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THE INFLUENCE OF NEW COFFEE SHOPS ON GENERATION Z'S LIFESTYLE IN NGANJUK

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ABSTRACT

The growth of coffee shops in Nganjuk City is increasingly evident; they are no longer merely venues for enjoying coffee but have become an integral part of the Gen Z lifestyle. Coffee shops serve as spaces for socializing, relaxing, seeking a change of atmosphere, taking photos, completing assignments, and engaging in productive activities. This study aims to examine how the proliferation of coffee shops relates to shifts in the Gen Z lifestyle in Nganjuk City, specifically regarding socializing habits, social interactions, study or work activities, social media usage, and consumption patterns.This study employs a qualitative descriptive method involving seven Gen Z informants who have visited coffee shops in Nganjuk City. Data were collected through interviews and observations, then analyzed using a process of data reduction, data presentation, and conclusion drawing. The findings indicate that the growth of coffee shops influences the Gen Z lifestyle, evidenced by increased socializing habits, shifts in preferred social venues, a tendency to hop between different coffee shops, and higher spending on food and beverages. Factors influencing Gen Z's interest in visiting coffee shops include social media platforms (such as Instagram and TikTok), a comfortable atmosphere, amenities (like Wi-Fi), venue design, and pricing. While coffee shops provide spaces for socializing, relaxing, studying, and working, they can also foster consumerist behavior driven by trends, social prestige, and the desire to try new places. Conclusion : Thus, it can be concluded that the growth of coffee shops in Nganjuk City is linked to changes in the Gen Z lifestyle regarding time management, the choice of social venues, and patterns of activity and consumption.

Keywords : *Coffee Shop, Lifestyle, Generation Z*

A. INTRODUCTION

The growth of coffee shops in recent years reflects a shift in how people enjoy coffee. Once viewed primarily as a way to consume a beverage, coffee drinking has evolved into an integral part of the lifestyle, particularly among the younger generation. Coffee shops serve not only as venues for purchasing and enjoying coffee but also as spaces for gathering, socializing, spending leisure time, and engaging in various other activities. This transformation demonstrates that coffee consumption holds broader significance, as it is closely linked to how individuals allocate their time, interact socially, and shape their lifestyles (Nahdlatul et al., 2024). Besides that, (Azzahra & Abdurahman, 2023) It shows that the coffee-drinking habits of Gen Z are not merely about the beverage itself, but also about the need for comfort, entertainment, social interaction, and self-actualization.

Coffee shops have also undergone a functional shift in line with evolving needs and lifestyles. Facilities like Wi-Fi, a comfortable atmosphere, interior design, music, and spaces conducive to learning and working have made coffee shops increasingly attractive to the younger generation. Coffee shops have become a staple of urban youth life, serving as a place to gather with friends and pass the time. Meanwhile, (Rofiqoh & Hasanah, 2026) This shows that coffee shops can also be used by students as a place to work on assignments, discuss, study, and develop creative ideas. This is in line with (Rofiqoh & Hasanah, 2026) demonstrating that coffee shops can serve as spaces that support productive activities, such as working on assignments, holding discussions, studying, and developing ideas. (Annang et al., 2024) It also shows that Gen Z uses coffee shops to work on assignments, brainstorm, gather with friends, relax, and enjoy facilities that enhance visitor comfort.

The phenomenon of the growth of coffee shops can also be observed in Nganjuk Regency. One example that serves to illustrate this is Kalenan Cafe and Resto, located in Sawahan District, Nganjuk Regency. Research (Puspitasari et al., 2025) Regarding Kalenan Cafe and Resto, the findings indicate that the cafe's atmosphere and the quality of service are factors that influence consumer purchasing decisions. These results demonstrate that the experience provided by a cafe encompassing both its ambiance and service plays a role in a consumer's decision-making process when choosing a place to visit. This suggests that the presence of a cafe in Nganjuk is not merely about the sale of food and beverages, but also about the experience gained by the visitors. (Imam et al., 2024) It also indicates that factors such as price, product quality, and the atmosphere of a coffee shop are aspects that consumers consider when choosing and visiting one. Thus, the growth of coffee shops can be viewed not only in terms of an increase in the number of establishments, but also in the growing diversity of experiences offered to consumers.(Anggraini & Arifin, 2023).

The growing number of coffee shop options is shifting how the younger generation spends their free time. Gen Z often uses coffee shops as a space to meet friends, chat, relax, study, complete assignments, work, or keep up with trends emerging on social media. Consequently, frequenting coffee shops has become an integral part of their daily routine and lifestyle. (Azzahra & Abdurahman, 2023) it is explained that for Gen Z, the act of visiting coffee shops can serve as a means to attain tranquility, entertainment, and comfort, as well as a way to foster social connections, express self-actualization, and project prestige. Augusta further points out that the evolution of coffee shops is linked to consumer lifestyles and the factors consumers weigh when choosing a coffee shop. This indicates that the decision to visit a coffee shop is not always driven by a need for coffee itself, but may instead be related to one's activities, interests, desire for comfort, and overall lifestyle. This shift is also linked to the rise of coffee shops as a popular culture among the younger generation. (Ludviyah et al., 2022) it has been found that coffee shops have become a form of youth popular culture, serving as spaces for activities such as socializing, conversing, working, or studying, as well as keeping up with trends that emerge via social media. This indicates that a person's decision to visit a coffee shop is not always driven solely by a need for coffee or food; rather, it is often linked to social engagement and a desire to keep pace with evolving lifestyle trends. (Nahdlatul et al., 2024) it also shows that coffee shops can be linked to shifts in consumption patterns and lifestyles, such that visiting them becomes a part of people's consumption habits. In this context, the growing number of coffee shop options provides Gen Z with more alternatives for places to gather and spend their leisure time.(Arifin et al., 2022);(Zulfikar & & Nurbaeti, 2023).

