

# Exploration of coffee shop selection preferences among high school and university students in Bogor using a principal component analysis approach

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## ABSTRACT

**Background:** The rapid growth of Indonesia's coffee shop industry has positioned coffee shops as multifunctional 'third places' for students. In these spaces, experiential, social, and product attributes jointly shape consumption decisions. However, empirical evidence on the multidimensional structure of student preferences and their behavioral implications remains limited. **Objective:** This study aims to identify latent dimensions underlying coffee shop selection preferences among students and to examine their association with visit frequency and expenditure.

**Materials and Methods:** A quantitative exploratory design was employed using survey data from 222 high school and university students in Bogor City, Indonesia. Preference items were measured on a five-point Likert scale derived from the extended marketing mix (7P). Principal Component Analysis (PCA) with Varimax rotation was applied after confirming data adequacy using the Kaiser–Meyer–Olkin measure and Bartlett's Test of Sphericity. Independent samples t-tests and one-way ANOVA were used to examine differences across visit frequency and expenditure groups.

**Results:** Four reliable preference dimensions emerged: Comfort and Service, Physical Access and Visibility, Social Influence and Promotion, and Product Attributes. Comfort and Service was the most salient dimension, followed by Product Attributes. Preference structures did not differ significantly by visit frequency; however, significant differences were observed across expenditure levels for comfort, accessibility, and social influence, with higher-spending students reporting more critical evaluations. Product Attributes showed no significant variation across spending groups.

**Conclusion:** Student coffee shop preferences are evaluated through experiential and social factors that complement product quality as baseline expectations. These findings contribute to consumer behavior theory.

**Keywords:** consumer behavior; coffee shop preferences; principal component analysis; service marketing; student consumers

## BACKGROUND

The coffee shop industry in Indonesia has experienced significant growth. Coffee shops evolved from simple beverage outlets into multifunctional social spaces that offer a holistic consumption experience.<sup>1</sup> For example, in Indonesia, coffee shop industry has grown about 15-20% annually due to rapid urbanization, lifestyle changes, and the growing popularity of out-of-home coffee consumption.<sup>2</sup> Furthermore, younger consumers such as high school and university students utilize coffee shops as spaces for studying, socializing, group work, and alternative work environments. Venues of such concepts are known as the "third place," introduced by Oldenburg<sup>3</sup>, a social space between home and work/campus that facilitate relaxation, social interaction, and community building.<sup>4</sup>

Purchase decisions, particularly in service context, are shaped by multidimensional evaluations rather than relying only on core product attitudes. Among the dimensions that commonly evaluated are cognitive, affective, sensory, behavioral, and social dimensions.<sup>5</sup> Coffee shops provide psychological benefits for students and have become embedded in daily routines, functioning as gathering spaces beyond school hours. This means that coffee shop visit also serves as memorable experience rather than only functional visit.<sup>6</sup> The availability of free Wi-Fi, comfortable seating, and

a conducive atmosphere has positioned coffee shops as integral components of contemporary student lifestyles.<sup>7</sup>

The 7P marketing mix framework is a comprehensive structure to examine the nature of service preferences by examining product quality (coffee and food menu), price perceptions, place (location and accessibility, promotion (marketing communications), physical evidence (atmosphere and design), people (service personnel), and process (service delivery mechanisms).<sup>8,9</sup> Despite continued industry growth, intensified competition within the coffee shop market has increased the need for nuanced understanding of consumer preferences, which is critical for business sustainability and differentiation. Although numerous studies have examined consumer behavior in coffee shop settings, relatively few have simultaneously integrated product, service, social, and accessibility dimensions within a single framework.<sup>10</sup>

