

ANALYZING CONSUMER PERCEPTIONS OF CONTEMPORARY STREET COFFEE IN MOJOKERTO CITY: A DESCRIPTIVE QUALITATIVE APPROACH

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Abstrak

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This study aims to analyze consumer perceptions of contemporary street coffee in Mojokerto City using a descriptive qualitative approach. The rapid growth of street coffee businesses reflects a shift in consumption patterns, particularly among younger generations and urban workers who prioritize practicality, affordability, and unique consumption experiences. This study involved 20 respondents selected through purposive sampling, with data collected through in-depth interviews and field observations. The results indicate that consumer perceptions of contemporary street coffee are influenced by several key indicators, including price, taste, accessibility, menu variety, and social experience. Most respondents perceive street coffee as a more economical and flexible alternative compared to modern coffee shops. Furthermore, the presence of street coffee businesses contributes positively to local economic growth, particularly in supporting the development of micro, small, and medium enterprises (MSMEs). The findings highlight that contemporary street coffee is not only a consumption product but also an integral part of urban lifestyle. This study contributes to the literature on consumer behavior and provides strategic insights for business actors in developing sustainable street coffee enterprises.

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INTRODUCTION

The phenomenon of contemporary street coffee in Indonesia has experienced rapid growth over the past decade, particularly in urban areas. This transformation is closely linked to the integration of digital technology, product innovation, and increasingly sophisticated experience-based marketing strategies. Contemporary coffee represents a shift from traditional consumption culture toward a modern lifestyle that emphasizes visual appeal, social interaction, and accessibility (Alfirahmi, 2019). Furthermore, the



increasing level of coffee consumption in Indonesia reflects a significant shift in societal consumption patterns, even surpassing global consumption growth rates (Paryanto, 2023). This phenomenon indicates that coffee is no longer merely a basic necessity, but has evolved into a symbol of social identity and an integral part of urban lifestyle.

From a market segmentation perspective, contemporary street coffee primarily targets younger generations, particularly millennials and Generation Z, who exhibit consumption behaviors driven by trends, experiences, and social interaction. Consumers in this segment tend to prioritize non-functional attributes such as packaging design, branding, and consumption experience over mere product quality (Dewi & Wachyudi, 2024). In addition, coffee consumption has increasingly become embedded in urban lifestyles, often associated with social activities such as hanging out, working, and community interaction (Elpia, 2023). This suggests that contemporary street coffee functions as a social medium that strengthens interpersonal relationships within urban spaces.

Empirically, field observations indicate a growing number of contemporary street coffee businesses across various cities, including Mojokerto. This growth is characterized by the proliferation of micro- to medium-scale coffee enterprises offering unique concepts and affordable pricing. Such expansion is driven by low entry barriers in the industry and increasing market demand for ready-to-drink coffee products (Ruslim, 2024). Moreover, the rising popularity of contemporary coffee has intensified competition among business actors, as evidenced by continuous product innovation and diverse marketing strategies (Dewi & Wachyudi, 2024). Therefore, this phenomenon reflects a rapidly evolving yet highly competitive industry landscape.

From an economic perspective, the development of contemporary street coffee has contributed significantly to local economic growth, particularly within the micro-enterprise and creative economy sectors. Coffee businesses represent accessible entrepreneurial opportunities due to relatively low capital requirements, thereby generating employment and increasing community income (Paryanto, 2023). On the other hand, coffee consumption also carries socio-economic implications related to urban lifestyles and spending patterns (Elpia, 2023). This demonstrates that contemporary street coffee not only impacts economic sectors but also shapes social structures and consumption culture.

Previous studies indicate that consumer perceptions of contemporary coffee are influenced by multidimensional factors. Dewi and Wachyudi (2024) conclude that key determinants of consumer purchase intention include menu variety, price, product quality, and visual appeal, with younger consumers showing greater interest in experiential aspects rather than purely functional attributes. Meanwhile, Wachdijono and Yahya (2020) found that consumer perceptions of coffee shops are generally positive, with an optimism level exceeding 68%, indicating strong consumer confidence in the sustainability of the modern coffee industry. Additionally, other studies highlight that emotional experiences and social meanings associated with coffee consumption play a crucial role in shaping consumer perceptions (Alfarizi, 2024). Thus, it can be concluded that consumer perception is influenced not only by product quality but also by experiential, social, and symbolic dimensions.

