Motivation and Lifestyle of Millennial Tourists Visiting the Coffee Shop in Kintamani

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Abstract
Coffee shop was originally a place to drink coffee quickly. Along with the times and the increasing number of customer interests, the development of the coffee shop in Kintamani is still happening today. At this time drinking coffee has become part of the lifestyle or modern lifestyle of millennial tourists. Many millennial tourists come to visit coffee shops in Kintamani not just to taste the taste of the coffee itself but to spend their free time and relax in a comfortable place and can calm the mind. This study aims to find out more about the motivation of millennial tourists to choose coffee shops in Kintamani as a place to fill their vacation time, the trend of coffee being a lifestyle for millennial tourists in coffee shops in Kintamani. This research is a qualitative research, with research locations conducted in coffee shops in Kintamani. The data in this research were collected through observation, interviews, with the technique of determining the informants in this study using accidental sampling and the informants were taken from several coffee shops in Kintamani, and the data were analyzed using descriptive qualitative data analysis. The results of this study indicate that there are several things that motivate millennial tourists to come to coffee shops in Kintamani, namely close friends, area of origin, curiosity, getting out of routine, accessibility, internet network, affordable prices. From this, the existence of coffee shops is very popular because there is a comfortable place, a concept that makes millennial tourists interested in visiting coffee shops and drinking coffee has become a lifestyle for millennial tourists.

Keywords: Millennial tourists, motivation, lifestyle
INTRODUCTION

Tourism development is one part of economic development in order to increase economic growth in a country, so as to create jobs for the wider community which in turn can increase the income of the community as a whole which can ultimately increase the prosperity of the community. The goal to be achieved in carrying out tourism development is to increase tourist visits to the area to be developed in addition to increasing the length of stay (Spillane James, 1987).

Tourism drives the economy of many individuals. As an implication of the readiness of each supporting sector and main sectors such as in terms of facilities, infrastructure compared to other business sectors, (Erawan, 1994) concluded that tourism has become the main generator of the island of Bali in the last twenty years. Erawan said that tourism could become the leading sector in economic development. However, there is little doubt that tourism ventures have led to major increases in living standards and incomes through the entrepreneurial actions and work of people.

Tourism is a symptom of temporary and spontaneous human movement in order to fulfill certain needs and desires. These symptoms encourage and grow activities in the field of consumption and production of goods and services needed by tourists. The emergence of tourists’ desires is usually due to the influence of environmental conditions and characteristics where tourists are different.

Along with the highly developed tourism development, the culinary business (restaurant) continues to experience developments which make the competition even tighter so that it experiences competition in obtaining a large number of visitors, both in terms of place, product, service and level of promotion. However, recently the coffee shop business has developed, which is better known as the Coffee Shop, which is a culinary business whose main menu serves coffee-based drinks. Coffee shops usually process coffee beans directly until they are ready to be enjoyed and produce a taste image that is different from other coffee shops.

Kintamani is one of the sub-districts in Bangli Regency which is famous as a tourism area with panoramic views of Mount Batur and Lake Batur and has very cool air. Apart from being known for its beautiful panoramas, Kintamani is also known as the largest Arabica coffee bean producer in Bali. As a coffee producer, Kintamani is very strategic as a place to set up a Coffee Shop business. This is supported by the existence of Kintamani coffee which
has its own characteristics and uniqueness compared to other coffees and has a delicious taste image for existing coffee lovers.

Currently the coffee shop has been transformed not only as a place to enjoy coffee but also as part of a lifestyle, where the coffee shop has become a gathering place which is often referred to as just hanging out while enjoying a cup of coffee which is currently a hobby by teenagers (millennials). Even the coffee shop has become an identity of existence and a symbol of prestige for the business community (Kasali, 2008). This gathering activity is a means of discussing various things among the community, ranging from small things to big things and also wanting to just get together and fill their spare time by relaxing while enjoying coffee.