Furthermore, shifts in Gen Z's lifestyle can also be seen in their growing tendency to prioritize atmosphere and experience when choosing a coffee shop. (Annang et al., 2024) research shows that a comfortable atmosphere is one of Gen Z's top considerations when visiting a coffee shop. Facilities like Wi-Fi, a comfortable setting, and entertainment like live music can make visitors feel more at home. Meanwhile, research (Rofiqoh & Hasanah, 2026) This demonstrates that the atmosphere and facilities of a coffee shop can also support productive activities. It shows that, for Gen Z, coffee shops serve a variety of functions ranging from spaces for relaxation and socializing to places for completing assignments or carrying out work-related tasks.

On the other hand, the growth of coffee shops may also be linked to shifts in the consumption patterns of Gen Z. The increasing number of available coffee shops offers more options for places to visit, but this situation can also encourage individuals to spend money on food and drinks more frequently. (Imam et al., 2024) It is shown that the development of the coffee shop industry is linked to consumption patterns and consumer considerations regarding price, quality, and atmosphere. In the context of lifestyle, Augusta also points out that consumer activities and interests related to coffee shops influence their decisions in choosing a venue that aligns with their personal lifestyle. Consequently, the growth of coffee shops can have varied impacts: on one hand, they provide a space for socializing and engaging in activities, while on the other, they may encourage increased spending and specific consumption habits.

Media sosial juga menjadi bagian penting dalam perkembangan coffee shop dan perubahan kebiasaan Gen Z. Perkembangan Instagram, TikTok, dan berbagai platform media sosial lainnya membuat informasi mengenai coffee shop dapat dengan mudah ditemukan melalui

foto, video, ulasan, maupun konten dari influencer. (Naufal & Sulaiman, 2026) indicates that influencer content and Instagrammable concepts have a positive and significant influence on Gen Z's decisions when choosing a coffee shop. Visual appeal such as interior design, decor, ambiance, and photo worthy spots plays a role in attracting Gen Z to visit a coffee shop. The research also shows that, for Gen Z, a coffee shop is not merely a place to enjoy food and drinks, but is also linked to social activities and the creation of social media content. These findings are consistent with (Azzahra & Abdurahman, 2023) which indicates that Gen Z's activities in coffee shops can also be linked to self-actualization through their actions and social media posts.(Pratama & Muhlisin, 2023);(Qayyum & Muhammad, 2021)

Previous research has also indicated a link between lifestyle and consumer decisions in choosing a coffee shop. Meanwhile, (Nahdlatul et al., 2024) explains that the development of coffee shops is linked to shifts in the lifestyles and consumption patterns of university students. Meanwhile, (Rofiqoh & Hasanah, 2026) indicates a shift in the function of the coffee shop into a space that can support student productivity. (Nahdlatul et al., 2024) demonstrating a connection between the growth of coffee shops and shifts in lifestyle and consumption patterns, while (Ludviyah et al., 2022) Research indicates that coffee shops have evolved into a part of youth popular culture. (Annang et al., 2024; Azzahra & Abdurahman, 2023; Naufal & Sulaiman, 2026) It also showss that Gen Z's activities in coffee shops are linked to comfort, social interaction, facilities, atmosphere, social media, and visual appeal.(Gunawan & Arifin, 2024).

Based on these studies, it is evident that the function of coffee shops has evolved; they have transitioned from mere places to enjoy coffee into social hubs, productive workspaces, entertainment venues, and an integral part of the younger generation's lifestyle. However, the specific relationship between the development of coffee shops and the shifting lifestyles of Gen Z in Nganjuk City warrants further investigation. Previous research concerning Kalenan Cafe and Resto in Nganjuk has primarily focused on the cafe's atmosphere, service quality, and consumer purchasing decisions. (Puspitasari et al., 2025), Consequently, this study has a different focus: examining shifts in the lifestyles of Gen Z in relation to the proliferation of coffee shops.(Fristya et al., 2024).

Therefore, this study aims to examine how the development of coffee shops relates to shifts in the lifestyles of Gen Z in Nganjuk City. The research focuses on changes in habits regarding visiting coffee shops, social interactions, the use of coffee shops as spaces for studying or working, the influence of social media, and shifts in the consumption patterns of Gen Z. Through this study, it is hoped that a clearer picture will emerge regarding the evolving functions of coffee shops and their connection to the lifestyles of Gen Z in Nganjuk City.