Different consumer segments might also have particular drivers of coffee shop choice and visit motivations.<sup>11</sup> Understanding which dimensions of 7P that are most salient for student consumers are needed for future marketing strategy development. University and high school students represent a distinctive coffee shop consumer segment characterized by unique psychographic profiles, resource constraints, and purchase motivations. This consumer segment has high social media engagement, strong peer influence sensitivity, and tendency to associate consumption experiences with identity expression.<sup>12,13</sup> However, their choices are limited to budget constraints that requires them to balance desired quality attributes and affordability.<sup>14</sup>

Most existing studies adopt confirmatory approaches that test predefined theoretical models, while exploratory approaches that allow latent factor structures to emerge directly from empirical data remain limited. The principal component analysis (PCA) is a robust statistical method to analyze consumer behavior, market trends, and preference structures by reducing complex datasets into interpretable components.<sup>15</sup> While PCA has been applied in food and beverage research to explore consumer perceptions in other contexts, its use in examining coffee shop preferences among Indonesian students remain scarce.<sup>16</sup> In addition, empirical evidence linking identified preference dimensions to actual behavioral outcomes, such as visit frequency and expenditure levels, is still limited. Understanding how distinct preference dimensions relate to actual consumption behavior is essential for effective market segmentation and targeted business strategy formulation. This study aims to identify the latent factors underlying coffee shop selection preferences among high school and university students using PCA approach. In addition, inferential tests were also employed for examining behavioral differences across consumer segments.

## **MATERIALS AND METHODS**

This study adopts a quantitative, exploratory design using Principal Component Analysis (PCA) to uncover latent dimensions of coffee shop selection preferences among students. A structured questionnaire was developed to identify factors influencing consumer purchasing behavior in coffee shops. Measurement items were derived from the extended marketing mix framework (7P), encompassing product, price, place, promotion, people, process, and physical evidence. The questionnaire items were developed from a literature review of various national journal publications examining consumer purchasing behavior in coffee shops.

The study respondent consisted of 222 university students and senior high school students (or equivalent) who had previously visited a coffee shop. Data were collected online over a three-day period in September 2025 through the distribution of a questionnaire link via WhatsApp groups targeting student communities in Bogor City.

The initial questionnaire instrument contained 41 statements representing situational factors influencing coffee shop purchasing behavior. Responses were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Based on validity and reliability testing, 22 out of the 41 items were deemed valid and reliable and were retained for further analysis.

Principal Component Analysis (PCA) with Varimax rotation was employed to identify latent constructs underlying the retained items. Sampling adequacy was evaluated using the Kaiser–Meyer–Olkin (KMO) measure, while Bartlett’s Test of Sphericity was used to assess the appropriateness of factor analysis. Factor loadings of 0.50 or higher were considered salient. Items exhibiting cross-loadings were assigned to the factor with the highest loading and strongest conceptual coherence. All statistical analyses were conducted using IBM SPSS Statistics version 26.

## RESULTS

Characteristics of the respondents are presented in Table 1. The majority of respondents were female (77%). Monthly allowance levels were relatively evenly distributed, with 39% reporting allowances exceeding IDR 1,000,000 per month, 33% reporting less than IDR 500,000 per month, and 28% reporting between IDR 500,000 and IDR 1,000,000 per month. In terms of current education level, most respondents were enrolled in undergraduate programs (62%), followed by senior high school/vocational school or equivalent (31%).

**Table 1. Respondent characteristics (N = 222)**

Characteristic	n	%
<b>Gender</b>		
Female	170	77
Male	52	23
<b>Monthly Allowance</b>		
< IDR 500,000/month	73	33
IDR 500,000–1,000,000/month	62	28
> IDR 1,000,000/month	87	39
<b>Current Education Level</b>		
Senior high school/vocational school or equivalent	68	31
Diploma	16	7
Undergraduate	138	62

In terms of purchasing behavior (Table 2), most respondents reported visiting coffee shops one to two times per week. Expenditure per visit was predominantly below IDR 100,000, with the majority spending between IDR 30,000 and IDR 50,000. Coffee-based beverages were preferred by 55% of respondents, while 45% favored non-coffee beverages. These findings indicate that coffee shop consumption among students is characterized by moderate visit frequency and price sensitivity, underscoring the importance of perceived value and affordability in this market segment.

