

IDENTIFICATION OF CONSUMER DECISION JOURNEY IN CHOOSING THIRD WAVE COFFEE SHOP IN BANDUNG BY YOUTH MARKET SEGMENT

Fajar Eka Putranto and Herry Hudrasyah
School of Business and Management
Institut Teknologi Bandung, Indonesia
fajar.eka@sbm.itb.ac.id

Abstract.

Background: The growth of third wave coffee shop in Bandung increasing the competition among competitor. By understand what consumers prioritize in choosing third wave coffee shop can help the industry to be more sustainable.

Methods: Qualitative approach like interview with professional worker, focus group discussion with key informants, and direct observation. Also this research use quantitative approach via questionnaire to find the flow of decision journey. This method was given to the Bandung's third wave coffee consumer from 15-24 years old.

Results: The majority of consumers agree with the variables that are shown in pre-purchase and on purchase phase. Thus, there are exist gap which is knowledge gap.

Conclusion: The consumer decision journey helps to map how the consumer path in terms of choosing a third wave coffee shop. Then, after the industry find and understand the path, it can practically implement to their business.

Keywords: *consumer decision journey, service marketing, third wave coffee*

Introduction

Coffee is one of commodity that growth successfully in Indonesia. Even thought that the coffee crop itself wasn't a native crop from Indonesia, the role of Dutch occupation in 17th century gives big impact towards coffee plantation and development in Indonesia (Roosebooms, 2014). The coffee crop was successfully planted in Indonesia and The Dutch use coffee from Indonesia as their trading commodity that successful in Europe and make Indonesia coffee famous and well-known until now.

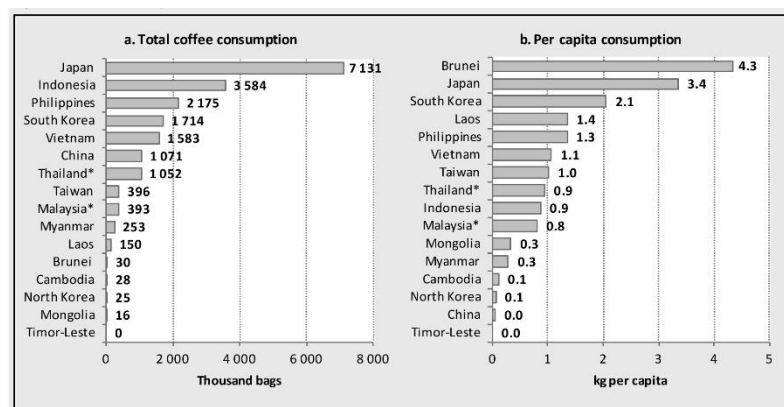


Figure 1 the coffee consumption in 2012 in East and Southeast Asia by International Coffee Organization

Based on the data that published about coffee consumption in East and Southeast Asia in 2012 by International Coffee Organization, the total coffee consumption of Indonesia is high, around 3.6 million bags in 2012. Even though that per capita consumption is below 1kg but with population around 250 million the market still can emerge and the total consumption can increase significantly.

The developments of coffee industry also increase from time to time. Nowadays, coffee is one of activities that shift into lifestyle especially in urban area. The number of coffee shops also increase from time to time that bring terms of "specialty" that serves high quality blends and variety of method in serving a cup of coffee. This term also known as "Third Wave of Coffee" that was first mentioned by Skeie in 2003 where the coffee not only knows as "bitter drink" but the way of enjoying coffee are more like wine-tasting where we can experience many kind of taste in coffee.

In fact, the researcher found that the youth market segment, which ages from 15 to 24 years old (UNESCO), are the most types of consumer that easily found in the third wave coffee shops. Although, not all of them actually practically get into "third wave coffee" drinking. Therefore, this group of age visits coffee shop to socialize and do productive stuffs like working using laptops or reading books (Pozos-Brewer, 2015). Also, the youth market segment not only role as consumer but also pursue the entrepreneurship role by working as barista, coffee roaster, or coffee shop owner.

The growths of third wave coffee shops in Bandung become one of trends in their urban businesses. Until the end of 2016, there are more than 20 coffee shops that emerge in Bandung that brings the value and concept of third wave coffee culture that offer experience in drinking coffee that can come from the origin of the coffee, the variation of method and process (Edwards, 2014) like Common Grounds, Yellow Truck Coffee, Contrast, Sejiwa, Armor Kopi, Noah's Barn, Kopi Florist and many other brand of third wave coffee shop.

The third wave coffee shops actually flourish as place that not only the consumer can come to have a cup of coffee where but also can accommodate activities that will grow as sociable place (Pozos-Brewer, 2015). It means that the needs of the consumers try to fulfill when they visit a third wave coffee shop and the challenge comes to the entrepreneur that works or own third wave coffee shop to maintain and also improving from the aspect that related to the producing and quality of coffee drinks to the aspect that makes people find important for them to be sociable in third wave coffee shop.