Often the development of tourism and the level of tourist visits to Kintamani has an influence on the development of coffee shops in Kintamani, which causes more and more coffee shops to stand, this causes business opportunities to occur even greater considering that Kintamani is a coffee producing area with superior coffee yields. with its own image of taste which is enjoyed by coffee lovers both at home and abroad, and has the natural beauty of the cool mountain air which is very suitable to be used as a place to relax and spend time off. So that the Kintamani area is very suitable for setting up a coffee shop business. There are several coffee shops that have been established in Kintamani since 2019, namely, Ritatkala Coffee, Koboi Coffee, El lago Coffee, Montana Del Coffee, Paperhills, Eco Bike Coffee, Tegu Coffee, Olympus Coffee, Akasa Coffee, Okuta Bali Coffee, NAD Coffee.

Lifestyle is one of the factors that influence a person's motivation to visit a place. Activities to gather and relax to simply enjoy food and drink have become part of the new lifestyle for millennials. A coffee shop, which is a coffee shop that provides drinks made from coffee, and along with the development of the era, coffee shops no longer only provide drinks made from coffee, but also coffee.

**METHOD**

This research is a qualitative research with the research location in the coffee shop in Kintamani. The research instrument used to collect data was in the form of an interview guide which contained interview guides and guidelines to obtain data from millennial tourists, the public, coffee shop owners and observation guides for making observations.

Data collection in this study used observation, interviews, literature studies, and documentation with the aim of obtaining accurate and reliable data. The informant determination technique in this study used accidental sampling and the informants were
taken at several coffee shops in Kintamani. Data analysis techniques in this study used descriptive qualitative data analysis techniques which aim to describe and explain the data obtained in the form of descriptions and presentation of data analysis in this study presented qualitatively which is interpreted referring to concepts and theories.

FINDING AND DISCUSSION

Development of Coffee Shop in Kintamani

Coffee shop initially provided a place to drink coffee quickly. However, due to developments and the amount of interest from customers which has been increasing and never ending, the coffee shop has developed into what it is today.

At first, drinking coffee was a habit of the Indonesian people since ancient times. Because Indonesia itself is a country that produces the best coffee beans in the world. Coffee shops themselves have become a promising business area, the growth of coffee shops in Indonesia itself has mushroomed in various big cities and even small towns that have mushroomed coffee outlets, although they still have different standards and markets. The history of this modern coffee shop originates from America, where the service and presentation characteristics are fast. Food that is usually portioned on one plate or what is also commonly called "ready ounces of the plate" and with the term of service is called American Service. This coffee shop is categorized as an informal restaurant and sometimes opens up to 24 hours.

Drinking coffee has been a habit for Indonesian people since ancient times. This is because Indonesia is one of the best coffee bean producers in the world. Some areas that are famous for their coffee bean production are Aceh, Lampung, Medan, Java, Ternate, Sulawesi and Flores. Even for ancient European society, the delicious brew of coffee they sipped was more familiarly called java. In Indonesia, the age of coffee connoisseurs is almost indistinguishable from teenagers to adults and even the elderly, so there are countless of them. For them, coffee is daily consumption and is part of their daily food and drink.

Kintamani which is one of the mountainous natural tourist areas in Bali, apart from being a tourist area, Kintamani is also a producer of Arabica coffee which has the taste of Kintamani Coffee. Arabica coffee beans tend to taste sweet, fruity, floral, chocolaty, and have low acidity. The development of the coffee shop in Kintamani began in mid-2017 when
the first coffee shop was opened in the Kintamani area which aims to target local and foreign tourists, from the start the soft opening of Eko Bike Coffee Kintamani has been invaded by both local and international visitors and dominated by millennial tourists, besides being a new place at Eko Bike Coffee Kintamani, tourists can enjoy the taste of chili coffee enjoying the cool natural scenery of the mountains. The development of coffee shops in Kintamani continues to experience development, not a few restaurant entrepreneurs have switched businesses to open coffee shops and some are still opening both with the aim of being able to continue to meet the needs of tourists visiting Kintamani. the coffee shop in Kintamani is always crowded with tourists every day, even on weekends, holidays, tourist visits are even more crowded than usual, and now there are several coffee shops, even those that are still under construction. who do development.