However, a research gap remains insufficiently addressed in the existing literature. Most studies tend to focus on large-scale modern coffee shops and employ quantitative approaches, thereby limiting the exploration of consumers' subjective experiences

(Wachdijono & Yahya, 2020). Furthermore, research specifically examining contemporary street coffee within the context of micro and informal businesses remains scarce (Alfirahmi, 2019). Therefore, a qualitative approach is necessary to explore consumer perceptions in a more comprehensive and contextual manner.

Based on this gap, the novelty of this study lies in its focus on contemporary street coffee as part of the modern informal economy, a topic that has not been extensively explored. This study employs a descriptive qualitative approach to gain deeper insights into consumer perceptions, thereby providing a more holistic understanding of the phenomenon (Alfarizi, 2024). Additionally, this research offers contextual contributions by focusing on Mojokerto City, which possesses unique local market characteristics that have received limited scholarly attention (Paryanto, 2023).

The urgency of this research lies in the importance of understanding consumer perceptions as a foundation for developing adaptive and sustainable business strategies in an increasingly competitive coffee industry. Such understanding is crucial for micro-enterprises to survive and grow within a dynamic market environment (Ruslim, 2024). Moreover, this study contributes academically by enriching the literature on consumer behavior, particularly within the context of contemporary street coffee, which continues to evolve in Indonesia.

LITERATURE REVIEW

Consumer Perception of Coffee

Consumer perception is a psychological process involving the selection, organization, and interpretation of information received by individuals to form an understanding of a product or service. In the context of coffee consumption, perception is not solely shaped by the objective quality of the product but also by subjective experiences involving emotional and social dimensions. Consumers tend to evaluate coffee products based on a combination of taste, price, service quality, and the overall consumption experience (Wachdijono & Yahya, 2020). Furthermore, consumer perception is influenced by symbolic factors such as brand image, trends, and lifestyle associations embedded in contemporary coffee products (Alfarizi, 2024). Therefore, consumer perception of coffee is inherently multidimensional and cannot be separated from its broader social context.

Moreover, in the modern era, consumer perception of coffee has shifted from viewing it merely as a beverage to recognizing it as part of personal identity and lifestyle. Consumers, particularly younger generations, are more attracted to experiential value rather than purely utilitarian aspects. This is reflected in the increasing preference for coffee products with appealing packaging, unique concepts, and opportunities for social engagement, such as socializing or working in coffee-serving environments (Dewi & Wachyudi, 2024). Additionally, coffee consumption behavior demonstrates a strong correlation with dynamic, trend-driven urban lifestyles (Elpia, 2023). Thus, understanding consumer perception is essential for analyzing purchasing behavior and market preferences in the contemporary coffee industry.

The Phenomenon of Street Coffee Business

The phenomenon of contemporary street coffee businesses represents a significant transformation within the coffee industry over recent years. Street coffee has emerged as an innovation in the culinary sector, combining simple operational concepts

with modern marketing strategies, including the use of social media and appealing branding. This development is driven by shifting consumer behavior that increasingly prioritizes convenience and experiential value (Alfirahmi, 2019). In addition, the growth of the coffee industry is influenced by the substantial increase in domestic demand, which has led to the emergence of diverse coffee business models, including street coffee enterprises (Paryanto, 2023). This indicates that contemporary street coffee is part of an industry that continuously adapts to evolving consumer preferences.

On the other hand, contemporary street coffee also reflects the expansion of the creative economy among micro and small business actors. This business model enables entrepreneurs to establish ventures with relatively low capital while remaining competitive through product innovation and creative marketing strategies. This phenomenon is characterized by the increasing number of coffee vendors offering unique concepts and affordable prices in various strategic locations (Ruslim, 2024). Furthermore, intensifying competition within the coffee industry compels business actors to continuously innovate in creating product differentiation and enhancing consumer experience (Nugroho, 2021). Therefore, the street coffee phenomenon not only represents a consumption trend but also illustrates the competitive dynamics within the coffee industry.