Other than that, the growth of third wave coffee shop in Bandung can trigger competition among them. With many choices, people are more lo likely to be selective when choosing a third wave coffee shops. Then, the management needs to know the things that consumer find important when they choosing third wave coffee house. This can be find by using consumer decision process to find those variables in the process of decide the third wave coffee shop from beginning to the end. By knowing the right variable that consumers find important, it will help the management of the third wave coffee shop determine what values that they will more focus to attract and engage the consumers to visit they place.

With the increase of the trend of third wave coffee, the producer need to understand the industry or it will result to doom to industry because consumers feel inconsistent experience, especially regarding the coffee drink (Karina, 2016).

In this research, the objective is to figure out the consumer decision journey that happens in Bandung's market regarding in choosing a third wave coffee shop in consumer that age from 15 to 24 years old. Then, there are questions that researcher tried to answer:

- How is the decision journey that consumer made for choose the third wave coffee shop?
- What variables that consumers find important in the process of decision journey?

Also, this research limit to The requirements for filling the questionnaire is that the respondents were visited Indonesian-based coffee shops that located in Bandung at least two different brands from early 2016. So, if the respondents visit Starbucks, J.Co, Caribou Coffee, *Ngopi Doeloe*, Caffee Bene and shops whom sells coffee drinks from sachet like Nescafe, *Kapal Api*, and other coffee that packed in sachet doesn't met the requirement. The age of respondents are varying from 15 years old to 24 years old. Thus, the respondents fill the questionnaire by online.

Back in 2009, McKinsey developed a new theory that sum up the process of decision making that happen when a consumer choose a suitable products or services, called Consumers' Decision Journey. This method was developed by examining purchase decision of almost 20000 consumers. This theory compresses and described about decisional making of consumer into four steps: initial consideration, active evaluation, moment of purchase, and post-purchase experience.

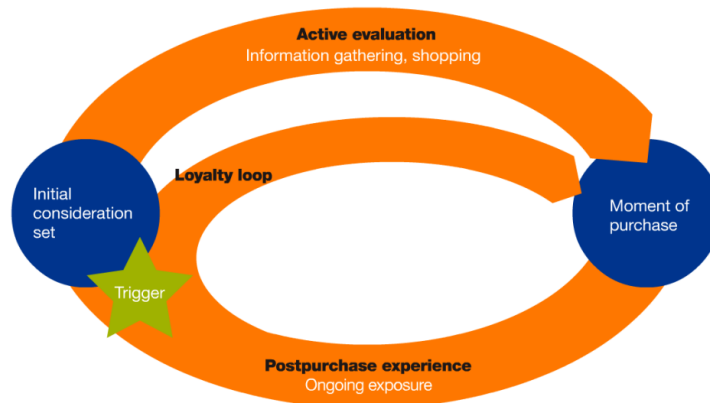


Figure 2 Consumer Decision Journey model by McKinsey

Marketing mix is one of business tool that be using to determine what kind of factors that associate in the marketing process. Originally, a marketer named E. Jerome McCarthy proposes the marketing mix in 1960 that consist of 4Ps: Product, Place, Price, and Promotion. But, when implement marketing mix in services; there is additional Ps that makes the marketing into 7Ps by Bernard H. Booms and Mary J. Bitner in 1981. The additional Ps exist because that the 4Ps generally only talks about sales and promotion but in service the marketing process can be happen by interaction between consumer and producer directly in one time. The marketing promotion can be happen in there that was conducted by service delivery people. This also triggers consumer perception towards the service delivery condition that can affect their perception. The additional Ps is: People, Process, and Physical Evidence.

Cultural	Social	Personal	Psychological
<ul style="list-style-type: none"> • Culture • Subculture • Social class 	<ul style="list-style-type: none"> • Reference groups • Family • Roles and Status 	<ul style="list-style-type: none"> • Age and Lifecycle stage • Occupation • Economic situation • Lifestyle • Personality 	<ul style="list-style-type: none"> • Motivation • Perception • Learning • Beliefs and Attitudes

Figure 3 Factor influencing buyer's behavior in the Buyer Black Box

The factor that influencing behavior are cannot be control by the company (Claessens, 2015). But, by understanding the factors can help company to decide what kinds of approach that suitable with the market. The consumers of third wave coffee in this research are focused from 15 to 24 years old. Then, the group age tends to come to coffee shop as part of the lifestyle that blooms in Indonesia's market. Aside from seeking good qualities of coffee, this group of age tends to seek productivity and socializing as their motivation to come to visits third wave coffee shop. It can be happen because this group age are majority comes from students in senior high school and collegger.