At this time coffee has become part of the modern lifestyle. Many people go to coffee shops not only because they want to taste the typical coffee from the coffee shop but to spend time and relax with their colleagues and family. Currently in the city of Jogja there are many coffee specialty cafes and also have innovations in making and serving coffee so that it attracts many consumers to enjoy coffee in existing coffee shops.

In order to keep this coffee shop business moving forward and continue to survive, it is necessary to improve the quality of food hygiene, service quality, and price promotion which will lead to consumer satisfaction. Food hygiene is a hygiene issue that concerns food which must be maintained so that the food is not contaminated with bacteria so that people who eat it will be protected from disease. Therefore, a business engaged in the food and beverage sector must have good quality food hygiene in order to provide satisfaction to consumers.

In 2022 and until now, coffee shop industry players in Kintamani are increasingly innovative both in managing sales strategies and the architecture of building forms that are arranged in such a way as to attract tourists. There will be some new trends emerging. One of them is by offering products at affordable prices. In middle-class coffee shops, they will start to improve quality with competitive prices.

**Millennial Tourist Motivation**

In this study, the tourists who became the research sample were millennial tourists who visited coffee shops. Motivation is the basic cause of the emergence of tourist activities
which are often referred to as motives, namely motives which are the goals of millennial tourists to visit the Kintamani coffee shop.

1. Close friends

The positive aspects of peer relations among millennial tourists are well documented. The involvement of millennial tourist groups was found to be positively related to many psychological indicators and social assessments. A number of studies indicate that social support is directly related to well-being and helps reduce the effects of unusual stress. Adolescence is a time when the potential for stress easily arises from relationships with peer groups. Adolescents are oriented toward their peers and rely on them for self-recognition.

The presence of the closest people we trust is one thing. One of the factors that motivates millennial tourists to visit coffee shops in Kintamani is close friends of tourists. Close friends referred to in this case are loved ones, friends, colleagues. Based on the results found in the field, some of the millennial tourists who visit the coffee shop in Kintamani are with their loved ones for a vacation, spending free time by visiting the coffee shop in Kintamani while enjoying views of the Kintamani mountains which can spoil the eyes of all tourists, such as as said by a millennial traveler named Nico, in this case he said:

"I chose to take a vacation here with my loved ones, my goal was to take a vacation to the coffee shop in Kintamani because it was for a vacation while enjoying coffee and views of the Kintamani mountains"

Apart from those who invite their loved ones, there are also millennial tourists who invite their close friends and friends to visit the coffee shop in Kintamani who usually come in groups on motorbikes and gather at the coffee shop to enjoy coffee and views of the mountains and rest before continuing, journey to another place. There are also millennial tourists who come with their co-workers besides having the purpose of having a vacation while discussing work in a place where they can calm their minds and get interesting ideas and new experiences by discussing work in a relaxed place.

Close friends are one of the motivations for going on vacation because friends can influence each other, besides being able to influence, friends can also be invited to chat and tell stories about experiences, work, developments that are happening at the moment and can motivate one another. Millennial travelers need close friends who can also be a place to share secrets, plans, and feelings that will help them overcome personal problems. Close
friends usually look alike, come from the same economic status, race or cultural background, live in close neighborhoods, attend the same schools, and share similar interests and values. From the explanation above, the role of close friends in millennial tourists is very necessary. Millennial tourists experience a process of social learning through their close friends, the formation of millennial tourists is more or less influenced by their close friends.

2. Based on Region of Origin

The area of origin is the place where the potential tourist lives, the origin of millennial tourists visiting the coffee shop in Kintamani is from various regions. The areas where millennial tourists visit the most are millennial tourists who come from within the country because when the coffee shop was developed in Kintamani, since the Covid-19 pandemic, the market nation for coffee shop managers is domestic tourists, especially millennial tourists whose areas of origin from Bali because at that time there were still restrictions on tourism visits from outside and there were many regulations that must be obeyed by potential tourists in order to be able to visit.

