Coffee Shop Culture: An Observation Study to Coffee Shop Patron

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Abstract

Purpose : This research aims to investigate the manner in which customers engage in activities, communicate with each other and with coffee shop attendants, and adhere to the established etiquette in coffee shop environments.
Methodology : To achieve these objectives, this study employs Herbert Blumer's Symbolic Interactionism Theory and Ray Oldenburg's Third Place concept. Data was collected through non-participant observations of seven individuals at Kopi Matoa and Starbucks.
Applications/Originality/Value: The study revealed that customers engage in activities such as cell phone usage, laptop work, socializing, reading, and business meetings. Additionally, it was found that there are differences in communication patterns between customers and traditional versus modern coffee shop attendants, with traditional attendants fostering a more personal connection. Furthermore, the study highlights the importance of etiquette in coffee shop settings, which includes external factors such as seating preferences, and non-verbal cues such as dress code.

keywords : coffee shop, non-participant observation, third place, symbolic interactionism

Introduction

Drinking coffee has emerged as an integral aspect of contemporary lifestyle and communication. Based on data obtained from the International Coffee Organization (ICO) through https://dataindonesia.com (accessed September 25, 2022), coffee consumption in Indonesia witnessed a significant surge in the span of 2020-2021, with an increase of 4.04% from 4.81 million bags of 60 kilograms to 5 million bags of similar weight.
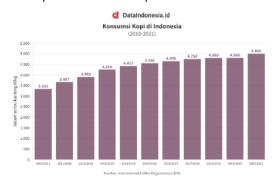
Table 1: Graph of coffee consumption in Indonesia in 2010-2021

Source: DataIndonesia, 2022

The consumption of coffee has become a deeply ingrained cultural practice and habit for many individuals. It is influenced by various environmental factors, including family, friends, co-workers, and the wider social environment (Wardani et al., 2022). Drinking coffee in coffee shops serves not only as a way to satisfy one's

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biological needs, but also as a means to fulfill social needs. Specifically, the act of consuming coffee is often used as a way to socialize and connect with others within the community.

Coffee shops are renowned for offering coffee and a variety of accompanying drinks and snacks. Individuals primarily visit coffee shops to relish a cup of coffee and engage in small talk with other patrons. As a social setting, coffee shops facilitate the formation of new acquaintanceships among strangers. In recent times, contemporary coffee shops have surfaced, introducing innovative ideas to attract coffee enthusiasts with an array of amenities and menus that surpass traditional coffee shops.

In the present time, a multitude of coffee shops have emerged, each presenting intriguing and exclusive concepts. This proliferation has given people a diverse array of choices when it comes to selecting a coffee shop for either savoring coffee or for socializing with friends (Syamsurizal, 2017). Typically, coffee shops serve as a relaxing spot for decompressing and socializing, but in today's contemporary world, they also serve as a platform for individuals to display their up-to-date identity (Widiawati et al., 2022).

Teenagers dominate the clientele of coffee shops, selecting them as ideal places for a variety of activities. These establishments are favored by adolescents due to their laid-back ambience, cozy setting, and musical accompaniment via either recorded or live performances. Furthermore, their unique interior design, courteous service, and provision of wireless internet make them even more appealing (Yose & Ikhwan, 2022). Coffee shop customers engage in an array of activities, including consumption of food and beverages, socializing and gathering, as well as conducting work-related and study-related tasks (Widiawati et al., 2022).

Coffee shops are well-known for their elegant style that sets them apart from ordinary coffee shops. Their enticing amenities entice visitors to spend prolonged periods of time there. The emergence of the current coffee shop business is a transformation from the traditional coffee shop, as it is designed to cater to the contemporary lifestyle of the community (Syamsurizal, 2017). The surge in the number of coffee shops demonstrates a shift in people's preferences, with coffee shops becoming an essential part of their daily activities, rather than just a spot to enjoy great coffee aroma and taste (Saputra, 2019).