**Table 2. Respondents' purchasing behavior in coffee shops (n = 222)**

Variable	n	%
<b>Frequency of Visits</b>		
1–2 times/week	182	82
3–4 times/week	40	18
<b>Expenditure per Visit</b>		
IDR 30,000–50,000	178	80
IDR 50,000–100,000	37	17
> IDR 100,000	7	3
<b>Favorite Beverage</b>		
Coffee	123	55
Non-coffee	99	45

The Kaiser–Meyer–Olkin value of 0.922 indicated excellent sampling adequacy, and Bartlett's Test of Sphericity was statistically significant ( $\chi^2(231) = 2905.977, p < 0.001$ ), confirming the suitability of the data for PCA. Four components with eigenvalues greater than 1 were extracted, collectively explaining 63.6% of the total variance.

The PCA reduced 22 valid items into four reliable factors (Table 3). All extracted factors demonstrated satisfactory to excellent internal consistency (Table 4), with Cronbach's alpha values exceeding the commonly accepted threshold of 0.70. Inter-factor correlations were positive and statistically significant (Table 5), indicating that while conceptually distinct, the factors are interrelated dimensions of coffee shop preference formation.

**Table 3. Rotated principal component loadings for coffee shop preference items (n = 222)**

Item	Factor 1: Comfort & Service	Factor 2: Physical Access & Visibility	Factor 3: Social Influence & Promotion	Factor 4: Product Attributes
Comfort of the place	0.852			
Ease of payment	0.835			
Facilities (Wi-Fi, AC, etc.)	0.769			
Service quality	0.765			
Staff friendliness	0.709			
Strategic location	0.667			
Interior/exterior design	0.610			
Directional signage		0.849		
Clear signage/brand name		0.749		
Parking availability		0.614		
Online reviews/testimonials		0.527		
Friend recommendations			0.707	
Social media influence			0.692	
Education influences			0.672	
preferences				
Social media promotions			0.541	
Visiting with friends/partner			0.471	
Menu variety				0.785
Menu suitability				0.633
Attractive packaging				0.587
Portion size				0.537
Complementary food items				0.533
Coffee quality				0.532

Note: Varimax rotation with Kaiser normalization. Loadings  $\geq 0.50$  are shown.

The first factor, labeled Comfort and Service, encompassed attributes related to the physical environment and service encounters, including seating comfort, ease of payment, facility availability (e.g., Wi-Fi and air conditioning), service quality, staff friendliness, strategic location, and interior or exterior design. This factor demonstrated the highest mean score ( $4.35 \pm 0.711$ ) and reliability ( $\alpha = 0.921$ ), highlighting its central role in shaping student preferences.

The second factor, Physical Access and Visibility ( $\alpha = 0.833$ ), reflected the importance of navigational ease and external cues, such as clear signage, directional indicators, parking availability, and online reviews. These attributes influence initial store awareness and accessibility, particularly for first-time visits. However, this factor scored the lowest mean score ( $3.58 \pm 0.854$ ), indicating that accessibility factors are less influential compared to other factors.

**Table 4. Descriptive statistics and reliability of extracted factors (n = 222)**

Factor	Number of Items	Mean	SD	Cronbach's $\alpha$
Comfort & Service	7	4.35	0.711	0.921
Physical Access & Visibility	4	3.58	0.854	0.833
Social Influence & Promotion	5	3.63	0.796	0.751
Product Attributes	6	3.85	0.701	0.827

The third factor, Social Influence and Promotion, captured interpersonal and media-driven influences, including recommendations from friends, social media exposure, educational background effects, promotional activities on social platforms, and companionship during visits.