In the service market practice, it often to finds that the consumer have different point of view with the producer regarding the service that they encounter, in this case between the consumer and the company of third wave coffee shop. Parasuraman, Zeithalm and Berry in 1985 developed what is known as service gap that show the difference perception that generally happens in the service industry (Coster, 2009)

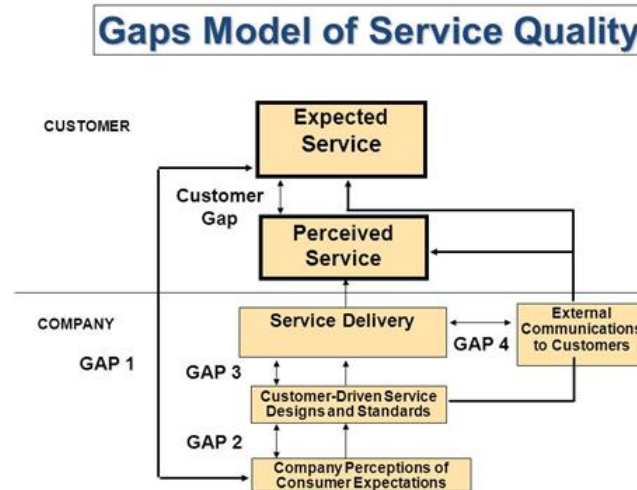


Figure 4 Gap Model of Service Quality (Parasuraman, Zeithalm and Berry, 1985)

Nick Cho (2005) from Murky Coffee was details the difference of first, second, and third wave of coffee. The first wave of coffee is about mass consumption of coffee itself with their primary product is coffee that you can buy in every supermarket or grocery store easily. The second wave refers to enjoyment and defining specialty that bloom in 60's when the big name of coffee shop nowadays bloom such as Starbucks or other franchise coffee shop. The third wave of coffee described by Cho as that the coffee will tell you their stories. In more details, a cup of coffee can have a different taste because of beans that they used and also the method to brew the coffee.



Figure 5 Example of third wave coffee beans package

Third wave coffee house born in the reign of the Starbucks as the big-shot from the second wave culture (Skeie: 2003). The third wave was born to answer the anxiety of automated process in coffee making. Thus, the third wave also tends to focus in increasing the quality by using the method that happens in wine industry (Cho, 2005). A batch of coffee that was sold in the third wave coffee shop can be identify from the origin of the farm, the method in washing and roasting, and also the taste notes of the coffee that being the characteristic of the coffee crop that can be affect in the process of making the beverages (Cho, 2005). The producing the coffee beans also comes from micro-roaster that not focus to mass product their batch of coffee beans but to maintain the quality of the coffee beans that they will sell to the consumer by use not dark roast but more light to medium roast to not burn the character of the coffee beans. In the packaging, they also put the information about date of

roasting, the farm, and the variety of coffee beans in the bag, the roasting degree, and also the taste notes of the coffee that will help the barista and consumer to produce the beans to be beverages.



Figure 6 Espresso machine and coffee grinder

In third wave coffee, the shops tend to have various ways to brewing the coffee. It is also as identity of the third wave coffee shop as they are trying to be focused on automated method that was used in the espresso machine (Skeie, 2003). The coffee can be served using manual method by using V60 and others method aside from espresso machine. Then, the availability of this equipment *in situ* also make the consumer easily identified the place as third wave coffee shop (Manzo, 2014).



Figure 7 Barista doing manual brew

Barista have important role in the third wave coffee shop. Because of that the less automation in this waves, the barista not only operates the machine but also student of the bean (Cho, 2005). The barista need to explore and learn how to extract the coffee that they sell to consumer. The barista is required to understand and skillful about the coffee and brewing method to produce good coffee. Thus, one point that works in third wave coffee culture is the sharing. Sharing in here means that there are exchange information between consumer and producer, or in the coffee shop area is the barista that in charge as representation of producer or in short, as coffee ambassador (Cho, 2005). The information that can flow in the coffee shop such as the education to the consumer regarding coffee's quality and taste notes that the beans have from one to another. The barista also can trigger curiosity to the consumer so the two-way communication can happen between them.

Methods

The qualitative method is a method to find insight and understanding (Maholtra & Birks, 2007) by doing interviews, focus group discussion, and direct observation. The researcher was interviewed several key informants. There are total four informants that help in the researcher. The first one is Bryan, a professional worker in food and beverage that currently works in Common Grounds, Bandung. The background of Bryan is that he was worked overseas in food and beverages industry.

Thus, with the strong expertise in food and beverage industry and currently working in third wave coffee house makes him a suitable key informant for this research.