The coffee shops in Kintamani are growing and more and more millennial tourists are coming to visit the coffee shops in Kintamani, so that until now the origins of millennial tourists are from various regions in the country such as: Jakarta, Surabaya, Bandung and there are even millennial tourists who come from abroad whose goal is to take a vacation and enjoy the taste of coffee in Kintamani.

3. Curiosity

Curiosity is the desire to investigate and seek understanding of something that has never been experienced. Curiosity will always influence and motivate prospective millennial tourists who will visit the Kintamani coffee shop with the aim of finding and learning new things so that they will gain knowledge and experience. Curiosity is a quality associated with thinking that wants to know something which is often referred to as knowing every particular object, which means tourists who want to know in depth about something.

Curiosity or curiosity of millennial tourists who visit coffee shops in Kintamani is very high about the taste of coffee from coffee shops in Kintamani which have various flavors that are processed directly using a coffee maker. Of the millennial tourists who visit coffee shops in Kintamani, not all are coffee lovers, because of the high curiosity that exists
in millennial tourists, they want to try coffee and try to answer their curiosity. There are also millennial tourists who are coffee lovers who are curious about the taste of coffee from coffee shops in Kintamani. The two characteristics of millennial tourists are influenced by curiosity and wanting to have new experiences, namely drinking coffee while enjoying views of the Kintamani mountains. One millennial traveler named Adit said:

"I have often drank coffee in cafes in urban areas and I have even tried several flavors and I went to this coffee shop in Kintamani because I was curious about the experience of drinking coffee while enjoying the view of the Kintamani mountains. and after I tried it, it turned out that drinking coffee here can make us calm and it tastes really good, especially when accompanied by the people closest to us."

4. Get out of the routine

Routines are activities that are carried out on a daily basis which can be done repeatedly which can create a feeling of boredom that arises from within. Getting out of the routine is an important requirement for every potential tourist who will visit a tourist spot that can make the heart calm and relax for a moment from activities that are carried out for days. Getting out of the routine besides being relaxing can also help improve mental and physical health. Getting out of the routine by doing different activities or exploring activities in new places can help relieve stress, improve mood, can help to develop creativity and reduce boredom, interact with new places and people.

Kintamani is an area that has recently been developing with coffee shops that can attract the desire of potential tourists to visit. Since the development of the coffee shop in Kintamani, many millennial tourists have visited the coffee shop in Kintamani. Visiting a coffee shop is what millennial tourists do when they come to Kintamani. This activity is carried out by millennial tourists to get out of their daily routine. Visiting a coffee shop in Kintamani is an option to relax your mind and find new experiences for millennial tourists, besides getting new experiences, millennial tourists can also gather with friends to increase the creativity that is within them. Millennial tourist visits soar on these holidays showing that getting out of the routine is very important for millennial tourists who can add life experiences and increase happiness, going to a coffee shop can also provide new experiences by trying new coffee and accompanied by different snacks. Millennial tourists who go to the Kintamani coffee shop to get out of their routine can provide many benefits and different experiences. A millennial scholar named Ferdi said:
“Going here is my goal to enjoy my vacation because all this time I have always been busy with my activities on campus and at work which makes me feel a bit bored with it. This coffee shop in Kintamani is my choice to relax because it is here beside us. enjoy the coffee menu I can also enjoy the atmosphere of the Kintamani mountains which are very beautiful and cool”

5. Accessibility

Travel is largely determined by the distance to the tourist destination to be visited. Millennial tourists who visit coffee shops in Kintamani greatly determine the distance they travel from their place of origin to their destination related to accessibility. In choosing a tourist destination, the first thing to pay attention to is that the place is easy to reach using two-wheeled vehicles, four-wheeled vehicles, and public transportation. Easy access or roads will greatly influence tourists to come to the coffee shop in Kintamani for a vacation. Kintamani which is an area located in the middle of the island of Bali which is famous for its beautiful mountain views with very easy road access to Kintamani causes many tourists, many millennial tourists come to the coffee shop in Kintamani for a vacation, Kintamani which has the travel time approximately 1.5 hours from the city of Denpasar and road access which is very adequate and comfortable for millennial tourists to pass by using motorized vehicles, both two-wheeled and four-wheeled.

