

MULTIDIMENSIONAL ANALYSIS OF CHANGING EATING HABITS: UNDERSTANDING THE COFFEE SHOP PHENOMENON IN INDONESIA

Rahmauldianti Safitri¹, Elvy Ramadani¹, Fakhiratunnisa Putri Oceani¹, Ikeu Tanziha^{1*}

¹ Department of Nutrition, Faculty of Human Ecology, IPB University, Bogor

*Email: ikeu_jamilah@apps.ipb.ac.id

ABSTRACT

Globalization and technological development have led to changes in lifestyles, including eating habits such as coffee consumption. The proliferation of cafes is evidence that coffee consumption has become a trend among adolescents and young adults who are exhibiting shift toward unhealthy eating patterns, such as consuming of high-sugar coffee. This study aims to analyse changes in eating habits in adults based on the theory of A Multidimensional Approach to the Study of Food Habits. This study used a systematic review using PRISMA method. Articles were sourced from two databases, Scopus and Google Scholar covering the past 8 years (2016-2024) with a total of 18 articles reviewed. The results showed that culture, ideology, food consumption, and preferences significantly influence coffee consumption habits. In Indonesia coffee culture not only about taste, but also involves social interaction, self-identity, and self-expression. Additionally, it was influenced by access, habits, needs, psychological factors, culture, and health. Coffee selection preferences were shaped by technological and socioeconomic factors including (promotions, discounts, employment, and income). This study provides insights into the factors influencing changes in eating habits, particularly coffee consumption, and can inform the development of effective interventions to promote healthy eating habits in this age group.

Keywords—food habits, coffee consumption, café phenomenology, adult, coffee shop

INTRODUCTION

The development of civilization necessitates globalization, which impacts all aspects of life. Indonesia is one of the countries affected by globalization. This process, often unintentional, breaks down barriers between nations, allowing foreign cultures to be more easily accepted in Indonesia, leading to cultural acculturation. This phenomenon is not limited to a single aspect but spans various areas, including language, art, fashion, music, and eating habits. Food from different regions is now easily accessible within local communities (Ayudya & Nurfaizah, 2022). This shift is driven by technological and economic advancements brought about by globalization (Wiradijaya et al., 2020).

Economic development is a goal pursued by every country, as it enhances the overall economy. This progress can be measured by increased production of goods and services. The trade sector is closely tied to this growth, with the culinary industry- particularly cafes and restaurants- being

one of the most popular areas. The proliferation of cafes and restaurant businesses is further supported by government initiatives aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) (Putra et al., 2020). Additionally, technological advancements have played a crucial role in enhancing business services. For instance, the rise of platforms that effectively disseminate information, especially regarding specific food trends has been instrumental (Br Jabat et al., 2022). As of now, with a consumer base of 3.97 million, MSMEs also leverage online platforms for marketing and distributing their products (Yuliani & Riadi, 2019).

Factors such as marketing and distribution activities, nutrition and health education, and support from cultural and natural environmental factors can influence change in eating habits. Peer-group dynamics also significantly contribute to evolving eating behaviours in this era. However, changes in eating habits that occur over a long period tend to become ingrained as long-term habits (Suhada et al., 2019).

Eating habits that are performed repeatedly become ingrained as habit, and these individual eating habits, influenced by several factors, can develop into established eating behaviour. According to Sanjur (1982) Theory of A Multidimensional Approach to the Study of Food Habits, there are four key aspects influencing eating habits: food consumption, preferences, ideology, and social culture. Food consumption refers to the type and composition of foods commonly consumed in daily life. Preferences are based on individual likes or dislikes regarding certain foods or eating practices. Ideology encompasses societal beliefs about food, such as taboo or beliefs regarding the health impacts of specific foods. Social culture includes factors that shape societal eating habits such as education, employment, and cultural practices (Suhaimi, 2019).

The late teenage to early adulthood period is a transitional phase where significant lifestyle and dietary changes often occur. During this period, eating patterns may shift towards unhealthy behaviours, such as consuming high-sugar coffee, which can lead to weight gain and other cardiometabolic risk factors. If these poor habits are not addressed and prevented, they may persist into adulthood, increasing the risk of non-communicable diseases later in life (Gherasim et al., 2020).

According to research by (Utami et al., 2023), coffee consumption is closely related to an individual's nutritional status. Excessive coffee consumption, particularly coffee with high sugar content, has negative effects and can contribute to increase the risk of central obesity, those consuming 3 cups per day have a 2.52 times higher risk of obesity. The wide variety of coffee drinks available, many of which are high in sugar and creamer, contributes to the rising prevalence of obesity (Lee et al., 2019).