Opportunities in the Street Coffee Business

The contemporary street coffee business presents substantial opportunities, driven by the growing public interest in coffee consumption. This opportunity is supported by high market demand, particularly among younger generations who consider coffee an integral part of their daily lifestyle. Additionally, the relatively low barriers to entry allow many new entrepreneurs to participate in the coffee industry with modest capital investment (Hidayat, 2022). Meanwhile, the continuous increase in coffee consumption trends serves as an indicator that this business sector holds strong long-term prospects (Sihombing, 2023). Consequently, contemporary street coffee represents a promising sector within the creative economy.

However, these opportunities are accompanied by challenges that must be carefully addressed by business actors. The high level of competition requires entrepreneurs to implement effective strategies to attract and retain customers. Factors such as product quality, pricing, location, and marketing strategies play a critical role in determining business success (Setiawan, 2022). Moreover, understanding consumer preferences and perceptions is essential in establishing a competitive advantage (Lestari, 2021). Therefore, despite its significant potential, the success of street coffee businesses largely depends on the ability of entrepreneurs to adapt to market dynamics and evolving consumer needs.

RESEARCH METHODS

This study employs a descriptive qualitative approach aimed at gaining an in-depth understanding of consumer perceptions of the contemporary street coffee phenomenon in Mojokerto City. A qualitative approach is selected because it enables the exploration of subjective meanings, experiences, and individual interpretations of social phenomena that cannot be quantitatively measured (Alfarizi, 2024). Furthermore, qualitative research allows researchers to comprehend social contexts more holistically through direct interaction with respondents (Elpia, 2023). Therefore, this approach is considered

appropriate for examining consumer perceptions, which are inherently complex and multidimensional.

Specifically, the descriptive method is used to provide a systematic depiction of the phenomenon under investigation without manipulating variables. This method allows researchers to present the reality observed in the field as it naturally occurs, based on the perspectives of the respondents (Wachdijono & Yahya, 2020). Additionally, the descriptive approach is effective in identifying patterns, themes, and tendencies in consumer perceptions of contemporary coffee products (Dewi & Wachyudi, 2024). Thus, the combination of qualitative and descriptive approaches is deemed suitable for addressing the objectives of this study.

This research was conducted in Mojokerto City, considering that the area demonstrates significant growth in the contemporary street coffee business. The selection of the research location is based on the increasing number of street coffee entrepreneurs and the high level of coffee consumption among urban communities (Paryanto, 2023). Moreover, local context plays a crucial role in qualitative research, as it enables a contextual and specific understanding of the phenomenon. Therefore, Mojokerto City is considered a representative location for examining this phenomenon.

The subjects of this study consist of 20 consumers of contemporary street coffee, selected using a purposive sampling technique based on specific criteria relevant to the research objectives. This technique is employed because it ensures the selection of informants who possess direct experience and a clear understanding of the phenomenon being studied (Hidayat, 2022). In addition, purposive sampling enables researchers to obtain richer and more in-depth data (Sihombing, 2023). Hence, a total of 20 respondents is considered sufficient in qualitative research to achieve data saturation.

Data collection in this study was conducted through in-depth interviews using a semi-structured interview guide (Arianto, 2024). In-depth interviews were chosen because they allow for the detailed exploration of perceptions, experiences, and underlying reasons behind consumer behavior (Pratama, 2020). Moreover, this method provides flexibility for researchers to further probe respondents' answers in accordance with the context of the discussion. As a result, the data obtained are richer and more comprehensive.

In addition to interviews, direct observation was employed as a supporting technique to understand real field conditions and actual consumer behavior (Fauzi, 2019). Observation enables researchers to obtain contextual data that may not be fully captured through interviews alone (Ruslim, 2024). Furthermore, the use of documentation, such as photographs and field notes, helps strengthen the validity of the data collected (Setiawan, 2022). Therefore, the combination of these data collection techniques is expected to produce valid and in-depth findings.

Data analysis in this study utilizes thematic analysis, which involves several stages: data reduction, data presentation, and conclusion drawing. The data reduction stage involves filtering and categorizing data relevant to the research focus (. Subsequently, the data are presented in narrative form and thematic categories to facilitate interpretation. Thus, thematic analysis enables researchers to identify patterns and meanings embedded in the data.