Road access is a motivation to visit for tourists who come to the coffee shop in Kintamani because road access is one of the conveniences when on the way to tourist attractions. Based on the results of an interview with one of the millennial tourists regarding road access named Agus stated that:

"The access road to Kintamani is very easy for me to take and it's not far from the city of Denpasar. Apart from that, access from Kintamani has many places that can be visited while I'm walking to where I'm from, and the road is also quite good for me to use two wheels."

6. Views of the Kintamani Mountains

The Kintamani tourism area is in the northeastern part of the island of Bali and is under the Mount Batur caldera. Kintamani which is one of the tourist attractions in Bangli which has very beautiful mountain views with the presence of Mount Batur, Lake Batur, Bukit Abang, and the expanse of the Batur caldera which are one unit that can spoil the eyes of millennial tourists who visit coffee shops in Kintamani with its very cool mountain air
which is located on a plateau which is a natural magnet that can attract millennial tourists who visit coffee shops in Kintamani. Many millennial tourists come to Kintamani in the morning with the aim of being able to see the view of the sunrise with clouds of mist that make Kitamani like a country above the clouds.

At present Kintamani is one of the areas that is on the rise among millennial tourists with the development of coffee shops that complement the views of the Kintamani mountains for millennial tourists who want to feast their eyes while enjoying Kintamani coffee. The development of a coffee shop in the expanse of the Kintamani mountain scenery can currently attract a lot of millennial tourists to come to Kintamani. Based on the results of an interview conducted with a millennial tourist who visited a coffee shop in Kintamani named Arya:

"Kintamani is one of the tourist areas where the scenery and air are very cool. My visit now is the umpteenth time, because the view at Kintamani makes me comfortable when I enjoy the coffee here."

7. Internet Network (Wifi)

Wifi is one of the motivations that encourage millennial tourists to drink coffee at the coffee shop in Kintamani because the need for internet is getting higher and higher. Everyone knows that the internet network is one of the essential needs at this time, especially the Covid-19 pandemic, which has not fully recovered or is normal, has changed the lifestyle of millennial tourists. Currently, millennial tourists are almost inseparable from the existence of an internet network with the aim of being able to access everything related to school assignments, coursework, work materials, and as a means of connecting long-distance communications.

Millennial tourists use the internet network in carrying out their activities. The coffee shops in Kintamani are all equipped with an internet network (wifi). Not a few tourists visit the coffee shop, take advantage of the existing internet network while enjoying the taste of coffee, even millennial tourists stay silent for long in the coffee shop because the internet network is stable. and it's good to access something you want, it's hard to imagine if millennial tourists are not supported by an internet network, digitalization among millennial tourists can't work well. The living environment of millennial tourists is also a combination of online and offline spaces that coexist and complement each other.
In this case the coffee shop in Kintamani is only loved by millennial tourists because of the convenience of the place and the concept provided side by side with the very beautiful atmosphere of the Kintamani mountain views. In addition, the coffee shop in Kintamani is equipped with a very stable internet network. so that millennial tourists can carry out their activities while enjoying the taste of the coffee being served. One of the millennial tourists named Emy, one of the millennial tourists who visited, said:

"Internet network is a consideration for me to travel, because with the internet network I can carry out my activities such as opening social media, reading important information and looking for campus assignment materials, besides that the internet network also makes me comfortable to be in this place"

Millennial Traveler Lifestyle

Lifestyle is a pattern of consumption that reflects a person's choices about how they spend their money and time. Lifestyle as a model of life identified from how a person spends their time (activities), what they think is important in their environment (interests), and what they think about themselves and about the world around them (opinions). A lifestyle marketing perspective reveals that people classify themselves into groups based on the things they enjoy doing, how they spend their free time, and how they choose to spend a portion of their income. Often consumers share products, services, and activities with others because they are associated with a particular lifestyle. For marketers, understanding the lifestyle of consumers means getting an idea of the consumption style of consumers

The trend of drinking coffee in recent years is still one of the most popular drinks, this can be seen from the rise of cafes and coffee shops/shops in Indonesia. Indonesian people have always loved coffee, usually it was liked by our parents while pouring it on the coaster and then sipping the coffee, usually drinking it at home or in a traditional coffee shop.