Coffee shops are typically associated with gathering activities and socializing through conversations (Hardiyanti & Puspa, 2021). In addition to purchasing products, visiting a coffee shop also entails consuming the public space and utilizing the shop for its intended purpose (Fauzi et al., 2017). Such consumption of public space can manifest in the form of gatherings and socializing, which involve various forms of communication. The transition from one coffee shop to another has resulted in different activities among customers. Nowadays, coffee shops and cafes are popular venues for carrying out various activities, with people placing greater importance on the symbolic and cultural value of commodities rather than their functional use (Fauzi et al., 2017).

This research is significant due to the widespread presence of coffee shops in Indonesia, along with the various activities carried out by visitors in these establishments. The study was conducted at two distinct coffee shops, namely Starbucks (figure 1) as a representation of a modern coffee shop and Kopi Matoa (figure 2) as an illustration of a traditional coffee shop.

Picture1 Starbucks, Jl Slamet Riyadi Solo, Indonesia

Picture2 Matoa Coffee, Jl Mojo, Karangasem, Surakarta, Indonesia

Previous research has established that people primarily visit coffee shops to fulfill their social needs, such as meeting and gathering. However, the present trend indicates that people come to coffee shops to spend time alone with themselves. The underlying concept of space and lifestyle can significantly impact and alter a person's motives for visiting a coffee shop (Fauzi et al., 2017).

With regard to the aforementioned context, the present study aims to address the following research inquiries: 1) What are the typical behaviors and actions exhibited by coffee shop patrons while inside the establishment? 2) What is the nature of the interaction between customers and/or between customers and coffee shop attendants? 3) What is the prevailing code of conduct observed in the coffee shop setting?

The objective of this study is to investigate the behavioral patterns of customers in coffee shops, their modes of communication with one another or with coffee shop staff, and to explore the norms of etiquette in the coffee shop setting.

Literature Review

Third Place

In order to comprehend the culture of coffee shops, this research employs the third place theory introduced by Ray Oldenburg. According to Oldenburg, a third place is a social setting that exists beyond the boundaries of home and work, where individuals congregate with the intention of fostering companionship (Oldenburg & Brissett, 1982). Oldenburg elucidates that third places are one of three classifications of settings where people allocate their time, with the first place being the home, the second place being the workplace, and the third place being the coffee shop.

The coffee shop is considered a third place that welcomes individuals from all economic classes, religions, castes, creeds, skin colors, and professions, providing a sense of equality. According to Khan and Kumar (2021), this is a space for socializing, building community, and promoting celebrations as a remedy for stress, loneliness, and isolation (Ma'sum & Gunawan, 2019). Oldenburg also stated that coffee shops provide a venue for social and political interactions, allowing people to gather, converse freely, and interact with others from their communities (Waxman, 2006).

In 2006, Lisa Waxman conducted research on the factors that influence customers' choice of a coffee shop and their propensity to congregate. The findings indicated that five aspects played a crucial role in determining their preferences, namely cleanliness, adequate lighting, furniture and decor, and scenery. Moreover, Waxman discovered that coffee shops served as a venue for socializing with unfamiliar people, boosting productivity, cultivating a sense of ownership, fostering trust, respect, and anonymity, thereby creating an emotional attachment to their preferred coffee shop (Waxman, 2006).

Sonia Khan and Rajinder Kumar (2021) conducted a study which, similar to Oldenburg's findings, reveals that individuals frequenting coffee shops engage in a range of activities beyond socializing. These include keeping up with local developments, discussing political issues, conducting business transactions, and other forms of leisurely pursuits. The research, focused on the Indian Coffee House (ICH), builds on Oldenburg's third place concept and encourages individuals to capture the location's essence without compromising its intimacy.

Symbolic Interactionism Theory

The theory of symbolic interaction, first introduced by Herbert Blumer in 1939, posits that social interactions rely on the use of symbols. This perspective asserts that symbols direct and give meaning to facts (Aksan et al., 2009), and that social processes are responsible for the formation, transmission, and acquisition of these symbols. Within the context of human group life, symbolic interaction represents a wide-ranging process in which individuals construct, sustain, and modify the objects in their world as they assign significance to them (Blumer, 1969).