While coffee consumption has some positive health associations -such as a reduced risk of Parkinson's disease and type-2 diabetes due to caffeine- it also has negative implications, including an increased risk of miscarriage. Additionally, coffee is linked to increased serum lipid levels, though these results are significantly influenced by study heterogeneity, and caffeine is associated with elevated blood pressure (Grosso et al., 2017),

However, common habits among late teenagers and early adults involve preferring high-calorie foods and high-sugar coffee, which increase the risk of obesity. Consequently, coffee consumption can be a negative factor for overall health, particularly by rising the risk of non-communicable diseases (Lee et al., 2019). Research by Putri (2022) indicates that teenagers with a preference for high-sugar coffee are more often found in the obese group. Excessive sugar consumption over a long period can lead to malnutrition, with many of these coffee drink contains 30-40 gram of sugar per cup.

In modern times, places for socializing, or ('nongkrong') have become more diverse and selective. The millennial generation, in particular, has specific preferences for the cafes they choose. Cafes have begun to appear in various locations, from city centers to rural (Hasibuan, 2023). Modern cafes offer attractive spaces with clean, well-maintained facilities, emphasizing customer satisfaction. They provide a variety of amenities, such as contemporary decor, free internet access, and excellent service. Drinking coffee or hanging out at cafes has become a necessary activity for teenagers (Sudarman, 2023). The modern cafe phenomenon reflects globalization and the spread of consumerism in both urban and rural areas. Cafes are often referred to as the "third place" after "home" and "work." According to Oldenburg, "third place" as a neutral public place where people can gather, interact, and enjoy their surroundings (Oldenburg in Lukito & Xenia, 2018).

The preference for cafes in hangout culture also reflects social class and function as form of social capital, which is an advantage gained from the cultural practices. The principle underlying social capital includes assets like the social structure of 'nongkrong' itself (Cooleman in Sudarman, 2023), along with the selection of preferences as another type of asset. Social spaces such as malls, junk food restaurants, game zones, or cafes are places where young people build new lifestyles, with their style. Within these spaces, they find their identity and assert their social class. Thus, the culture of hanging out will continue to be relevant in community life.

Coffee production offers the opportunity to make coffee not just a drink, but also a lifestyle. This makes the coffee business a promising

venture due to the high coffee consumption in Indonesia. According to MIX MarComm magazine (Judawinata, 2023) the number of cafes in Indonesia as of August 2019 exceeded 2,950 outlets, almost three times the number in 2016, which was only 1,000 outlets. This number has the potential to continue increasing because the census only covers major cities, excluding independent coffee shops, modern coffee shops, and traditional coffee shops areas.

With the rapid development of cafes, it is no wonder that drinking coffee has become part of the trend and culture in Indonesian society. National coffee consumption has increased significantly. In 2016, Indonesia coffee consumption reached 249.8 thousand tons, in 2019 it increased to 335.5 thousand tons, and it peaked in 2021 at 369.9 thousand tons. Coffee is not only a commodity but also part of the lifestyle. There is also the trend of third-wave coffee, from the first wave (instant coffee era), second wave (modern coffee era), to the third wave (specialty coffee era). The coffee business is also booming due to the high production of coffee farmers in Indonesia (Safitri & Anna, 2022). Based on the data and phenomena, this article will analyse changes in eating habits in adults based on aspects of the theory of A Multidimensional Approach to Study of Food Habits.

METHODS

The method used in this study is a systematic review using the PRISMA (Moher et al., 2009) for the theory of A Multidimensional Approach to the Study of Food Habits. This review includes comprehensive summary involving the analysis and synthesis of literature from journals, articles, books, and other relevant sources, with the inclusion criteria being journal literature from the past 8 years. Through desk research, literature will be collected and analysed using keywords such

as dietary behaviour, food habits, coffee shops, food consumption, preferences, social and cultural factors, ideology, changes in contemporary coffee consumption, cafe phenomenology, and cultural shift. The literature may include previous research findings, literature reviews, relevant theories, and expert opinions from related fields. The systematic steps in the preparation of this literature study can be described as follows:

