



Impression Of Youngsters In Curup Urban Communities Viewing Pondasi Coffee Shop As A Millennial Way Of Life

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Abstract

Rejang Lebong Regency, as one of the espresso makers in the Bengkulu Area, with the potential for very high espresso creation, encourages young business people to be imaginative by opening bistros also called cafés. One of the bistro areas that is very renowned and has a genuinely essential area is the establishment café. Pondasi Coffee Shop has its appeal, beginning from the inside of the room to the cost of espresso which is reasonable for youngsters. Establishment Café is overseen by a gathering of millennial youth who can foster their business by really buckling down together, espresso costs start from Rp. 10,000-Rp. ,33,000 with the expectation of complimentary stopping expenses. The establishment bistro gives espresso drinks as well as furnishes snacks with costs beginning from Rp. 10,000-Rp. 15,000 is truly reasonable for the present youngsters. In light of the foundation over, the issue plan in this examination is the impression of youngsters in the city of Curup seeing the Establishment Café as a millennial way of life. This exploration was led at the Pondasi Café in Spring April 2023 at the Pondasi Coffee Shop in Curup City, Rejang Lebong Regency. The information examination utilized in this exploration is the Likert scale examination. The inspecting technique utilized was unplanned examining or by chance during the examination time frame so 35 respondents were acquired with an age scope of 18-25 years. The consequences of this examination express that the principal view of guests is Value (X1) with a score of numerous guests picking the concur class with a normal of 3.03, trailed by the constant impression of Spot (X3) with a score of numerous guests picking concur classification with a normal of 3.01. Then followed by the third discernment in regards to the Item (X2) with a score of numerous guests deciding to concur with a normal of 3.00 and the last discernment specifically Advancement (X4) with a score of numerous guests deciding to concur with a normal of 2.91 from guest discernments Above, one might say that the four discernments with the most elevated scores are in the "Concur" classification which is regularly picked by guests to the Establishment Café. This can demonstrate that the variables that draw in youngsters to the groundwork of cafés as a millennial way of life are Cost (X1), Spot (X3), Items (X2) and Advancements (X4) which have their allure for guests beginning from reasonable costs, quality items, delectable preferences, vital areas that are agreeable for guests and with regards to imaginative advancements that increment the interest of guests.

Keywords: Youngsters, cafe, insight

A. Introduction

A successful marketing manager is turning the diagram with the top of the pyramid there is a customer, the next order is frontline people who fulfil, serve, and satisfy customers; underneath there are middle managers, whose job is to support front-line people so that they can serve good customers and at the base of pyramids is top management whose job is to employ and support good middle managers. Some companies are established with business models in which customers are placed above, and customer advocacy has become a strategic and competitive advantage. With the emergence of digital technologies such as the internet, consumers who are getting smarter today expect companies to do more than just connect with them, more than just

satisfy them, and even more than just pleasing them. Today consumers are more educated and more knowledgeable. They have the means to verify company claims and look for alternatives that are superior D Aprianto, et.al (2023).

(Aryani et al., 2022) Expressed that the Bistro at first gave a spot to rapidly drink espresso. In any case, because of advancements and the expanding and perpetual interest from clients, cafés have formed into what they are today. Initially, drinking espresso was a propensity for Indonesian individuals since old times. Since Indonesia itself is the country that creates the best espresso beans on the planet. Cafés themselves have turned into a promising business region, the development of bistros in Indonesia has expanded in different enormous urban communities and, surprisingly, humble communities have expanded coffeehouses, even though they have various principles and markets. The historical backdrop of this advanced bistro comes from America, where the help and show are quick. Food that is generally divided on one plate or what is likewise normally called "prepared on the plate" and the assistance term is called American Help. This café is sorted as a casual eatery and is once in a while open 24 hours.

The third wave is another time in the realm of espresso which alludes to how individuals drink espresso as a need as well as has become a piece of individuals' way of life. The high creation of espresso in Indonesia is a chance for business entertainers to handle it into espresso-based drinks since espresso is a characteristic wellspring of caffeine, a substance that can cause expanded readiness and lessen exhaustion ((Chairina Yahya, 2021)). Numerous things persuade somebody to drink espresso at a café. Inspiration is a cycle where necessities urge somebody to complete an action that prompts the accomplishment of specific objectives. People who prevail with regards to accomplishing their objectives imply their requirements can be met or fulfilled (Safitri et al., 2019) Insight can be supposed to be the centre of correspondence, since, in such a case that an individual's discernment is off base, then successful correspondence can't be made between the communicator and the communicant. Each individual surely has various insights. This is affected by a few variables, including; 1) Social and actual climate, 2) Previous encounters, and needs, 3) Actual design, and 4) Different life objectives in answering things (Pratiwi, 2022)