This finding aligns with consumer behavior theory emphasizing reference groups and social proof in experiential consumption. This factor has moderate reliability ( $\alpha = 0.751$ ), indicating more variety across respondents compared to other factors.

The fourth factor, Product Attributes ( $\alpha = 0.833$ ), comprised menu-related characteristics, including variety, suitability, portion size, packaging appeal, complementary food offerings, and perceived coffee quality. Although important, this factor was secondary to service and environmental considerations among the student sample.

**Table 5. Inter-factor correlations among extracted factors (n = 222)**

Factor	1	2	3	4
1. Comfort & Service	–			
2. Physical Access & Visibility	0.580**	–		
3. Social Influence & Promotion	0.517**	0.613**	–	
4. Product Attributes	0.697**	0.590**	0.574**	–

Note: Values are Pearson correlation coefficients. \*\* $p < 0.01$ .

Based on descriptive statistics for each factor (Table 6), substantial variation was observed within factors. Within Comfort & Service, ‘ease of payment’ and ‘comfort of place’ scored the highest mean score (4.52 and 4.48, respectively), suggesting that convenience and comfort are the most sought drivers. Meanwhile, Physical Access and Visibility items that scored the highest were ‘parking availability’ (3.64) and ‘online reviews’ (3.82). Online reviews were rated higher than physical signage, indicating that digital marketing strategies are more influential to the demographic group.

The digital marketing influence were also found in Social & Promotional Influence factor, where ‘social media influence’ scored the highest (3.99), confirming online influence on this consumer group, followed by ‘being accompanied by friends/partners’ (3.98). In Product Attributes factor, ‘coffee quality’ scored the highest at 4.14, indicating that coffee taste remains the basic expectation of quality.

**Table 6. Descriptive statistics for individual items by factor (n = 222)**

Factor / Item	Mean	SD
<b>Comfort &amp; Service</b>		
Comfort of the place	4.48	0.817
Ease of payment	4.52	0.844
Facilities (Wi-Fi, AC)	4.39	0.847
Service quality	4.35	0.868
Staff friendliness	4.41	0.645
Strategic location	4.08	0.884
Interior/exterior design	4.23	0.927
<b>Physical Access &amp; Visibility</b>		
Directional signage	3.41	1.032
Clear signage/brand name	3.48	1.014
Parking availability	3.64	1.092
Online reviews/testimonials	3.82	1.048
<b>Social Influence &amp; Promotion</b>		
Friend recommendations	3.61	1.107
Social media influence	3.99	1.128
Education influences preferences	2.76	1.219
Social media promotions	3.81	1.011
Visiting with friends/partner	3.98	1.149
<b>Product Attributes</b>		
Menu variety	3.80	0.979
Menu suitability	3.97	0.871
Attractive packaging	3.68	0.961
Portion size	3.94	0.947
Complementary food items	3.57	1.081
Coffee quality	4.14	0.894

Independent samples t-tests (Table 7) indicate no statistically significant differences in preference dimensions between low- and high-frequency visitors. This suggests that preference structures are relatively stable across visit frequency segments within the student population.

**Table 7. Independent samples T-test by visit frequency (n = 222)**

Factor	Low Visit Frequency Mean (SD)	High Visit Frequency Mean (SD)	t
Comfort & Service	4.36 (0.715)	4.32 (0.699)	0.262
Physical Access & Visibility	3.60 (0.864)	3.51 (0.818)	0.608
Social Influence & Promotion	3.61 (0.772)	3.74 (0.899)	-0.830
Product Attributes	3.83 (0.706)	3.95 (0.676)	-1.061

The ANOVA results reveal significant differences across expenditure levels (Table 8) for Comfort and Service ( $F = 4.004$ ,  $p < 0.05$ ), Physical Access and Visibility ( $F = 4.544$ ,  $p < 0.05$ ), and Social Influence and Promotion ( $F = 4.477$ ,  $p < 0.05$ ). Students in higher expenditure groups reported lower evaluations of these factors, suggesting more critical expectations or higher evaluative standards among heavier spenders. No significant differences were observed for Product Attributes, indicating that product-related evaluations are relatively uniform across spending level.

