation has evolved into a more modern practice (Hardiyanti & Puspa, 2021). Coffee product development strategies can be implemented through the diversification of processed coffee, whether served in coffee shops or as ready-to-drink products (Rozak et al., 2024). Based on the research findings, the respondents were predominantly coffee consumers who have enjoyed coffee for more than three years. This indicates that coffee has become part of people's lifestyles. As various coffee-making techniques have evolved, coffee sales have increased, making the act of drinking coffee a way of life (Hardiyanti & Puspa, 2021). The current trend in coffee consumption has become a global lifestyle, and the emergence of numerous coffee shops has led people to consume coffee as part of a modern lifestyle (Rozak et al., 2024). Table 4 presents data on the factors influencing consumers' purchase decisions regarding their preferred types of coffee.

Table 4. Factors to Consider When Purchasing Preferred Type of Coffee

| Factors to Consider When Purchasing Preferred Type of Coffee | Total | Percentage (%) |
|---|---|---|
| A strong and distinctive flavor | 28 | 93 |
| A strong, distinctive aroma | 2 | 7 |
| Total | 30 | 100 |

(Source: Primary Data Analysis, 2026)

A total of 28 respondents (93%) purchased their preferred coffee based on its strong and distinctive flavor. This aligns with a study Rianto et al., (2023), which found that the primary reason for choosing a particular type of processed coffee is its strong and distinctive flavor. This means that the coffee consumed has a strong flavor characteristic of its specific type and is distinctive of its region of origin. Flavor is a key consideration because each type of coffee has distinct flavor characteristics based on its variety, processing method, and region of origin. Coffee with a strong and distinctive flavor is perceived as offering a more specific drinking experience that reflects the characteristics of coffee from its region of origin. Therefore, flavor characteristics are a key factor consumers consider when selecting processed coffee variants.

The reasons for drinking coffee are one of the factors that can illustrate consumers' consumption patterns and motivations for choosing coffee as a beverage. Coffee consumption is not only based on taste preferences but can also be influenced by functional needs, habits, lifestyle, and the nature of consumers' activities. For some consumers, coffee is consumed to help boost energy, maintain alertness, reduce drowsiness, and support daily activities. Additionally, drinking coffee can be part of a habit and lifestyle, particularly among the younger generation. Therefore, identifying the reasons for coffee consumption is important to understand the factors underlying coffee consumption behavior among the study's respondents. Table 5 presents data on consumers' reasons for drinking coffee.

Table 5. Reasons for Drinking Coffee

| Reasons for Drinking Coffee | Total | Percentage (%) |
|---|---|---|
| Boosting energy | 21 | 70 |
| Maintaining Heart Health | 2 | 7 |
| Helps with weight loss | 5 | 17 |
| Maintaining Brain Health | 2 | 7 |
| Total | 30 | 100 |

(Source: Primary Data Analysis, 2026)

According to the research findings, 21 respondents (70%) cited increased energy as their reason for drinking coffee. This percentage indicates that increased energy is one of the dominant reasons for coffee consumption among the study's respondents. This may be related to the caffeine content in coffee, which has a stimulating effect on the central nervous system, thereby helping to increase alertness and reduce drowsiness. Thus, for the majority of respondents, coffee consumption is not only based on taste but also on the perceived benefits in supporting daily activities. The effects of caffeine and nicotine cause an increase in cardiovascular activity, such as an elevated heart rate and blood pressure, thereby keeping patients awake (Sawitri & Yuziani, 2021). Caffeine is a psychoactive stimulant commonly found in beverages such as coffee (Raweroz et al., 2023).

## CONCLUSION

The characteristics of the respondents in this study indicate that Generation Z coffee consumers in Surakarta are predominantly female (57%) and aged 17 until 21 (63%), and that the majority are college students. These characteristics illustrate that coffee consumption among Generation Z is not only related to product preferences but also to the activities and lifestyles of this young age group, particularly within the context of urban life. The coffee consumption preferences and patterns of Generation Z in Surakarta indicate that flavor is the primary factor in choosing coffee varieties. A total of 28 respondents (93%) chose coffee based on its strong and distinctive flavor. Additionally, 21 respondents (70%) consumed coffee to boost their energy. These findings suggest that Generation Z's

coffee consumption decisions are influenced by the product's sensory characteristics particularly flavor as well as the perceived functional benefits in supporting daily activities. The results of this study can serve as a consideration for coffee shop business owners.

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