Symbolic interaction, as postulated by Blumer, is founded on three fundamental propositions. Firstly, individuals develop their behavior towards other individuals and objects based on the meanings they receive. Secondly, the meanings are derived from the social interaction and communication. Lastly, these meanings can undergo changes through the process of interpretation. Symbolic interaction is a process that involves interpreting actions, since symbolic meanings can be perceived and constructed differently by different individuals (Aksan et al., 2009). Utilizing this theory, the researcher can examine the formulation of the research problem and understand how individuals carry out their activities and interpret the meaning of stimuli..

In 2021, Meiputri Wulandari and Erianjoni conducted research with the aim of describing the changes in the meaning of "hanging out" for teenagers in Padang City. To achieve this, they employed the theory of symbolic interactionism proposed by Herbert Blumer. The study found that there are four changes in the meaning of "hanging out" for teenagers in the Haji Agus Salim GOR Area of Padang City. These changes include: firstly, the use of GOR as a place for completing learning assignments; secondly, the use of GOR to alleviate boredom, since teenagers tend to hang out at home or cafes; thirdly, the availability of a room with WiFi and plugs, which makes teenagers feel comfortable spending extended periods there; and finally, GOR's strategic location in the city center, making it an attractive place to hang out.

Research Methodology

In this study, the researchers employed qualitative research methods with the aim of comprehending the condition of a given context by providing a detailed and in-depth portrayal of the situation in its natural setting. The objective was to report on what actually occurred within the research field (Nugrahani, 2014). The type of research utilized in this study was qualitative, specifically a descriptive approach, which concentrated on a particular unit, enabling a thorough investigation of the subject matter (Wulandari & Erianjoni, 2021).

The researcher selected both traditional and modern coffee shops, namely Kopi Matoa and Starbucks Slamet Riyadi, in Solo City. The research employed an observational study to investigate the customer communication behavior at these coffee shops. Observation is a systematic approach to document and reflect on the activities and interactions of research subjects (Nugrahani, 2014).

The aim of this study is to conduct a non-participant observational research where the researcher acts solely as an observer to ensure that the behavior and natural conduct of the research object remain unaffected. The non-participant observation method employed in this research enlisted the participation of seven observers. The observer selection criteria comprised comprehending the context of the phenomenon to be observed, discerning behavior variances, multitasking between observing and recording observations, and maintaining a rapport with the observee. The research involved observing the subjects for two hours daily, for a total of fourteen days, amounting to 28 hours. The observations were conducted at Kopi Matoa during afternoons and evenings with no differentiation between weekdays and weekends. On the other hand, at Starbucks, observations were made in the mornings and afternoons on Monday, Tuesday, and Sunday, in the afternoon and evening on Wednesday, Thursday, and Saturday, and in the afternoon and evening on Friday.

The data analysis technique employed in this study is the interactive model introduced by Miles and Huberman, which comprises three key components: data reduction, data presentation, and conclusion testing (Mubaroka & Rakhmat, 2018). Data reduction involves selecting, centralizing, and simplifying the available data, while data presentation entails organizing and grouping the data into a cohesive unit. Finally, conclusion testing involves drawing conclusions from the researcher's perspective and reinforcing the research writing (Hardiyanti & Puspa, 2021).

The researchers utilized source triangulation to assess the accuracy of the collected data. Source triangulation is a technique for verifying data obtained from observational studies conducted by researchers. The observations obtained are evaluated for their reliability by comparing them with data from other sources, allowing for the acquisition of varying evidence and perspectives regarding the phenomenon under investigation.

Results

Customer Activity

The most frequently observed activities at Kopi Matoa and Starbucks involve the use of cellphones and laptops. These activities are particularly prominent among customers at both establishments. Indeed, it is difficult to separate Kopi Matoa customer activity from the use of cellphones and laptops. Among the most visible activities at Kopi Matoa are playing online games on mobile phones with group mates, while customers who visit alone tend to use their laptops and cellphones for various activities.