**Table 8. One-way ANOVA by expenditure level (n = 222)**

Factor	Low Expenditure Mean (SD)	Medium Expenditure Mean (SD)	High Expenditure Mean (SD)	F
Comfort & Service	4.39 (0.625) <sup>a</sup>	4.27 (0.918) <sup>a</sup>	3.65 (1.160) <sup>b</sup>	4.004*
Physical Access & Visibility	3.55 (0.853) <sup>a</sup>	3.86 (0.815) <sup>a</sup>	2.89 (0.592) <sup>b</sup>	4.544*
Social Influence & Promotion	3.62 (0.756) <sup>a</sup>	3.84 (0.879) <sup>a</sup>	2.89 (0.986) <sup>b</sup>	4.477*
Product Attributes	3.84 (0.664) <sup>a</sup>	3.96 (0.848) <sup>a</sup>	3.47 (0.729) <sup>a</sup>	1.503

Note: Different superscripts indicate significant differences based on Duncan's post hoc test. \* $p < 0.05$ .

## DISCUSSION

This study aims to examine how students in Bogor City select coffee shops and to uncover the latent structure underlying their preferences. Four coherent and interpretable dimensions extracted from PCA: Comfort and Service, Physical Access and Visibility, Social Influence and Promotion, and Product Attributes. Together, these dimensions demonstrate that coffee shop selection among students is a multidimensional decision process shaped by experiential, functional, and social considerations rather than by product quality alone. The pattern of results reinforces the view that contemporary coffee shops operate not merely as beverage providers but as experiential spaces embedded in students' daily routines.

A central finding is the dominance of the Comfort and Service dimension, which explained the largest share of variance in preferences. This indicates that students' evaluations are anchored primarily in the quality of the service environment and interpersonal experience. This result aligns with service loyalty models emphasizing that favorable service environments foster repurchase intention and emotional attachment.<sup>6</sup> It also supports integrative views of customer experience that conceptualize consumption as a holistic, multilevel phenomenon in which environmental and process-related cues often outweigh core product attributes.<sup>5</sup> Students appear to approach coffee shops less as transactional sites and more as lived environments where they spend extended time studying, socializing, or relaxing.

The prominence of comfort-related variables provides strong support for servicescape theory and the broader experience economy perspective. Environmental stimuli, such as lighting, music, temperature, layout, and aesthetic design, have been shown to shape emotional responses and loyalty intentions in hospitality contexts.<sup>17</sup> The present findings mirror this pattern: comfortable seating, pleasant ambiance, and a welcoming atmosphere were core elements of preference. These attributes contribute to affective states such as relaxation and enjoyment, which in turn enhance satisfaction and revisit intentions.

Importantly, the results also resonate with the notion of coffee shops as “third places”, an informal public spaces distinct from home and school where people gather, interact, and cultivate a sense of belonging. Ethnographic work has shown that coffee shop patrons co-create social experiences through interactions with space, staff, and other customers.<sup>1</sup> The strong loading of Comfort and Service items suggests that Bogor students similarly view coffee shops as social and experiential refuges. For many students, a coffee shop may function as a semi-regular study base, meeting point, or personal retreat, making environmental quality central to perceived value.