Furthermore, the analysis process involves coding techniques, where data are systematically labeled to classify emerging themes from the interview results. This technique assists researchers in organizing data systematically and identifying

relationships among concepts (Sihombing, 2023). In addition, qualitative analysis emphasizes an in-depth interpretation of the meanings conveyed by respondents. Therefore, thematic analysis is selected as it aligns with the research objective of comprehensively understanding consumer perceptions.

RESULTS AND DISCUSSION

Result

This study involved 20 respondents who are consumers of contemporary street coffee in Mojokerto City. The respondents were predominantly within the productive age group (17–30 years), consisting of students, university students, and young professionals. This demographic profile indicates that contemporary street coffee is primarily consumed by younger generations who exhibit dynamic lifestyles and a strong tendency to follow current trends.

These findings are consistent with previous studies indicating that contemporary coffee consumption is largely dominated by millennials and Generation Z, who perceive coffee as an integral part of their lifestyle (Elpia, 2023). Furthermore, consumption preferences driven by trends and experiential values are key characteristics of this group (Dewi & Wachyudi, 2024). Based on the interview results and the coding process, consumer perceptions of contemporary street coffee are classified into several key indicators as follows:.

Table 1. Indicator Consumer Perception

No.	Indicator
1	Product Quality (Taste and Menu Variety)
2	Price and Affordability
3	It is more practical. I do not have to sit for a long time like in a café. I can buy quickly and continue my activities.
4	The Excelsa coffee is unique. Not all starling vendors use this type of coffee bean.
5	

The results of customer interviews indicate that taste, price, practicality, and social closeness are the main factors influencing repeat purchases.

Discussion

a. Product Quality (Taste and Menu Variety)

he majority of respondents stated that taste is the primary factor influencing their decision to purchase street coffee. However, menu variety also serves as an additional attraction that encourages consumers to try different options without feeling bored.

Table 2. Interview Results on Product Quality Indicators

No.	Occupation	Age	Interview Results
3	University Student	21 years	“I usually buy based on taste, but I also like trying different menus so I don’t get bored.”
11	Employee	25 years	“Sometimes it’s not just about the taste, but unique menus make me curious to try more.”

These findings indicate that consumers not only consider taste quality but are also

influenced by product innovation. This is consistent with research stating that menu variety is one of the main attractions in contemporary coffee consumption. In addition, perceptions of quality are also influenced by consumer exposure to current coffee trends (Wachdijono & Yahya, 2020) (Wachdijono & Yahya, 2020).

b. Price and Affordability

Price is a crucial factor influencing purchasing decisions, particularly for students and university students. Street coffee is perceived to have a competitive advantage in terms of more affordable pricing compared to modern coffee shops.

Table 3. Interview Results on Price and Affordability Indicators

No.	Occupation	Age	Interview Results
7	Student	18 years	“I buy street coffee more often because the price is cheaper, so I can buy it frequently.”
14	University Student	22 years	“If I compare it, street coffee is more affordable than in cafés, but the taste is not much different.”

These findings indicate that the perception of value for money is a key consideration in street coffee consumption. This aligns with studies showing that affordable pricing is a major attraction in the contemporary coffee business (Hidayat, 2022). In addition, consumers tend to seek a balance between price and quality when making purchasing decisions (Lestari, 2021).

c. Packaging dan Branding

Packaging and branding are significant factors in shaping consumer perceptions, particularly in terms of visual appeal and product attractiveness. Many respondents stated that unique, aesthetic, and visually appealing packaging can increase their interest in purchasing.

Table 4. Interview Results on Packaging and Branding Indicators

No.	Occupation	Age	Interview Results
2	University Student	20 years	“Sometimes I buy because the packaging is cute and aesthetic, which is also good for photos.”
9	Employee	26 years	“Brands with unique names are easier to remember, so I tend to buy them again.”

These findings indicate that contemporary street coffee businesses do not only sell products but also offer visual experiences. This is consistent with studies stating that branding and product image significantly influence consumer perceptions (Alfarizi, 2024). In addition, visually based marketing strategies are key factors for success in the contemporary coffee industry (Alfirahmi, 2019).

d. Location and Accessibility

Strategic and easily accessible locations are important factors in attracting consumers. Street coffee vendors are generally located along roadsides or near community activity centers.