At Starbucks, the most prevalent activity observed is using laptops for various tasks, either alone or in groups. The use of laptops is consistently the most commonly observed activity among Starbucks customers, compared to the use of cellphones. Both laptops and mobile phones are supported by the wifi facilities provided by both Kopi Matoa and Starbucks. The availability of such facilities in coffee shops can significantly impact the social benefits, confirmation, and trust of their customers (Ko, 2021).

The most common activity following the use of laptops and cellphones is chatting. While less frequently observed than anticipated, most customers engage in conversation in pairs or groups. Although not the primary focus of each customer's visit, chatting is a pervasive activity that is witnessed across all age groups and genders. At Kopi Matoa, chatting is predominantly undertaken by mixed groups and couples, while at Starbucks, middle-aged customers and group visitors engage in chatting activities more frequently.

Aside from chatting and using electronic devices, customers at Starbucks engage in important meetings and business-related discussions. It is worth noting that coffee shops provide not only products but also public spaces for consumption (Fauzi et al., 2017). For instance, a recent meeting between Hermina Solo Hospital and other collaborators was held at the coffee shop to discuss their cooperation program.

Communication between Fellow Customers

The clientele at Kopi Matoa and Starbucks displays a great deal of diversity, with patrons arriving either in groups, pairs or individually. The contrast between the two establishments' customer bases is evident in their respective age demographics. Specifically, Kopi Matoa's patrons consist mostly of young adult males, ranging in age from 18 to 25, with limited variation in customer demographics.

In contrast to Kopi Matoa, Starbucks attracts a more diverse range of customers who visit alone, in pairs or in groups. The age range of these customers is extensive, spanning from toddlers accompanied by their families, young children approximately 5 years of age, teenagers between 18 and 25 years old, parents between 30 and 38 years of age, as well as middle-aged customers around 60 years old. Gender is also diverse with both male and female customers visiting the establishment. Researchers found that Starbucks caters to a wide variety of customers.

The presence of diverse customers in both Kopi Matoa and Starbucks cultivates social interactions amongst the patrons. In Kopi Matoa, customers often come in groups, engaging in high and boisterous conversations that can be perceived as noisy. These groups communicate in a multifaceted manner, where any member can speak and there is no designated communicator or communicant. However, the intensity of visible communication may vary, as listeners are sometimes preoccupied with their mobile devices and may not be fully engaged in the discussion. In contrast, dyadic communication amongst two individuals does not always entail eye contact.

At Matoa Coffee, young male and female pairs communicate intensely and seldom use their cellphones or engage in other activities while conversing, unlike other younger customers who tend to be busier with their phones even during conversations. It is worth noting that customers visit in pairs or groups as well as individually, with solo customers typically avoiding interaction with others due to their unfamiliarity. Consequently, they remain alone even after leaving Matoa Coffee, conversing intently and seldom using their phones or engaging in other activities while conversing.

At Kopi Matoa, the researchers observed a unique phenomenon whereby individual customers who arrived alone later met with acquaintances and engaged in conversation. Despite not arriving together, those who recognized each other were observed exchanging greetings and engaging in brief discussions. Additionally, the researchers observed that groups of customers who arrived together and chose separate tables did not interact with their friends at other tables. Rather, they appeared to form new social groups solely by communicating with those seated at their respective tables.

At Starbucks, customers visit either individually, as siblings or in groups, similar to the customers at Kopi Matoa. However, it is observed that group visits at Starbucks are relatively infrequent. When customers visit in groups, it is typically for occasions such as family gatherings or business meetings. While communication within these groups initially involves direct eye contact, it is not sustained for an extended period. Eventually, group members often shift their attention to their mobile devices, leading to reduced conversational engagement.