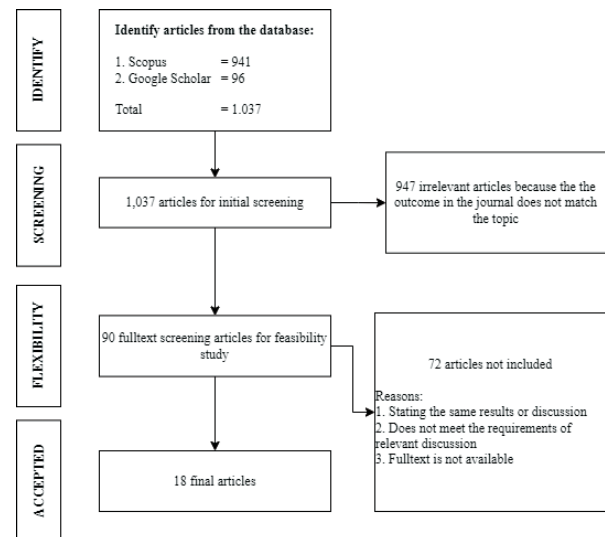


Figure 1. Literature Study Scheme.

Relevant journals were sorted and summarized before being tabulated. The journal summary results were analyzed for each journal before citing and drawing conclusions.

RESULTS AND DISCUSSIONS

Based on the screening results and journal reviews, a total of 18 relevant journals were identified that explain 4 aspects of the related theory. Additionally, bibliometric features indicate that there is one aspect most frequently discussed in the articles/journals, which is the aspect of food preference. Below is the Table summarizing the articles/journals.

Tabel 1. Literatur Review

No	Study references	Study design	Characteristic of subject	Location	Methods	Study purpose	Result
1	(Ridaryanthi et al., 2022)	Qualitative Study	Millennial Age 23 subjects	Indonesia	Qualitative (Focus Group Discussion)	Understanding How millennials, as coffee consumers, construct and share the significance of coffee consumption through their social interactions and communicative practices.	Culture plays a crucial role in determining how millennials consume coffee. For them, coffee consumption is not just a daily ritual but a social activity that fosters interaction, communication, and community building. Coffee also serves as a symbol of identity and self-expression for millennials.
2	(Allafi et al., 2020)	Cross-sectional Study	1483 participants aged between 18 and 35 years	Kuwait	Online Questionnaire	To examine how cultural factors and gender roles shape coffee consumption patterns in Kuwait capital.	This study reveals a high level of interest in coffee among young people. Coffee is often enjoyed socially with friends or family, reinforcing its role as a beverage that enhances social connections and coffee-drinking habits.
3	(Purmomo et al., 2021)	Qualitative Descriptive	Middle-class individuals	Indonesia	In-depth Interviews	To assess the impact of Starbucks presence on traditional Indonesian coffee practices, with a focus on middle-income consumers.	The coffee culture in Indonesia is evolving and adapting to global influences. It possesses unique characteristics distinct from Western coffee culture, often emphasizing social and community aspects. In Indonesia, coffee is frequently consumed in social setting with friends and family, serving as a medium for connection and interaction.
4	(Rachmawati et al., 2021)	Qualitative descriptive	Adolescents 10-24 years.	Malang	In-depth Interviews	Exploring how teenagers in Malang use coffee outings as a means to reduce and manage their stress levels.	An individual ideology can significantly impact their lifestyle, including consumption habits. Ideological factors related to coffee consumption often involve beliefs about its benefits, such as its stimulating effects that enhance alertness, focus, and energy. People who hold these beliefs are more likely to consume coffee regularly.
5	(Stachyshyn, et al., 2021)	Cross-sectional Study	317 tertiary students 16 years or older (≥16 years)	New Zealand	Online Questionnaire	To explore New Zealanders patterns of use and reasons for consuming various caffeine-containing substances, encompassing hot beverages, cocoa products, and alcohol.	Ideological, social, and cultural factors can influence coffee-drinking habits. Coffee is primary consume due to beliefs about its functional effects, such as increased awareness and energy. It is often enjoyed achieving specific goals, such as completing work or studying.
6	(Stachyshyn, et al., 2021)	Cross-sectional Study	317 tertiary students 16 years or older (≥16 years)	New Zealand	CaffCo Questionnaire	Examining caffeine intake patterns among university students in New Zealand.	The increase in the number and availability of caffeinated products makes it easier for students to access and consume coffee. Coffee is a primary source of caffeine for students, who regularly consume caffeinated products. Coffee consumption habits are influenced by the ideology or beliefs regarding the benefits of coffee.