Within this dimension, the importance of staff friendliness, attentiveness, and professionalism highlights the continuing relevance of the social servicescape. Interpersonal encounters with employees significantly influence perceptions of service quality and overall experience.<sup>18</sup> Even for digitally savvy generations, authentic human interaction remains meaningful.<sup>12</sup> Thus, while automation and self-service technologies are expanding in foodservice, this study suggests that for student segments, removing human interaction entirely could undermine experiential value. Consistent with hospitality research, employee behavior remains a critical touchpoint in shaping customer experience.<sup>8</sup>

The second dimension, Physical Access and Visibility, captures the functional and logistical aspects of coffee shop choice. Variables such as proximity to campus or residence, transportation access, parking availability, and visibility from main roads clustered together, indicating that convenience forms a distinct evaluative domain. This aligns with research showing that accessibility and convenience strongly influence service facility selection<sup>19</sup> and constitute a key part of functional value.<sup>20</sup>

For students balancing academic schedules, extracurricular activities, and social life, time and mobility constraints are salient. A coffee shop that is difficult to reach may be excluded from consideration regardless of its ambiance or product quality. Moreover, visibility and recognizable signage play a role in forming awareness and consideration sets. Environmental cues and physical signals influence restaurant decision-making<sup>21</sup> and shape behaviors.<sup>22</sup> In dense urban areas with many competing outlets, being easily seen and remembered can translate into tangible competitive advantage.

The emergence of Social Influence and Promotion as a separate dimension underscores the socially embedded nature of student consumption. Peer recommendations, social media presence, online reviews, and perceived popularity among friends significantly influenced preferences. This pattern is consistent with evidence that social media marketing communications shape young consumers’ attitudes and behaviors<sup>13</sup> and that social media elements drive consumer–brand engagement.<sup>23</sup>

The inclusion of “Instagrammability” is particularly noteworthy. Visually appealing interiors and photogenic food or beverages encourage sharing, which can generate electronic word-of-mouth (eWOM).<sup>24</sup> In turn, digital sentiment can rapidly influence brand perception and visitation.<sup>25</sup> For students, visiting a coffee shop may carry symbolic value related to identity expression, lifestyle signaling, and social belonging. Promotions and loyalty programs also loaded on this factor, suggesting they are interpreted not only economically but socially. Loyalty schemes can deliver both monetary and symbolic benefits<sup>21</sup>, and student discounts may signal recognition of student identity as much as cost savings.

The fourth dimension, Product Attributes, included coffee quality, variety, and taste consistency. While clearly relevant, this dimension was less dominant than experiential and social factors. One interpretation is that in a competitive and relatively mature coffee shop market, acceptable product quality is assumed. Product quality therefore functions as a threshold or hygiene factor necessary to avoid dissatisfaction but insufficient alone to drive preference.<sup>26</sup> This aligns with prior coffee shop research showing that while product quality matters, it does not singularly determine satisfaction or loyalty.<sup>27</sup>

Experiential brand dimensions often produce stronger loyalty effects than purely functional attributes.<sup>7</sup> Nevertheless, product quality remains foundational. Functional, emotional, and social dimensions coexist in experience evaluation<sup>5</sup>, and failure on core quality can eliminate a coffee shop from consideration under multi-attribute decision rules.<sup>28</sup> Thus, the finding should not be read as downgrading product importance but rather as contextualizing it within a broader experiential framework.

An unexpected but insightful result concerns visit frequency. The absence of significant differences across frequency groups suggests that occasional and frequent visitors share similar evaluative frameworks. This could mean that frequency is driven more by situational constraints such as budget, schedule, and location, than by different preference structures. Service habits can form without fundamentally changing evaluation criteria<sup>6</sup>, and behavioral frequency does not always reflect psychological engagement.<sup>29</sup> Moreover, generational cohorts often display relative value homogeneity. Together, these perspectives suggest that simply increasing visit frequency may not signal deeper attitudinal loyalty.

In contrast, expenditure levels did differentiate preferences. Higher-spending students evaluated comfort, access, and social dimensions more critically. Consumers with greater willingness to pay tend to hold higher expectations<sup>14</sup>, consistent with price–quality inference.<sup>30</sup> When spending more, customers may feel entitled to superior experiences and thus apply stricter standards. Value perceptions are known to shift across price tiers.<sup>31</sup> Experiential quality often outweighs functional quality in predicting satisfaction<sup>16</sup>, which helps explain why differences emerged more in experiential than in product dimensions. Causality may also be reciprocal. Students with refined standards may seek premium coffee shops, and repeated exposure to higher-end experiences may further sharpen expectations.<sup>11</sup> Managerially, this suggests that higher-spending segments require consistent excellence in atmosphere and service to justify price premiums.