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B. Methodology

This research was conducted at the Pondasi Coffee Shop in March-April 2023 at the Pondasi Coffee Shop in Curup City, Rejang Lebong Regency. The choice of research location was carried out deliberately with various considerations made in choosing the location of the Pondasi coffee shop, which is one of the coffee shops that has a special attraction for young people. This research uses a quantitative method with a survey approach. The population in the research were consumers who bought coffee at the Pondasi Coffee Shop using a sampling technique, namely accidental sampling or by chance during the research period so 35 respondents were obtained with an age range of 18-25 years. In line with research (Nurchayati, 2018), this research uses data

collection techniques (questionnaires) which will later measure perceptions of consumer attitudes and behaviour and interviews as reinforcement of the results obtained from the questionnaire. The test instrument is in the form of a statement questionnaire.

Given examination (Uning et al., 2021), the scale involved by the creator for every variable in this study is the stretch scale, specifically an estimation level that shows a similar distance and an unmistakable contrast on the scale. The Likert scale is utilized to gauge the perspectives, sentiments and impression of an individual or gathering about friendly peculiarities. The response decisions that respondents will answer at the span level are organized utilizing a Likert scale demonstrating the degree of understanding or conflict through four levels.

C. Findings and Discussion

Young people coming to the coffee shop is one of the activities they want, which can be seen from the activities they do in the coffee shop. What is done starts with drinking coffee and chatting casually in a coffee shop, which has created a new lifestyle in the modern era? According to Kotler, lifestyle is a person's behaviour shown in activities, interests, and opinions, especially those related to self-image or reflecting their social status (Dewi Suryani & Novita Kristiyani, 2021). Based on the results of research on the perceptions of young people in Curup City regarding Pondasi Coffee Shop as a Millennial Lifestyle, it is known that:

Youngsters' Impression of Costs (X1) at Pondasi Café

Cost is one of the variables that can determine the quantity of guests. With reasonable costs, youngsters will typically be more intrigued and give data to their companions. The impression of youngsters concerning costs at the establishment bistro should be visible in Table 1 below:

Table 1. Youngsters' Impression of Costs (X1) at Pondasi Cafe

No	Perception	Score	F	P (%)	S
1	Strongly Disagree	1	0	0	0
2	Don't agree	2	3	8,57	6
3	Agree	3	27	77,14	81
4	Strongly agree	4	5	14,29	20
Amount			35	100,00	107
Average score			X = 102 / 35		3,06

Source: Primary data processed in 2023

The aftereffects of the exploration show that the cost is adequate to help pique the interest of youngsters in Curup City to visit the Pondasi Coffee Shop. This is shown by the level of concurring with youngsters' view of cost, which has a worth of 77.43%, trailed by unequivocally concurring at 14.29%, 8.57% clash. This is by research results (Marwanto, B et al., 2022). Cost discernments significantly affect shopper fulfilment. The speculation, which expresses that there is a positive and critical impact between the cost insight variable and customer fulfilment, is demonstrated. On the off chance that cost insight is improved, customer fulfilment will likewise increase. These outcomes are upheld by an illustrative examination of factors, which shows that value discernment is in the great classification as well as customer fulfilment likewise in the great classification. This finding is as per the assessment, which expresses that cost is a viewpoint that is noticeable to purchasers, customers who don't figure out the specialized parts of buying administrations; frequently, cost is a variable that they comprehend; cost is a pointer for the degree of nature of a specific help.

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Youngsters' Impression of Items (X2) at Pondasi Café

The impression of youngsters concerning items assumes a vital role in the administration of a café, frequently known as a bistro, because the better the quality and items given in a coffeehouse, the more fulfilled and agreeable guests or youngsters will be to continuously visit the coffeehouse due to the quality. The item and the flavour of the item significantly impact the advancement of a business that is being made. Assuming the item and the flavour of the item are of similar quality, guests' views of the establishment café will likewise be great.