Dyadic customer communication is a visible form of interaction. Researchers observed a diverse group of dyadic customers, which included younger siblings and offspring. The researchers found that younger male and female customers in pairs did not engage in deep conversation, opting to use their mobile phones instead. This trend was also observed among younger siblings and offspring. Conversely, customers who visited coffee shops alone did not seem to interact or engage in conversation with other customers. It was noted that Starbucks customers tended to remain in groups or stick with their companions, while at Kopi Matoa, customers who knew each other were observed. (Waxman, 2006).

Customer-Service Communication

Both traditional and modern coffee shops employ waiters to cater to the needs of their customers. In the course of the study, researchers noted differences in communication between service providers and customers at Kopi Matoa and Starbucks. The former has unassuming waiters who exhibit no apparent special treatment towards their customers, not even a welcome greeting upon arrival or after taking an order. Customers at Kopi Matoa do not acknowledge the waiter upon leaving or receiving their orders. Conversely, Starbucks customers receive a warm welcome and thank you from the waiter upon entering and leaving. While some customers respond with a nod, others respond with a smile and a thank you to the Starbucks waiter.

According to the researchers, the communication observed between waiters and customers at Kopi Matoa reflects a strong sense of familiarity between the two parties. The study shows that the coffee shop waiters actively participate in customer groups, mingling with them and even dressing similarly to blend in with the regular customers. In fact, they engage in the same activities as the groups of customers they know, such as playing games and chatting.

One of the distinctive features of coffee shops is the presence of customers who are familiar with the coffee shop waiters. This is evident from their interactions and ease of ordering. Such customers are confident enough to place their own orders in the absence of the waiter. Moreover, some customers even take the initiative of clearing their own dishes and returning them to the waiter's table when there is no one attending to them. As a third space, coffee shops are expected to provide a welcoming and comfortable environment where customers can freely come and go without feeling like they are being hosted. This is in line with the definition provided by Oldenburg (1999).

Etiquette in the Coffee Shop Environment

Ethics within the coffee shop environment can be classified into two categories: external factors related to customers and nonverbal cues exhibited by them. The external factors surrounding customers at Kopi Matoa

include the availability of indoor and outdoor seating areas. It has been observed that customers, whether in groups or pairs, often prefer seating in the outdoor section of the coffee shop. Those who arrive early tend to choose seats outside, but when these seats are full, they opt for the front of the coffee shop near the entrance. Interestingly, none of the customers seem to select the middle seats unless all other available seats are occupied.

According to the observation of the researchers, customers tend to choose a coffee shop that has available tables despite the presence of other groups already seated outside. Interestingly, the findings reveal that Kopi Matoa customers exhibit a nonchalant attitude towards sitting in close proximity to unfamiliar individuals, as they freely choose their preferred spots. Notably, the researchers did not observe any deliberate act of snubbing or disregarding other customers who are already seated.

Researchers have observed that at Starbucks, customers tend to prefer sitting in the corners of the room. They often choose seats close to the wall or at one end of a long sofa that can accommodate up to five people. Interestingly, even when the middle of the sofa is available, customers still tend to avoid it and opt for a corner seat. This is true for individuals as well as groups. Remarkably, researchers did not find any instances of customers deliberately avoiding their seats when new customers arrive.

In addition, customers may communicate through nonverbal cues. Communication can be classified into two distinct categories: verbal and nonverbal. Nonverbal communication pertains to the transmission of messages without the use of language (Kusumawati, 2016). Nonverbal signals may include attire, tone of voice, and body language while sitting.

The initial indicator is attire. At Kopi Matoa, patrons are commonly dressed in casual clothing, such as t-shirts, sweaters, jeans, and sandals, without any observable formal attire or footwear. On the other hand, Starbucks' clients exhibit more diverse clothing choices. The range includes casual t-shirts and lounge pants, formal suits, shirts, and shoes, and even professional uniforms, including those worn by doctors and nurses. The attire donned by Starbucks' customers serves as a representation of their identity. Identity is an essential element for all individuals in society, and it assists in exhibiting who they are while engaging with others in their surroundings (Isnawati & Suprijono, 2018).