At a theoretical level, this study contributes to customer experience and hospitality literature by empirically demonstrating a multidimensional structure of coffee shop preferences. The results align with comprehensive customer experience frameworks<sup>10</sup> and hospitality experience quality models.<sup>8</sup> They also enrich third place theory by specifying which attributes enable coffee shops to function as social and experiential hubs.<sup>1,4</sup> The distinction between spending and frequency adds nuance to loyalty and engagement theory. Engagement quality and behavioral loyalty are not identical.<sup>29</sup> A frequent visitor is not automatically the most profitable or demanding customer, while a high-spending but less frequent visitor may hold more sophisticated evaluative standards.

Several managerial implications follow. First, operators targeting students should prioritize Comfort and Service. Investments in seating comfort, ambiance, and staff training can yield strong differentiation. Customer journey mapping can help identify critical touchpoints.<sup>6</sup> Second, location strategy is vital; accessibility and visibility should be core criteria.<sup>19</sup> Third, social media strategy should be integral to marketing. Encouraging user-generated content and designing shareable moments can leverage peer influence.<sup>23,24</sup> Fourth, product quality must consistently meet expectations<sup>27</sup>, as consistency builds trust.<sup>26</sup> Premium coffee shops must deliver excellence across experiential dimensions to support higher prices.<sup>30</sup>

Finally, several limitations are acknowledged. Future research should replicate these factor structures across samples and contexts.<sup>32</sup> PCA reveals structure but not causality; future studies could apply SEM or PLS-SEM to test relationships among preferences, satisfaction, and loyalty.<sup>33</sup> Self-reported data may diverge from actual behavior.<sup>34</sup> Qualitative or mixed-methods work could unpack cultural meanings behind coffee shop use<sup>16</sup>, and segmentation analyses could reveal heterogeneity within the student market.<sup>12</sup>

This study shows that students evaluate coffee shops holistically, balancing experience, convenience, social meaning, and product quality. Comfort and Service emerge as the core drivers, reaffirming the role of coffee shops as contemporary third places.<sup>1</sup> The distinction between spending and frequency highlights the difference between engagement quality and simple behavioral loyalty.<sup>29</sup> These insights extend customer experience management theory<sup>10</sup> and align with the ongoing evolution of coffee shop culture in Southeast Asia.<sup>35</sup> As competition intensifies, operators who understand and manage these multidimensional preferences will be better positioned to achieve sustainable advantage.

## CONCLUSIONS

This study identified four reliable dimensions underlying coffee shop selection preferences among students in Bogor City: Comfort and Service, Physical Access and Visibility, Social Influence and Promotion, and Product Attributes, collectively explaining 63.6% of total variance. Comfort and Service emerged as the most salient factor, confirming that students evaluate coffee shops primarily as experiential “third places” where environmental quality and service encounters outweigh product-

focused considerations. While preference structures remained stable across visit frequency groups, significant differences emerged across expenditure levels, with higher-spending students demonstrating more critical evaluations of comfort, accessibility, and social influence, suggesting that spending patterns reflect sophistication in evaluative standards rather than simple behavioral loyalty. These findings contribute to consumer behavior theory by empirically demonstrating the multidimensional structure of service preferences and provide practical implications for coffee shop operators to prioritize experiential differentiation, strategic location accessibility, and integrated social media marketing. Future research should replicate these factor structures across different geographical and demographic contexts, employ structural equation modeling to test causal relationships among dimensions, and utilize mixed-methods approaches to unpack the cultural and symbolic meanings underlying student coffee shop consumption.

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