Table 2. Youngsters' View of Items (X2) at Pondasi Coffee Shop

No	Perception	Score	F	P (%)	S
1	Strongly Disagree	1	3	8,57	3
2	Don't agree	2	3	8,57	6
3	Agree	3	23	65,71	69
4	Strongly agree	4	6	17,14	24
Amount			35	100,00	102
Average score			X = 102 / 35		2,91

Source: Primary data processed in 2023

In Table 2, it very well may be seen that youngsters in the city of Curup concur with the view of the item with a level of 65.71%, and emphatically concur with 17.14%, while the rates of firmly endlessly differ each add up to 8.57%. One might say that numerous youngsters or guests decide to be in the concur class which has the most elevated score given the examination/expressive outcomes that have been made sense of. Supporting exploration that has been done (Pratiwi, 2022) Espresso handling is turning out to be increasingly more inventive step by step, causing the development of menu variety and particular flavours that a café has, this is one of the fundamental factors that can draw in buyer interest. The Mark Drink from this café makes youngsters feel supported or inquisitive, even dependent on visiting the bistro. As the name recommends, obviously the bistro serves exceptional espresso as indicated by its mix and creates a particular and credible taste.

Youngsters' Impression of Spots (X3) at the Pondasi Coffee Shop

The present youngsters are exceptionally dynamic in doing everything, particularly in the virtual entertainment segment, particularly as far as insides and spots that are extremely tasteful and wonderful to check out, making youngsters dazzled with this lovely bistro place. From the spot alone, it can make guests agreeable, so guests will get back to visit the Pondasi Café with the offices and space provided. One method for making guests agreeable in the café is that the administration should make guests agreeable regarding the place, both from the inside of the room, an essential spot for guests so it very well may be reached by all degrees of society, so the bistro is known and ready to contend with different brokers. Discernment youngsters should be visible in Table 3 below:

Table 3. Youngsters' Impression of Spots (X3) at the Pondasi Coffee Shop

No	Perception	Score	F	P (%)	S
1	Strongly Disagree	1	2	5,71	2
2	Don't agree	2	4	11,43	8
3	Agree	3	20	57,14	60
4	Strongly agree	4	9	25,71	36
Amount			35	100,00	106
Average score			X = 102 / 35		3,03

Source: Primary data processed in 2023

In research on youngsters' discernments viewing Pondasi Coffee Shop as a millennial way of life, it is realized that the area or spot of establishment cafés is in the focal point of a quiet and calm city, so the level of respondents who concur has the most noteworthy rate with 57.14%, unequivocally concur 25.71%, while the number of respondents who differ was 11.43% and emphatically contradicted a level of 5.71%. As per research results (Chairina Yahya, 2021), the consequences of exploration information estimations (essential information examination) got a genuine worth of 2,303 from the most noteworthy score of 3,000, or 68.23%, and in the wake of testing the speculation, it worked out that H0 was dismissed, implying that buyers' view of the presence of cafés in the third promotion time in Cirebon City is "hopeful." In the presence of bistros, as a type of espressosavorsr business, the third showcasing period will want to develop and create. This is because bistros at this time are expected to proceed to improve and add to existing offices, including the inside plan, be it compositions, quotes, or different plans that will draw in customers to remain longer and all the more easily, regardless of whether they are extremely special and appealing. Will make customers take selfies in the bistro (instagrammable).

Youngsters' Impression of Advancements (X4) at Pondasi Coffee Shop

Guests' impressions of the advancement of the Pondasi Coffee Shop are completed by the administration to increase guest fascination, for instance, by utilizing the web and involving online entertainment as a special spot so that individuals are familiar with the establishment café from different gatherings. Guests likewise consider that limited-time exercises are one method for expanding the appeal of the bistro. The groundwork of limited-time exercises is a decent delineation for drawing in the consideration of guests. Youngsters' view of advancements (X4) At the bistro, the establishment should be visible in Table 7 underneath:

Table 4. Young People's Perception of Promotions (X4) in *Coffee Shop* Foundation.

No	Perception	Score	F	P (%)	S
1	Strongly Disagree	1	4	11,43	4
2	Don't agree	2	2	5,71	4
3	Agree	3	22	62,86	66
4	Strongly agree	4	7	20,00	28
Amount			35	100,00	102
Average score			X = 102 / 35		2,91

Source: Primary data processed in 2023.

Given Table 4, shows the reactions of youngsters saying that they learned about the presence of the Pondasi Coffee Shop through virtual entertainment. With this, most of the youngsters said that the advancement of the Establishment Café was in the concur class with a level of 62.86%. Research results (Pratiwi, 2022) Given exploration concerning the new way of life drift and the multiplication of chic cafés in ages Z and Y, there are a few factors that can empower the fast development of bistros in Indonesia. 1) The rise of another propensity (culture) of hanging out while drinking espresso. 2) There is an expansion in the buying force of working-class shoppers, and the cost of espresso menus in current cafés is more reasonable. 3) The strength of the youthful populace, particularly Gen Y and Gen Z in Indonesia, which is making another way of life by consuming espresso. 4) The presence of online entertainment can make it more straightforward for café money managers to complete special and advertising exercises.