Then, in the focus group discussion researcher was discuss with three informants. They are Andini Iskayanti, Dinesshia P, and Nabella Meriem. The background of them that the researcher know them well since several year ago and they often visits third wave coffee shop that exist in Bandung. Furthermore, they are have interest in third wave coffee culture and they are well-known in the circle of baristas and coffee roasters in Bandung. Also, they have a well-knowledge about the third wave coffee culture. So, with the strong background, the researcher feels that they are suitable to participate in the focus group discussion.

The purpose of interviewing Bryan is to determine the importance points when visiting the third wave coffee shop. Then, the purpose of focus group discussion with Andini, Dnesshia, and Nabella are to determine the importance variable regarding the coffee as a drink from consumer perspective. To understand the condition of the market this research focus on, the researcher also did direct observation. The observation has been conducted by visiting several of third wave coffee shops that exist in Bandung. The findings of the direct observation is to understand the behavior of consumer that age from 15 to 24 years old in Bandung when they encounter the third wave coffee shops.

After doing the interview and focus group discussion, the researcher will do the quantitative method by using the questionnaire that was constructed from mixed of the result of interview and focus group discussion with the literature review. The quantitative method was conducted to strengthen the findings from qualitative method by using the quantity data and will calculate statically (Maholtra & Birks, 2007).

The population of that this research wants to target is people, men or women, with age between 15 years old until 24 years old as the scope of this research that lives or resident in Bandung with the frame of the sample is they had been come to two different brands of third wave coffee shops brand in Bandung in 2016. So, if the respondents come to Brand X Coffee Shop in A Street and Brand X Coffee Shop in B Street then it counts as one brand. Also, there are exceptions brand that are forbidden in this research. Those brand of coffee shops that forbidden in this research are Starbucks, J.Co, Caribou Coffee, *Ngopi Doeloe*, Caffee Bene and shops whom sells coffee drinks from sachet like Nescafe, *Kapal Api*, and other coffee that packed in sachet. In this research, the researcher used judgmental sampling that population elements are purposely selected based on the judgment of the researcher (Maholtra, 2007: 412). This sampling was chosen because of that the researcher wants the respondents is the one that was came to the two different coffee shops brand so the variables that will be asked can be well-interpreted by the respondents.

With the total population of Bandung from 15 to 24 years old based on report of The Central Bureau of Statistics and the City Health Office Bandung in 2014 are 502185 peoples. So, the calculation of sample size is:

$$n = \frac{502185}{1 + 502185[0.1^2]} = 99,98 \approx 100$$

So, the sample size of this research is 100 peoples. The level sampling error that was chosen happens because the constraint of research's time.

On this research, the researcher uses two types of questions that used in the questionnaire. Those are close-ended question (Yes or No type question) and Likert scale question with scale from 1 to 5 which score 1 value is strongly disagree and 5 for strongly agree. In this research, the collection of the data is using online-based questionnaire that the researcher spread using social media. Then, to obtain appropriate and valid data, the researcher does the analysis by using IBM SPSS Statistic 23. There are several kinds of analysis that the researcher use to analyze the data. Also for understanding the qualitative approach, the researcher used narrative analysis.

Then, these are the variable operationalization that researcher used in this research that was measured by the Likert scale in the questionnaire.

Table 1 Variable operationalization

No	Variable	Indicator	Reference	Statement
Pre-purchase period				
1	Value for Money	Price	Price is a part from service marketing mix (Booms & Bitner, 1981)	A price of a cup of coffee with the services and facilities which available are important to you in choosing a coffee shop.
2	Coffee as a drink	Beans Variation	From findings of Pozos-Brewer (2015)	The availability of a wide range of coffee beans from different regions (both inside and outside the country) is important to you in choosing a coffee shop.
		Brew Variation	From findings of Manzo (2014)	The availability of various ways of making coffee (either using an espresso machine and outside pour over) is important to you in choosing a coffee shop.
3	Promotion	Membership	As part from service marketing mix (Booms & Bitner, 1981)	The availability of membership program is important to you in choosing a coffee shop.
		Promotion	As part from service marketing mix (Booms & Bitner, 1981)	Their promotions programs (discounts, promo purchase) is important to you in choosing a coffee shop
4	Information	Easiness of Info	As part from service marketing mix (Booms & Bitner, 1981)	The Easiness in obtaining information about a coffee shop is important to you in choosing a coffee shop.
		Unique Publication	As part from service marketing mix (Booms & Bitner, 1981)	The concepts which are interesting and attractive in publication are important to you in choosing a coffee shop.
5	Accessibility	Parking	From the consumer behavior that researcher encounter	Easy parking access is important to you in choosing a coffee shop.
		Distance	From findings of Pozos-Brewer (2015)	The location of coffee shop which is easy to reach is important to you in choosing a coffee shop
6	Other Facilities	Other Menu than Coffee	From findings of Pozos-Brewer (2015)	The availability of menus other than the coffee is important to you in choosing a coffee shop.
		Wi-Fi Availability	From findings of Pozos-Brewer (2015)	The availability of wireless internet network (Wifi) is important to you in choosing a coffee shop.
		Longer Hour Time	From the consumer behavior that researcher encounter	The existence of the opening hours of 24 hours or until midnight (2-3 a.m.) is important to you in choosing a coffee shop.
		Smoke & Non Smoking	From the consumer behavior that researcher encounter	The availability smoking and non-smoking areas important to you in choosing a coffee shop.