No	Study references	Study design	Characteristic of subject	Location	Methods	Study purpose	Result
7	(Nicolopoulos et al., 2020)	Cohort	Total participants: 333,214	United kingdom	Interviews	Investigating the causal relationship between genetically-influenced coffee drinking habits and overall health outcomes.	Coffee is more commonly consumed by men than by women, with consumption patterns also influenced by various factors such as BMI, smoking, alcohol intake, tea consumption, physical activity, education, health status, and chronic diseases. There is a causal relationship between coffee consumption habits and an increased risk of osteoporosis, arthropathy, and obesity
8	(Zhou et al., 2022)	Cross-sectional study	Aged 18-35 years. Total participants: 49,648	China	Interviews	Assessing dietary variety and its influencing factors among young adults in central China.	About 78.3% of subjects reported a lack of dietary diversity, and 0.9% reported adequate dietary diversity. Preferences for snack consumption and regular eating, including coffee consumption, were more likely to be associated with sufficient dietary diversity.
9	(Shih et al., 2019)	Cross-sectional Study	Aged 13-19 years. Total participants: 2,513.	Taiwan	Secondary Data from the 1993-2011 Nutrition and Health Survey (NAHSIT).	To determine the relationship between energy intake from sugar-sweetened beverages (SSBs) and biomarkers as well as nutritional intake among adolescents.	Coffee consumption increased significantly over the 18 years of the study. More than 50% of adolescents consumed coffee or tea in 2010-2011. High intake of SSBs (<i>Sugar-Sweetened Beverages</i>), coffee, or tea was associated with high uric acid levels and poor diet quality.
10	(Khasanah & Safilah, 2023)	Cross-sectional	Total subjects 95 peoples	Indonesia	Interviews	To analyze the relationship of coffee consumption and sleep quality with nutritional status in adolescents in Jagakarsa urban village, South Jakarta.	The quantity of coffee consumption was 1-2 cups a day, 95%. Most of them are instant coffee types that contain about 15-20 gram of sugar, this type of coffee can lead to the possibility of obesity.
11	(Sawitri & Yuziani, 2021)	Cross-sectional	Total subjects 60 peoples	Indonesia	Interviews	Knowing the relationship between gender and coffee drinking habits in college students	57.1% of the students consumed coffee more than three times a week and most of them were male compared to 15.4% female. Young adult males are at risk for hypertension, CHD, gastritis, and insomnia due to their coffee-drinking habits.
12	(Widodo & Lontoh, 2023)	Observasional deskriptif	Young adult age. Coffee shop customers in East Jakarta	Indonesia	Interviews	To find out the description of the consumption of specialty coffee drinks for consumers in the young adult age category in coffee shops in the East Jakarta area.	A total of 63.3% of subjects had a preference for drinking coffee. The most popular type of coffee drink is milk coffee with a consumption frequency of 3-6 cups per week.

No	Study references	Study design	Characteristic of subject	Location	Methods	Study purpose	Result
13	(Utomo et al., 2023)	Pendekatan Kuantitatif	Total subjects 162 people aged 12-27 years	Indonesia (Malang)	Questionnaire	Exploring how technology, particularly digital marketing and service quality, shapes café preferences in Malang, Indonesia.	Technological factors, such as digital marketing, provision of tools, easy access to pay have a significant effect on customer preferences for hanging out in cafes with a significance level of 0.05. Similarly, the service quality variable has a positive effect on coffee shop consumer preferences with an ρ value of 0.000, namely the effect of service quality on consumer preferences is statistically significant.
14	(Grzegorz & Mokrysz, 2019)	Desk Research, deductive inference and comparative method	Euromonitor International research institute data top 10 global consumer trends 2019. Product trend data on 2018-2019 institutions.	Global	Secondary Data	Presents consumption trends, as well as factors that currently influence or will influence coffee consumer behavior in the next 2-5 years.	Digitalization, urbanization, and development are growing and will continue to grow. This makes the habit of consuming coffee in cafes grow rapidly due to certain trends that influence food preferences in consumers such as delicious coffee flavors, ease of access with features, branding, upgrades, coffee packaging served with ready-to-drink methods, and facilities.
15	(Sunarharum et al., 2021)		Coffee community consisting of coffee consumers, coffee farmers, baristas, Q-graders certified by CQI.	Indonesia	Online Survey	This study aims to determine Indonesian coffee consumers' perceptions of coffee, its quality and influence on consumption behavior.	There was a statistically significant difference ($\alpha = 0.05$) between the two groups of consumers in terms of their motivations for coffee consumption. Both experienced and inexperienced consumers reported consuming coffee primarily due to its taste and sensation, as well as promotional activities, discounts, and social factors such as networking and peer interactions.
16	(Utami et al., 2023)	SOR theory and using the AISAS approach	Consumers who habitually drink coffee at least 1x/week. Total sample size 420.	Indonesia	Online Questionnaire	Identifying current and future trends in coffee consumption behavior, with a focus on influential factors over the next 2-5 years.	Coffee consumption is significantly influenced by sensory appeal, lifestyle, and health motives. Sensory appeal positively affects attitudes and behaviors, while lifestyle positively impacts attitudes, information seeking, and behavior. Health motives positively influence attitudes. Lifestyle factors have the greatest influence.
17	(Yahya et al., 2022)	Cross-sectional	385 male and female respondents aged 18-40 years who consume coffee	Malaysia	Online Survey	Assessing Indonesian coffee drinkers perceptions of coffee, its quality, and how these views influence consumption habits.	Factors influencing coffee food preference in consumers are age with a p-value <0.05. In addition, the factor that has a fairly high Pearson Correlation value with a value of 0.747 is the socioeconomic status or type of work, as well as the income aspect with a value of 0.675.
18	(Michael & Abdul, 2022)	Descriptive Qualitative	10 representatives of visitors and cafe owners	Indonesia	Observational	Looking at consumers views and expressions of cafes as part of a lifestyle.	Peers, prestige, and overcoming boredom are the main reasons for having a habit of hanging out in cafes.