B. RESEARCH METHOD

This study employs a qualitative descriptive method to gain insight into the development of coffee shops and shifts in the lifestyles of Gen Z in Nganjuk City, based on the experiences and perspectives of the informants. The research focuses on changes in habits related to visiting coffee shops, social activities, the use of coffee shops as spaces for studying or working, social media engagement, and shifts in the consumption patterns of Gen Z. The subjects of this study are individuals from Gen Z who have visited coffee shops in Nganjuk City. Data sources include both primary and secondary data; primary data were gathered through interviews with Gen Z informants, while secondary data were obtained from journals, scholarly articles, and previous research concerning coffee shops, the lifestyles of the younger generation, and the culture of frequenting coffee shops. Data collection techniques involved interviews and observations. Interviews were conducted to explore the experiences and viewpoints of Gen Z regarding their reasons for visiting coffee shops and the changes in habits they have perceived. Observations were carried out by examining the activities of patrons and the conditions within the coffee shops, specifically in relation to the research focus.(Arifin, Pratama, et al., 2023)

Data analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, findings from interviews and observations were selected, summarized, and focused on information related to the lifestyle changes of Gen Z such as the habit of frequenting cafés, social activities, the use of coffee shops as spaces for studying or

working, social media usage, and consumption patterns. Subsequently, data presentation was carried out by organizing the interview and observation results into descriptive accounts, allowing the information regarding the informants' experiences and perspectives to be understood systematically. The final stage was conclusion drawing, which involved formulating findings based on the reduced and presented data to provide an overview of the development of coffee shops and the shifting lifestyles of Gen Z in Nganjuk City.

C. RESEARCH & DISCUSSION RESULTS

Based on interviews with seven Gen Z informants who have visited coffee shops in Nganjuk City, it was found that these establishments are no longer used solely for purchasing and enjoying coffee. Instead, they have become spaces where Gen Z engages in a variety of activities such as socializing with friends, relaxing, seeking a change of scenery, finding inspiration, taking photos, completing assignments, or working productively. The reasons for visiting vary among the informants; some go to socialize and chat with friends, while others are drawn to the comfortable atmosphere, which helps them unwind. Additionally, some informants use coffee shops as a place to study or work. Others mentioned that they are attracted to these venues by the opportunity to capture appealing photos and the desire to keep up with current coffee shop trends.(Arifin, Anisa, et al., 2023);(Aryanda et al., 2025)

The interview results also indicate that the growing number of coffee shops in Nganjuk City has brought about changes in the habits and lifestyles of Gen Z. All seven informants stated that the proliferation of coffee shops has influenced their own lifestyles and that of Gen Z in general. These changes are reflected in an increased tendency to frequent coffee shops, higher spending on food and beverages, and a growing inclination to follow trends. A particularly notable shift is the change in preferred social venues; modern coffee shops with their engaging, Instagrammable concepts have become the favored spots for gathering, superseding simpler, more traditional venues. Furthermore, a habit of hopping from one coffee shop to another has also emerged. This suggests that coffee shops are no longer viewed merely as places to drink coffee, but rather as an integral part of Gen Z's social activities and lifestyle (Munfarid et al., 2025). Factors such as social media, ambiance, facilities, and pricing play a significant role in shaping the informants' desire to visit these establishments. Social media platforms like Instagram and TikTok help introduce coffee shops through photos, videos, reviews, and viral content all of which spark curiosity and a desire to experience the venues that are currently the talk of the town. (Jannah et al., 2025);(Arifin, Anisa, et al., 2023).

Beyond social media, the atmosphere and facilities of a coffee shop are also significant considerations. A comfortable space with an appealing design, available Wi-Fi, and an environment conducive to studying or working holds a particular attraction for Gen Z. Price is another factor, as individuals must align their spending with their personal financial means. Consequently, the decision to visit a coffee shop is not based solely on the products sold, but also takes into account the overall experience and the amenities provided.

D. CONCLUSION

Based on the research findings, it can be concluded that the growth of coffee shops in Nganjuk City is linked to shifts in the lifestyle of Gen Z. Coffee shops are no longer merely places to enjoy coffee; they have also become venues for socializing with friends, relaxing, seeking a change of scenery, taking photos, working on assignments, and engaging in productive activities. The increasing number of coffee shops has also driven changes in habits regarding where people choose to socialize and spend their time.

This shift in lifestyle is also evident in the tendency to follow trends, frequent different coffee shops, and increase spending on food and beverages. Social media platforms like Instagram and TikTok further fuel Gen Z's interest in visiting coffee shops through engaging, viral content. Furthermore, a comfortable atmosphere, facilities that support various activities, and pricing are key factors that influence the decision to visit.

Thus, the presence of coffee shops offers an experience for Gen Z that encompasses both positive and negative aspects. On one hand, coffee shops can serve as spaces for socializing, relaxing, studying, and working. On the other hand, the proliferation of coffee shops may also

encourage consumerist behavior, particularly when visits are driven by a desire to follow trends, maintain social status, or simply explore new venues. The results of this study reflect the experiences of seven informants; therefore, these findings cannot be generalized to the entire Gen Z population in Nganjuk City.

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