On purchase period				
7	Coffee's quality	Single Origin	From article of Skeie (2003)	The use of single-origin coffee (derived from the same agricultural area) is important when you are in a coffee shop.
		Quality of coffee's taste	An article from regarding third wave coffee by Cho (2005)	The quality of the coffee flavor is important when you are in a coffee shop. (Quality in here means you can feel the promised flavors/taste notes of a coffee bean)
8	Barista and Employee	Informative Barista	An article from regarding third wave coffee by Cho (2005)	Barista and employee whom are informative (providing recommendations menu or educating consumers) is important when you are in a coffee shop.
		Friendly Barista	From findings of Pozos-Brewer (2015)	Friendly barista and employees are important when you are in a coffee shop.
		Cleanliness Barista	From findings of Pozos-Brewer (2015)	The appearance of barista and employees is important when you are in a coffee shop.
9	Atmosphere	Coffee Aroma	From findings of Pozos-Brewer (2015)	Coffee aroma that filled the room is important to you when you're in a coffee shop.
		Music in the Room	From findings of Pozos-Brewer (2015)	The music that played is important for when you are in a coffee shop.
10	Cleanliness	Coffee Bar Cleanliness	From findings of Manzo (2014) and Pozos-Brewer (2015)	Cleanliness of the coffee bar is important when you are in a coffee shop.
		Tableware Cleanliness	From findings of Pozos-Brewer (2015)	Cleanliness of cutlery (tableware) is important when you are in a coffee shop.

The reliability and validity analysis are conducted to make sure that the content of the questionnaire are accurate and can achieve the sustain value if it spread to the respondents. The researcher uses Cronbach's alpha to determine reliability value of the questionnaire with the acceptance value is 0.6 or above (Maholtra, 2007: 358). This method was conducted to achieve internal consistency before the test is executed to ensure validity (Tavakol, 2011). Then, to test the validity test will conducted using bivariate correlation to make sure the validity of the questionnaire.

The questionnaire that researcher made contains lots of likert scale question. So, in order to generalize the opinions from a variable, the researcher uses descriptive analysis. This scale range is achieved by dividing the sum of maximum scale point minus minimum scale point with the total scale.

$$\begin{aligned} \text{Scale range} &= \frac{(\text{Maximum Scale Point} - \text{Minimum Scale Point})}{\text{Total Scale}} \\ &= \frac{(5-1)}{5} \\ &= 0.8 \end{aligned}$$

The scale range will be presented based on this table:

Value	Description
1.0 - 1.8	Strongly Disagree
1.8 - 2.6	Disagree
2.6 - 3.4	Indifference

3.4 - 4.2	Agree
4.2 - 5.0	Strongly Agree

Table 2 Scale range

Results

The result of the group discussion shows some tendency that such as the importance variable regarding the coffee as a drink such as the variation of beans and brewing method that available in the third wave coffee shop. Thus the coffee quality, especially the after taste, is important. Then, to achieve that the consumer finds important that coffee shop use single origin coffee in their place.

The interview result show that the barista is important because they also works as representative of the place which they need to be understand the coffee and can influence the people to experiencing the coffee in third wave coffee shop. Regarding the atmosphere that exists in coffee shop, the aroma of the coffee that surround the place is important as variable that makes people cozy in the coffee shop. The song that played in the coffee shop also plays some roles in making the atmosphere. But, the cleanliness of the place is important because it works as the variable that gives big impact to the quality of the product that will be serving to the consumer from their point of views.

Then, the observation shows the result that Bandung's youth markets are likely to find coffee shop that provide parking place because they are likely to visit it with their personal vehicle. They also like to visit the place at night or prefer to have 24 hours coffee shop so they can be productive in there to do some assignment from the school or college. They also tend to find place that have smoking/non-smoking room because some of them likely to smoke while drink a cup of coffee. After that, the researcher spread online questionnaire. There are 130 respondents that were participated in this research. Thus, the minimum respondents are 100 people that was calculated by Slovin formula.