Coffee shop has become a way of life or a lifestyle that is attached to millennial tourists as you know why they prefer to enjoy coffee in a coffee shop rather than in a traditional coffee shop. Millennial tourists who also make drinking coffee at coffee shops a lifestyle also feel something is lacking when the motivation that drives their satisfaction is not achieved, namely when they don't drink coffee at coffee shops. Following this trend is
also one of the behaviors that encourage consumer behavior among millennial tourists. Millennial tourists feel something is missing when they cannot fulfill that satisfaction.

At first, teenagers who gathered at the coffee shop were just activities to fill their free time and rest. But the development of coffee into a lifestyle that continues to grow. Lifestyle is a pattern of everyday behavior in society. Lifestyle is a characteristic of a modern world, or what is commonly called modernity. The point is that anyone who lives in modern society will use the idea of lifestyle to describe their own actions and those of others, lifestyle helps understand what people do, why people do it, and whether what they do is meaningful to themselves and others. Lifestyle is a set of practices and attitudes that make sense in a certain context. A person's lifestyle shows the pattern of the person's life which is reflected in his activities, interests, and opinions.

The patterns and lifestyles of millennial tourists visiting coffee shops in Kintamani are currently undergoing changes, such as increasing social life activities, so that millennial tourists often spend time outside with their members and social groups. Gathering or hanging out after undergoing various activities is no stranger to millennial tourists. Social life makes millennial tourists who come to the coffee shop in Kintamani to become millennial tourists who adapt quickly and are quickly influenced by various things, including being influenced by the groups that are formed. Humans are social creatures who always interact and relate to other people such as family, partners, and friends.

Today, millennial tourists prefer to spend their free time hanging out at coffee shops or restaurants to just hang out with friends. Visiting coffee shops has become a habit for some millennial tourists. These activities are usually done after work, college or after other important activities.

This aims to relieve fatigue, namely by visiting a coffee shop, then being silent can entertain yourself while enjoying acoustic music and enjoying a quieter atmosphere in the coffee shop. For some millennial tourists, this activity can relax the mind and make the mind fresh. Apart from that, some millennial tourists visit coffee shops to do college or office assignments while drinking coffee. Some of their college assignments include working on theses, papers, work reports and other scientific work assignments. Because by working in the coffee shop he gets his own inspiration so that the tasks he does are completed quickly. Another purpose of visiting a coffee shop is to spend time with friends, hangout, "hang out". When you get together.
CONCLUSION

At this time coffee has become part of the modern lifestyle. Many people go to coffee shops not only because they want to taste the typical coffee from the coffee shop but to spend time and relax with their colleagues and family. Currently, the Kintamani area has many cafes specializing in coffee and also has innovations in making and serving coffee so that it attracts many consumers to enjoy coffee in existing coffee shops. In order to keep this coffee shop business moving forward and continue to survive, it is necessary to improve the quality of food hygiene, service quality, and price promotion which will lead to consumer satisfaction.

The phenomenon of life style or the lifestyle of millennial tourists who come to the coffee shop in Kintamani is caused by motivation. Motivation is the basic cause of the emergence of tourist activities which are often referred to as motives, namely motives which are the goals of millennial tourists to visit the Kintamani coffee shop. The motivations of every millennial tourist who come to the coffee shops in Kintamani are different, some come from close friends, based on region of origin, curiosity, getting out of routine, accessibility, affordable prices, the charm of Kintamani mountain views, and internet network (wifi). The patterns and lifestyles of millennial tourists who visit coffee shops in Kintamani are experiencing changes, such as the increasing social life activities of millennial tourists who come to Kintamani.

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