Table 5. Interview Results on Location and Accessibility Indicators

No.	Occupation	Age	Interview Results
5	University Student	23 years	“Street coffee is easy to find, it’s everywhere.”
18	Employee	27 years	“If I see a coffee stand while passing by, I usually stop and buy it.”

These findings indicate that ease of access provides added value for contemporary street coffee. This aligns with research stating that strategic location influences consumer purchasing decisions (Setiawan, 2022). In addition, accessibility is a key factor in modern consumer behavior (Sihombing, 2023).

e. Social Value and Lifestyle

Contemporary street coffee also possesses strong social value, where coffee consumption serves as part of lifestyle, social identity, and social interaction. Many respondents associate coffee consumption with activities such as socializing or relaxing.

Table 6. Interview Results on Social Value and Lifestyle Indicators

No.	Occupation	Age	Interview Results
1	University Student	21 years	“Drinking coffee nowadays is not just about consumption, but also about gathering with friends.”
12	Employee	28 years	“Sometimes I buy coffee to look more ‘trendy,’ especially when hanging out.”

These findings indicate that coffee holds symbolic meaning in the social lives of consumers. This is consistent with studies suggesting that coffee consumption is closely associated with lifestyle and social identity (Elpia, 2023). Furthermore, emotional experiences in consumption also influence consumer perceptions (Alfarizi, 2024).

f. Synthesis of Discussion

Based on the results of the analysis, it can be concluded that consumer perceptions of contemporary street coffee are inherently multidimensional, encompassing functional aspects (taste and price), emotional aspects (consumption experience), and social aspects (lifestyle). Consumers do not merely purchase products; rather, they also seek experiences and symbolic values embedded within those products.

These findings reinforce the theoretical perspective that modern consumer behavior is influenced by a combination of rational and emotional factors (Wachdijono & Yahya, 2020). Furthermore, the phenomenon of contemporary street coffee reflects the development of a creative economy driven by innovation and consumer experience. Therefore, street coffee entrepreneurs need to recognize that business success is determined not only by product quality but also by the ability to create engaging consumption experiences that align with consumers’ lifestyles.

CONCLUSION

Based on the findings of this study, it can be concluded that consumer perceptions of contemporary street coffee in Mojokerto City are multidimensional, encompassing product quality, price, packaging and branding, location, and the social value associated

with coffee consumption. Consumers evaluate coffee not only in terms of taste but also consider consumption experiences, accessibility, and the image constructed by the product. This indicates that contemporary street coffee has undergone a transformation from merely a beverage into an integral component of urban lifestyle (Elpia, 2023). In addition, consumer perceptions are influenced by emotional and symbolic factors related to trends and social identity (Alfarizi, 2024).

Furthermore, the results reveal that affordable pricing and strategic location constitute the primary competitive advantages of street coffee in attracting consumers, particularly among younger generations. On the other hand, product innovation and appealing branding strategies also play a crucial role in shaping positive consumer perceptions. These findings confirm that modern consumer behavior is influenced not only by rational considerations but also by experiential and perceived value dimensions during the consumption process (Wachdijono & Yahya, 2020). Moreover, the success of contemporary coffee businesses is largely determined by the ability of entrepreneurs to understand dynamic consumer preferences (Dewi & Wachyudi, 2024).

This study contributes to the advancement of consumer behavior literature, particularly in understanding consumer perceptions within the contemporary street coffee sector, which remains relatively underexplored in academic research. The findings emphasize that consumer perception is shaped by the interaction of functional, emotional, and social factors. Additionally, this study reinforces the concept that modern coffee consumption is part of an evolving urban lifestyle phenomenon (Elpia, 2023).

However, this study is limited by the relatively small number of respondents and its geographical focus on Mojokerto City. Therefore, future research is recommended to involve larger sample sizes and broader research locations to enhance generalizability. In addition, future studies may adopt a mixed-methods approach, combining qualitative and quantitative techniques to obtain more comprehensive findings (Sihombing, 2023). Further research may also explore other aspects such as consumer loyalty or digital marketing strategies within the contemporary coffee business.

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