Frequency analysis

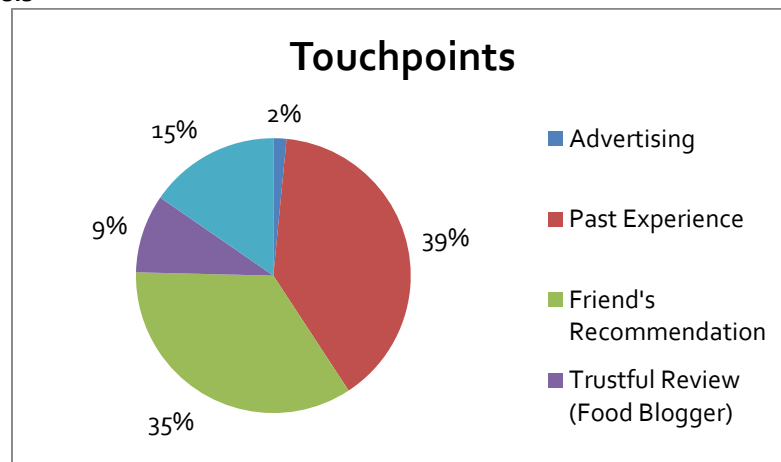


Figure 8 Respondent's Trustful Touchpoints

Figure 8 shows that the past experience of the respondent is the aspect that they believe in measuring their expectation towards a third wave coffee shop. The friend's recommendation is ranked in the second place with the percentage that isn't far with the first rank which is 51 peoples (39%) against 45 peoples (35%). It seems that word of mouth have important role in consumer to visit a coffee shop. 20 peoples (15%) use social media in measuring their expectation and then 12 peoples determine it from trustful review like food blogger and 2 peoples can perceive it from the advertisement.

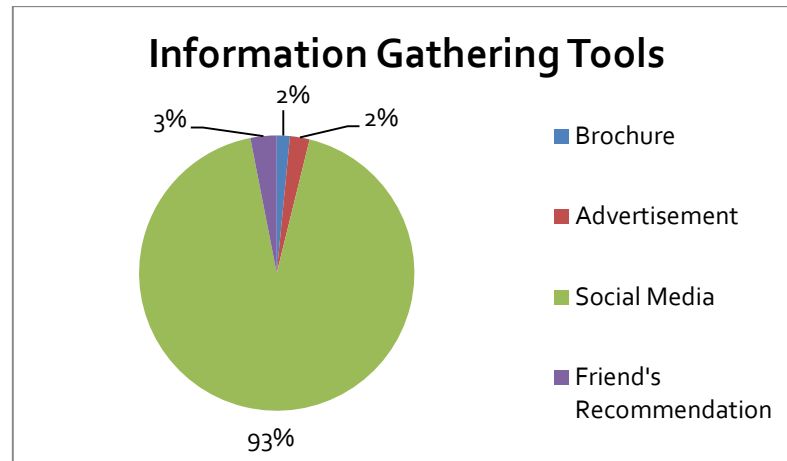


Figure 9 Respondent's Information Gathering Tools

Figure 4.2 describe that most of the respondents are believe that information can be found in social media. 93 percent or 121 respondent feel by checking the shop's social media help them to decide whether the coffee shop is suitable for them. Although, 4 peoples still believe that they can gather information from their friends. The rest of the people still believe in advertisement like radio (about 3 peoples) and brochure (about 2 peoples) to obtain information.

Descriptive Analysis

Table 3 Descriptive Analysis of Pre-Purchase

Variable	Means	Std. Deviation	Value
Value for Money	4.16	1.04	Agree
Coffee as a Drink	3.47	1.09	Agree
Promotion	3.37	1.26	Indifference
Information	3.90	.97	Agree
Accessibility	3.86	1.03	Agree
Other Facilities	3.95	1.20	Agree

From table 3, it shows that from the variable in pre-purchase that respondents feel agree regarding to importance of it in the third wave coffee shops except to the promotion that consumers feel indifference with that variable. Also, the most important point from the pre-purchase is the importance of value for money that consumer will cost when they visit the shop

Table 4 Descriptive Analysis of Pre-Purchase

Variable	Means	Std. Deviation	Value
Coffee's Quality	3.83	1.10	Agree
Barista & Employee	4.08	1.01	Agree
Atmosphere	4.07	1.06	Agree
Cleanliness	4.53	.93	Strongly Agree

From table 4.2, it shows that from the variable in purchase that respondents feel agree regarding to importance of it in the third wave coffee shops. Furthermore, the consumers feel strongly agree regarding the cleanliness aspect. Also, Using the gap analysis and from the input that researcher got from data above, the gap that happens in the third wave shows in the knowledge gap. It is happen because the industries are likely to fail in interpreting the needs of consumer. The example of this gap is where the consumer has difficulties to find electric socket to charge they gadget. It show that the shop failed to understand consumer's need and lack of market research.

Discussion

After the findings and result that researcher has. Then, the researcher conclude the findings into a flow regarding the decision journey of Bandung's youth market segment in terms of choosing third wave coffee shop.