Culture of Coffee Consumption

Culture plays a significant role in determining how millennials consume coffee. The coffee consumption habits of the millennial community in Indonesia are built and shared through their interactions and communication with others, based on their individual experiences and social contexts. For millennials, coffee culture is both a personal and social construct. The personal meaning of drinking coffee is related to individual experiences and the desire for self-expression, while the social meaning is related to the values and norms adopted by the millennial community (Ridaryanthi et al., 2022).

The culture of coffee consumption in Indonesia continues to evolve and adapt to global influences. The local coffee culture in Indonesia may focus more on social and community aspects, with drinking coffee with friends and family as a way to connect and socialize. The Indonesian coffee culture has unique characteristics that differ from Western coffee cultures, such as Starbucks. Social culture plays a significant role in determining an individual coffee consumption habits. While the local Indonesian coffee culture has not been entirely replaced by Western influences, it has adopted certain elements, such as new coffee processing and presentation techniques. However, it still maintains its own values and traditions, particularly its emphasis on social and community aspects (Purnomo et al., 2021).

Western culture that brings coffee consumption habits is not only increasing in Indonesia. The rise of coffee consumption in Kuwait, as shown by research (Allafi et al., 2020) indicates that coffee can become a social beverage enjoyed with friends or family, thus forming a coffee culture that makes coffee a shared drink. Culture also shapes the image of coffee as part of modern or trendy lifestyle, but this habit can also have negative effects when individuals do not consider the nutritional content of each consumption.

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Ideology of Coffee Consumption

Ideology and belief can be significant factors in coffee consumption habits. Individuals who subscribe to an ideology that emphasizes hard work and productivity may be more inclined to consume coffee to enhance their performance. An individual ideology can influence their lifestyle, including their consumption habits. The ideological factor in coffee consumption is related to their belief in the benefits of coffee, such as its stimulating effects, based on their experiences when consuming. Therefore, those who adhere to this belief tend to consume coffee more frequently (Rachmawati et al., 2021). Ideological, social, and cultural factors can influence coffee consumption habits. Coffee consumption can become part of a culture and social tradition, for example, drinking coffee with friends can be a way to build relationships and strengthen a sense of community. According to research (Stachyshyn, et al., 2021) the primary reason for coffee consumption is its functional effects, such as increasing awareness and energy. This shows that coffee is often consumed to achieve specific goals, such as completing work or studying, alongside hedonic motivations like taste and comfort, which are also important factors in coffee consumption. Thus, ideology and beliefs

play a significant role in coffee consumption (Stachyshyn, et al., 2021).

The coffee consumption habits of university students in New Zealand are influenced by various factors, including the availability and accessibility of caffeinated products, personal habits and preferences, academic needs and demands, psychological and emotional factors, cultural and social factors, and health considerations. Regular coffee consumption is a strong determinant of coffee consumption habits, with 99.1% of tertiary students in New Zealand regularly consuming caffeinated products. Preferences for taste and desired effects of caffeine (such as alertness and cognitive benefits) also influence coffee consumption habits. Students often have busy schedules and high academic demands, which contribute to increased coffee consumption (Stachyshyn, et al., 2021).