Summarization of the View of Youngsters in Curup City Seeing the Pondasi Coffee Shop as a Millennial Way of Life

Given the consequences of the explored information connected with a few pointers, it very well may be found in Table 8 below:

Table 5. Recapitulation of Youngsters' Discernments at Pondasi Coffee Shop Concerning Millennial Ways of Life. Guests' View of the Costs Presented at the Coffee Shop Foundation

No	The component is esteemed	Reply	Normal Score
1	Will espresso costs contend with different brokers?	Agree	2,97
2	The price offered is by the quality of the product, to gain customer trust. Will espresso costs contend with different brokers?	Agree	3,03
3	The cost of espresso offered is as per the general market cost.	Agree	3,06
4	Espresso costs can rival different merchants.	Agree	3,11
5	The selling cost should get the greatest benefit from the item factor.	Agree	2,97
Amount			15,14
Average score			3,03

Impression of Items Presented at Coffee Shop Foundation

No	The component is esteemed	Reply	Normal Score
1	There are different item varieties.	Agree	2,97
2	Current item varieties	Agree	3,00
3	The items offered are new and of superior quality.	Agree	3,06
4	The items offered are new and of top calibre.	Agree	2,97
Amount			12,00
Average score			3,00

Guests' View of the Pondasi Coffee Shop Spot/Area

No	The component is esteemed	Reply	Normal Score
1	The business environment is utilized with consent.	Agree	2,92
2	Business premises are effectively available to all gatherings.	Agree	3,11
3	The business premises are agreeable and clean, so guests feel comfortable.	Agree	3,00
4	The administration of the business premises is slick and alluring.	Agree	3,03
Amount			12,06

Average score			3,01
Impression of Advancements Proposed for Pondasi Coffee Shop			
No	The component is esteemed	Reply	Normal Score
1	Plan a bistro name or flyer as appealing as could be expected.	Agree	2,94
2	Advancement is completed by using online entertainment (FB, IG, WA, Twitter, etc.).	Agree	2,86
3	Advancement is finished by overhearing people's conversations.	Agree	2,94
4	Serving installments with Internet business	Agree	2,91
5	Serving the buying system through web-based entertainment	Agree	2,86
6	The help given is great and well-mannered.	Agree	3,00
7	Representatives work with full liability and entirety.	Agree	2,91
8	Workers offer support in a well-disposed and courteous way.	Agree	2,89
Amount			23,31
Average score			2,91

Source: Primary data processed in 2023

In light of Table 5, there are 4 classifications for guest discernments, where the main insight is Value (X1) with a score of numerous guests who pick the concur classification with a normal of 3.03, followed by the continuous impression of Spot (X3) with a score of numerous guests. who pick the concur class with a normal of 3.01. Then, at that point, we trailed by the third discernment in regards to the item (X2), with a score of numerous guests deciding to concur with a normal of 3.00, and the last insight, to be specific, Advancement (X4) with a score of numerous guests deciding to concur with a normal of 2.91 from guest discernments Above, one might say that the four discernments with the most elevated scores are in the "Concur" class which is frequently picked by guests to the Pondasi Coffee Shop. This can demonstrate that the variables that draw in youngsters to the groundwork of bistros as a millennial way of life are cost (X1), spot (X3), items (X2), and advancements (X4), which have their allure for guests, beginning with reasonable costs, quality items, scrumptious preferences, vital areas that are agreeable for guests, and concerning imaginative advancements that increment the interest of guests.

D. Conclusion

In light of the outcomes and conversation, it very well may be presumed that the impression of youngsters in regards to the exercises of the Pondasi Coffee Shop in regards to the millennial way of life in the city of Curup is that the majority of the all-out pick the "Concur" classification with the absolute worth of most guests picking the cost discernment (X1) at the PONDasi Coffee Shop, which has a normal of 3.03. followed constant insight in regards to the spot (X3) with a score of numerous guests picking the concur classification with a normal of 3.01. Then followed the third insight in regards to the item (X2), with a score of numerous guests deciding to concur with a normal of 3.00, and the last discernment, in particular the advancement (X4), with a score of numerous guests deciding to concur with a normal of 2.91.

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