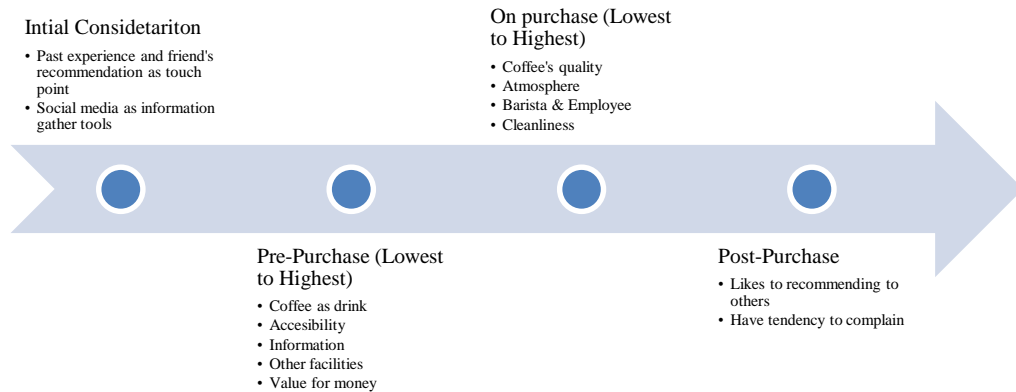


Figure 10 Descriptive Analysis of Pre-Purchase

In initial consideration stage, the consumer tends to believe in their past experience before they decide where they want to go to the coffee shop and also their friend's recommendation which means that the quality of the service in the third wave coffee shop will give big impact to the consumer's judgments. Thus, the consumers tend to use their social media as the tools to gather information regarding the third wave coffee shop.

On pre-purchase period, the consumer feels importance (in order from the lowest means to highest) regarding to:

1. Coffee as a drink, which means that the availability of various brew methods and beans is can be strong point that can trigger the consumer to visiting the coffee shop to experience variation of beans and brew methods.
2. Accessibility. The importance of the accessibility is that the consumer tends to visit the places that aren't far from the place they exist. Also, the consumer feels that the availability of the parking lot can help them to decide before them visiting the coffee shop.
3. Information. The easiness of information being one of the values that consumer feels important. So, the more the consumer can enrich them self with information regarding the place can help them which one of coffee shops that they will visit.
4. Other facilities. Even though that the third wave coffee shop promise a series of experiences regarding drinking a coffee. But, consumers still prefer to find coffee shops that accommodate other needs that will help them to be more productive. It can be generates that the way of thinking of consumer in Bandung still treating a third wave coffee shop as place to productive, not as a place to experience a cup of coffee.
5. Value for money. Finally, the consumer still put the value for money as the most important aspect before they will visiting the coffee shop, which means that the coffee shop need to be wise to project the prices so the money that consumer give to the shop can satisfy them.

Also, the consumers feel indifference with the promotion aspects in the pre-purchase period. It means that the third wave coffee shops can focus to improve on five aspects above, especially regarding to provision of other facilities and maintaining value for money.

Next, on purchase period, the consumer feels importance (in order from the lowest means to highest) regarding to:

1. Coffee's Quality. When visiting the coffee shop and order a cup of coffee, the consumer feels that the importance of using single origin when visiting third wave coffee house that can

assure of the coffee's quality especially the taste notes, It is because the stable taste notes can be achieved by using single origin beans.

2. Atmosphere. To ensure that they are in coffee shops, the consumers feel that the aroma of the coffee is stimulating and they find it important. Also, the music brings significant implication to the consumers' purchase period.
3. Barista and employee. The importance of people's aspect is high in the third wave coffee in Bandung. The consumers feel that by having barista that can provide their curiosities can help them to understand the condition of the market in third wave coffee.
4. Cleanliness. The level of cleanliness that consumers show means that aside from the other variables, the cleanliness of the coffee shop is what makes them really enjoy the place, especially the condition of the coffee bar as a place where the coffee was made and the tableware that is used to serve the coffee.

On the post-purchase, the consumers are likely to recommend their experiences and have a tendency to complain when a mistake happens. Then, perceiving the higher result of pre-purchase and on purchase's highest variable, the youth market segment in Bandung are likely to visit the third wave coffee shop as "third place" where they come to place not home nor office to do productivity or socialize with their friend or strangers (Pozos-Brewer, 2015) in third wave coffee shops such as barista or other coffee shop patron.