Coffee Consumption

Based on the article review, two articles state that coffee is more commonly consumed by men than women. The long-term effects of coffee consumption habits can increase the risk of certain diseases. According to research by (Nicolopoulos et al., 2020) consuming more than 6 cups of coffee per day can increase the risk of osteoarthritis and arthropathy. Additionally, coffee consumption can be linked to obesity if there is a genetic predisposition. This is supported by research from (Khasanah & Safilah, 2023), which state that most coffee contains 15-20 gram of sugar, contributing to the risk of obesity.

Among university students, coffee is a trendsetter and has a unique appeal for them during their free time, whether they are working on assignments or engaging in discussion. Approximately 57.1% of students consume coffee more than three times a week, and most of them are male. Consequently, young adult men have a higher risk of developing hypertension, coronary heart disease, gastritis, and insomnia due to their coffee consumption habits (Sawitri & Yuziani, 2021).

Coffee consumption has significantly increased over the past 18 years. More than 50% of teenagers currently consume coffee or tea. High consumption of sugar-sweetened beverages (SSBs), including coffee and tea, has been linked to high uric

acid levels and poor dietary quality. This also affects BMI (body mass index) and WC (waist circumference) and can reduce the quality of food intake. High consumption of simple carbohydrates like coffee or tea has been found to increase, while protein and phosphorus intake decreases (Shih et al., 2019).

Preference for Coffee Selection

Indonesia holds a strong position as one of the world leading coffee producers, with production increasing by 11% to 794,800 tons in 2022. It is estimated that the Indonesian population consumes at least 2.5 cups of coffee per person per day. This is not a sudden occurrence; there are specific reasons why people choose to consume coffee and make it a habit. These reasons are referred to as food preferences.

Based on the analysis using PRISMA, food preferences are the most frequently studied aspect among the four dimensions of the Multidimensional Approach. However, the results show that food preferences are more related to technology and socioeconomic aspects. According to (Choedon & Lee, 2020), caffeine from coffee can refresh a tired body and enhance physical performance, particularly for the brain. Additionally, socializing at cafes increases social relationships (Choedon & Lee, 2020). This has led to an increase in coffee demand at cafes, prompting cafe owners to consider plans to make their establishments more comfortable and increase their income.

According to Utomo et al. (2023), digital marketing and easy payment features through apps have significantly influenced coffee preferences among consumers. This provides convenience without limiting consumers to cash-only payments. Technology continues to evolve, and access to coffee is no longer limited to cafes; it can be ordered from anywhere. There are now specific apps for coffee brands, allowing customers to order without going through the cashier (Grzegorz & Mokrysz, 2019). Research by Sunarharum et al. (2021) examined the factors influencing coffee enthusiasts at cafes, including both experienced and new customers. The results showed that there are differences in coffee taste produced by cafes using specific coffee machines compared to those using standard machines.

It is not just technology; coffee preferences among consumers are also influenced by socioeconomic aspects. According to research by (Sunarharum et al., 2021) and (Utami et al., 2023) based on survey results, consumers choose to socialize and consume coffee at cafes due to promotional offers and social influences from friends or social environments, making them more frequent visitors to cafes. Additionally, the desire to expand social networks and the influence of friends or social environments have been significant factors.

Furthermore, work and income levels affect consumers purchasing intentions for any product or service. This aligns with descriptive statistical findings in research by (Yahya et al., 2022) which show that respondents agree that they seek high-quality coffee based on their work. Income levels are another factor that may influence consumption patterns in their study of variables affecting consumer behavior (Njigua, 2018).

Besides these factors, research by (Michael & Rahman, 2022) shows that social status and the desire not to be left behind by others in their environment are also significant. Other reasons include the availability of Wi-Fi, which makes the experience more comfortable, and the intention to show off their class or status to their surroundings (Michael & Rahman, 2022).

CONCLUSION

The phenomenon of changing consumption habits among Indonesian society, particularly among young people, is driven by globalization and related aspects such as food consumption, ideology, culture, and food preferences. Based on a review of various journals, it was found that these four aspects influence changes in food consumption habits, particularly coffee consumption in the current era. Changes in food preferences occur due to the development of technology, which makes accessing coffee easier, improved service and facilities at cafes, and other socioeconomic factors such as work, income, and social influences. The increase in coffee consumption is based on the ideology or belief that coffee provides certain pleasures or relaxation, such as increase focus, energy, and alertness, even though consumers

are aware that long-term consumption can have negative effects. From a cultural perspective, coffee consumption can serve as a bonding experience among peers.

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