The second indicator pertains to vocals, which encompasses various aspects of speaking such as tone, loudness, speed, intonation, and other related factors (Kusumawati, 2016). During our observation at Kopi Matoa, it was evident that customers arriving in groups tend to speak loudly, creating a noisy environment, regardless of whether they choose to sit indoors or outdoors. Conversely, customers who arrive in pairs tend to converse in a more relaxed and subdued tone. Similar observations were made at Starbucks, where customers arriving in groups, including friends and family, tend to speak loudly and create a noisy atmosphere, while younger siblings tend to converse casually in a low tone. However, during business meetings, Starbucks customers speak loudly but maintain a level of decorum and do not come across as noisy, presumably to ensure that the other party hears them clearly.

The third indication of customer behavior is their body language as observed from their seated position. The study discovered that Kopi Matoa customers tend to adopt relaxed postures, such as placing their feet on a chair, sitting cross-legged, and, surprisingly, some customers even recline on a chair, as seen in Figure 4. The majority of Matoa Coffee's clientele are young men who feel at ease expressing their preferred sitting positions. This could be attributed to the absence of older customers who typically maintain a more dignified demeanor (Ma'sum & Gunawan, 2019).

Picture3 Matoa Coffee Customers Sit Raising One Leg on a Chair

At Starbucks, customers are observed sitting in a proper position, with their feet positioned under the table. It is noteworthy that fewer customers at Starbucks elevate their feet on the chairs compared to those at Kopi Matoa. Customers who tend to elevate their feet on the chairs appear to lower their feet when a stranger is in close proximity. This is possibly due to the diverse age group of patrons in contemporary coffee shops, and the perceived lack of etiquette associated with elevated feet on chairs. The clientele at Starbucks range from young children to the elderly or middle-aged

Discussion

Third Place

Leasure
Coffee shops serve as a third space option outside of the home, school, and workplace. Individuals may choose to visit these establishments when they tire of the atmosphere at home or work, either to enjoy a cup of coffee or engage in activities using their cellphones or laptops. It has become commonplace for individuals to shift their daily activities to coffee shops, such as chatting, reading, or seeking entertainment (Fauzi et al., 2017). In the case of Kopi Matoa, researchers found that some customers frequented the coffee shop on a daily basis, using it as a space to unwind and socialize with friends. The regular patrons of Kopi Matoa indicate that they feel comfortable in this environment, engaging in similar activities such as playing games and chatting with friends or staff members..

Pleasure
Customers visit coffee shops in order to alleviate boredom and utilize their free time. Researchers have observed that common activities in traditional coffee shops include playing on cellphones, such as accessing social media or playing games. Additionally, when these activities are done simultaneously with friends, it often prolongs the duration of the activity. Such simultaneous game play also involves communication in which participants may give each other high-pitched directions, shout, and even use expletives. Despite the potentially hurtful nature of such words, friends generally do not consider them as such, which can create a more relaxed and enjoyable atmosphere.

During the conducted activity, a group of friends engaged in a chat. This social interaction resulted in a livelier, brighter, more colorful, and attractive atmosphere within the room (Khan & Kumar, 2021). The conversation appeared enjoyable as laughter filled the air, with frequent witty remarks and jokes being exchanged. Those deeply engaged in conversation would sometimes raise their voices inadvertently, as they sought to be heard throughout the space.

Both traditional and modern coffee shops offer their patrons a sense of liberation, exemplified by their attire. Customers are at liberty to dress as they please, without any constraints. Furthermore, both types of

establishments do not impose limitations on the various activities undertaken by their clientele. Customers are free to engage in conversations with friends, engage in games, or even smoke, without any interference.

Coffee Shop As a Comfortable Place

The convenience offered by a traditional coffee shop and a modern coffee shop differs significantly. A traditional coffee shop provides individualized convenience to its customers. Researchers have consistently found that customers develop close relationships with coffee shop waitstaff. The level of comfort experienced by customers is evident in their ability to sit openly in the position of their choosing, including raising a leg up on a chair, sitting cross-legged, or even reclining on a chair. These findings demonstrate that customers who frequent traditional coffee shops tend to feel at ease and comfortable in their surroundings.