Conclusions

Seeing from the explanation in the conclusion, it shows that the industry can maximize the existence of the barista. Aside from as the person who makes the coffee, the barista also can be not only the educator between him and the consumer but also the bridge to introduce one consumer to another. So, the management can maximize the potential of the barista to make the third wave coffee shop to be more community. So, people aren't afraid to learn and share their knowledge about coffee because in third wave coffee culture appreciating is one of the values and also can be achieved in form of sharing between subjects in the industry. Thus, it can maximize the function of the coffee shop as "third place" and the consumers from 15 to 24 years old in Bandung are likely to visit for socializing. So, the barista can make this target market as they patron that will visit the place regularly. Also, the industry still needs to maximize how the value of money with the consumer's needs and to focus on improving the cleanliness.

Also, to improve and help the consumer decide whether to visit that coffee shop or not, the industry can maximize the use of social media to promote their place because the results that majority of the consumers use social media to obtain information that will help them decide to visit or not. Also, it is important to pay attention to every service that happens to consumers because the past experience also had been used as a touch point before they decide to visit. Furthermore, this point is also important to ensure a good experience will lead the consumer to recommend their colleagues. The knowledge gap that happens in this industry also needs to be repaired by doing a proper market research to understand the needs of the consumer. The findings and conclusion of this research can be included as part of reference to the market research.

The limitation of this research, especially the constraint of time, makes this research only focus on the youth market segment. The future research can also identify the consumer decision process in Bandung with different market segments such as the adult or elder market segment and can be compared to know the difference on every market segment.

References

- Bernard, H. Russel (2006). Research Methods in Anthropology: qualitative and quantitative approach, *Altamira Press*, USA.
- Bitner, M.J. & Booms B.H. (1981). Marketing Strategies and Organization Structure for Service Firms. In Donnelly JH, George WR. (Eds), *Marketing of Services, Conference Proceedings: American Marketing Association*, Chicago, IL, pp. 47- 52.
- Claessens, Maximilian (2015). The Buyer Black Box – Buyer’s Characteristics – Factors Influencing The Consumer Buying Behaviour. *Marketing-insider.eu*. Retrieved from <https://marketing-insider.eu/marketing-explained/part-ii-understanding-the-marketplace-and-consumers/buyer-black-box/>
- Coster, Nick (2009). The Customer Service Gap Model. *Brainmates.com.au*. Retrieved from <https://brainmates.com.au/brainrants/the-customer-service-gap-model/>
- Craft Beverage Jobs (2016). The History of First, Second, and Third Wave Coffee. *Craft Beverage Jobs*. Retrieved from <https://www.craftbeveragejobs.com/the-history-of-first-second-and-third-wave-coffee-22315/>
- Cho, Nicholas (2005). "The BGA and the Third Wave". *CoffeeGeek*. Retrieved from <http://coffeageek.com/opinions/bgafiles/04-02-2005/>
- Edwards, Chermelle (2014). The Hipster Coffee Revolution Is Going To Save Your Morning and the Planet. Are You Ready To Pay A Little More To Help? *The Guardian*. Retrieved from <https://www.theguardian.com/commentisfree/2014/aug/26/coffee-revolution-pay-more-manifesto>
- Ferreira, Jennifer. (2015). How the Third Wave of Coffee Shops Is Transforming High Streets. *The Conversation*. Retrieved from <http://theconversation.com/how-the-third-wave-of-coffee-shops-is-transforming-high-streets-45118>
- International Coffee Organization (2014). Coffee consumption in East and Southeast Asia: 1990-2012. *International Coffee Council News*. Web.
- Karina, Audrey (2016). The Rise and Rise of Third-Wave Coffee Joints. *Manual.co.id*. Retrieved from <http://manual.co.id/article/rise-rise-coffee-joints/>
- Maholtra, Naresh K. & Birks, David F. (2007). Marketing Research: An Applied Approach Third Edition. *Pearson Education Limited*.
- Manzo, John (2014). Machines, People, and Social Interaction in "Third-Wave" Coffeehouses. *Journal of Arts and Humanities* 3(8): 1-12.
- McKinsey (2009). The consumer decision journey. *McKinsey*. Retrieved from <http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>
- Pozos-Brewer, Rose (2015). Coffee Shops: Exploring Urban Sociability and Social Class in the Intersection of Public and Private Space. *Swarthmore College. Dept. of Sociology & Anthropology*.
- Rooseboom, Hans (2014). The History of Coffee in Indonesia. *Indonesiaexpat.biz*. Retrieved from <http://indonesiaexpat.biz/travel/history-culture/the-history-of-coffee-in-indonesia/>.
- Skeie, Trish R. (2003). Norway and Coffee. *The Flamekeeper, Newsletter of the Roaster Guild*. Retrieved from https://web.archive.org/web/20031011091223/http://roastersguild.org/052003_norway.shtml
- Tavakol, Mohsen. & Dennick, Reg. (2011). Making Sense of Cronbach’s Alpha. *International Journal of Medical Education*, 53-54.
- UNESCO. Youth – Definition. Retrieved from <http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/>