In contemporary coffee shops, customers appear at ease as they maintain their seated position while engaged in various activities. This is particularly true for those working on laptops, who may spend an extended period of time at the establishment. Moreover, families visiting the Starbucks café seem to appreciate the amenities and interior design, as they often engage in extended conversations. The degree of convenience experienced by patrons is such that they are willing to leave their personal items, including laptops and bags, on their seats when using the restroom.

The clientele of coffee shops is primarily young male in traditional establishments. However, modern coffee shops exhibit more diversity, attracting a range of individuals such as children, teenagers, parents, and both genders. Patrons are at ease conversing and sharing narratives with one another. Social barriers are not readily apparent, as customers from various backgrounds receive equal treatment.

The presence of customers at both Kopi Matoa and Starbucks indicates a desire for a space beyond their home and workplace in which to conduct activities. By utilizing a coffee shop, individuals are afforded the freedom to engage in a variety of pursuits, including conversation, reading, cellphone use, and completing assignments. The ambiance of a coffee shop is appealing to patrons, as it offers a distinct atmosphere. The choice to frequent a coffee shop is influenced not solely by factors such as pricing, coffee quality, and menu options, but also by the amenities provided, such as reliable wifi, ample seating, and a welcoming environment (Irwanti, 2017).

Symbolic Interactionism in Coffee Shop

Symbolic interactionism, as defined by Herbert Blumer, pertains to the interactions among human beings (Aulia et al., 2022). People exhibit varied actions and assign interpretations to the actions of others. This reaction involves the utilization of symbols to comprehend the meaning conveyed by others (Aulia et al., 2022). The basic postulates of the symbolic interactionism theory and the discoveries in this area are:

Initially, humans form their behaviors towards individuals and objects based on the interpretations they perceive. As evidenced by research, the customers of Kopi Matoa exhibit a conduct of elevating their feet on chairs, which is a result of the meaning formed through customer interactions at Kopi Matoa. It is observed that visitors to Kopi Matoa consistently raise their feet on chairs, thereby establishing the perception that such an act does not create any discomfort for anyone.

The meaning attributed to social interactions results from them. Research has shown that Starbucks customers perceive gratitude when their orders are taken, which prompts them to reciprocate by thanking Starbucks waiters upon receiving their orders. In contrast, customers at Kopi Matoa do not receive any special treatment, and the waiter remains silent when delivering their food. Consequently, Kopi Matoa customers adopt the same behavior and do not express any gratitude when receiving their orders. Additionally, elevating one's feet on chairs is a behavior observed among Kopi Matoa customers and is deemed acceptable. This has created a shared understanding that there is no issue with sitting on a chair with elevated feet.

Thirdly, the meanings received through interpretation can undergo alterations. The investigation conducted in the field discovered that patrons of Kopi Matoa, who arrived simultaneously, opted for separate seating arrangements and did not engage in any form of communication to suggest that they were part of the same group. This suggests that the individual's interpretation of meaning varies in such a situation. They did not

appear to be obliged to arrive as a group, evidenced by the fact that they chose separate seats due to the unavailability of a table to accommodate them together, resulting in their dispersal.

Conclusion

The research findings indicate several conclusions about coffee shop customer behavior. First, activities commonly observed among customers include using cellphones, working on laptops, chatting, reading, and conducting business meetings. Second, communication patterns vary depending on the type of coffee shop. Traditional coffee shops tend to attract groups and younger customers, while modern coffee shops are frequented by individuals. Communication between customers and servers is often limited to public exchanges in modern coffee shops, whereas traditional coffee shop customers engage in more personal and intimate conversations. Third, coffee shop etiquette is shaped by both external factors and nonverbal communication. Traditional coffee shop customers tend to dress casually and sit in unusual positions, while modern coffee shop customers prefer more formal attire and relaxed body language. These findings suggest that coffee shops offer distinct social environments that reflect different cultural and generational preferences.

Acknowledgments

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