


The Art of Community: A Key for Sustaining Coffee Shop Business in Pontianak

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This research is aimed to explaining the phenomenon of the large number of coffee shop businesses in the city of Pontianak due to the Coffee Culture owned by residents in Pontianak specially and in general in Kalimantan Barat. This type of research is qualitative research with an ethnography approach with a research time span from 2021-2024. Data was obtained in several stages such as distributing questionnaires, in-depth interviews with three coffee shop actors in Pontianak and collecting related documents as a literature review to reveal the phenomenon that happened. The research results show that perception, motivation, appearance of coffee, experience, beliefs, attitudes and coffee brands play an important role in the formation of today's coffee culture. On the other hand, coffee business actors to be able to compete and maintain their business, they increase hospitality to increase customer loyalty to be able to maintain their business even by targeting quite specific markets in certain groups that focus with product, price, place, promotion, people and presentation.

Keywords: Business; Coffee Shop; Community; Culture; Pontianak; Tribal

INTRODUCTION

The existence of coffee shops in Pontianak City is closely related to Chinese culture "Tea House" due to the arrival of Chinese people to Indonesia, especially West Kalimantan. Considering that the tradition of the Malays is to drink coffee, it caused the Chinese who migrated to West Kalimantan to change their strategy from tea shops to coffee shops to attract Malays to visit their places of business (Asma, 2008). The tradition of drinking coffee in coffee shops began to be crowded from 1969 due to trade activities that occurred in the Verkendepaal area built by the Dutch East Indies government. Coffee drinkers often spend hours talking about everyday issues, the hottest issues and business (Zulestari et al., 2017). Many coffee shops in Pontianak are open for 24 hours with visitors from various ethnicities (Widiatmaka et al., 2023).

This phenomenon develops because culture likes to gather in society (Sodik & Putri, 2019), especially in Pontianak City and gave rise to the cultural identity of "Ngopi" as a daily habit of the people. This creates a business opportunity for business people and has the potential to be a regional revenue for local governments (fithriyyah et al). In 2022, the Pontianak City PAD managed to reach IDR 537.7 billion with IDR 75 billion from restaurant tax revenue (Ibrahim, 2023), where coffee shops are included in this tax. Therefore, the Pontianak City Government targets itself as a Creative City of Coffee by raising Coffee Culture as a strength. The hope to be able to reach 1000 coffee shops to live up to its nickname and as a strength in the effort to become a creative city (Dedi, 2024).

If at the beginning of the emergence of coffee culture followed by a strategy to replace the type of drink consumed, now the coffee shop business needs to do various ways to be able to survive in any way possible to attract the interest of consumers (Jin et al., 2020; Kee et al., 2023; Sitaniapessy & Huwae, 2023). Therefore, this research was conducted to be able to see more broadly the strength for coffee shop owners to maintain their business continuity.

LITERATURE REVIEW

Brand Community

Coffee shops have the potential to develop connections and communities with their role as a "space" for recreation and work, as well as providing a sociological space in the community (Ferreira et al., 2021). As a form of effort to create this space, of course, strategic efforts are needed that need to be made. Previous studies have shown that brand community is an important strategic element in building customer loyalty, especially through strengthening emotional bonds and trust in brands (Marzocchi et al., 2013). A community itself is defined as a group of individuals who share concern for each other's welfare (Vogl, 2016). However, this definition is still immature because, sometimes, not everyone who shares the same values, identities and perspectives becomes one community. However, at least in the context of the brand community, to be able to provide a sense of belonging that appears, at least a sense of acceptance, welcome, valued, cared for (mutual concern), appreciated, and possessing insider (esoteric) understanding (Jones, 2020).

Tribal Marketing

A tribe is a group of people who are connected to each other, connected by one leader, and connected to one idea (Godin, 2008). Tribal marketing is simply a community-based marketing strategy. Where companies segment consumers based on the similarities, interests, and beliefs embraced by the community (Amanah, 2022). Tribal marketing

itself strives to be able to determine the meaning of its products for consumers so that consumers are more loyal to the brand and effectively spread the message of the brand. Where their perception of the brand changes so that there is an emotional connection felt by the community, then decides to join and be loyal to the brand (Richardson, 2013). However, in the context of this study, the concept of tribal marketing emphasizes servicescapes as in previous research by Hall (2008), where the formation of space by coffee shops is not only related to the exchange of economic value, but. It is also about social experiences that strengthen a sense of community (tribal connection) among consumers.

Consumer Engagement

Fierce competition requires companies to be able to establish communication or interaction between customers and brands. This triggered a study conducted by Rather (2019) by investigating the relationship between consumer engagement and high-level marketing constructs such as trust, breadth, commitment and customer loyalty in the hospitality industry. Where the results of the study show that consumer engagement increases satisfaction, commitment, trust, and loyalty.

8P Mixed Marketing Theory

Adeleke (2020), summarized that coffee shop owners generally use the 8Ps mixed marketing approach which includes personalization initiated by Goldsmith in 1999, in order to be able to provide a unique position in the market and marketing strategy in an effort to achieve competitive advantage over competitors and sustainable business operations. So that the use of the 8P marketing framework It is expected to be able to help in the exploration and understanding of marketing strategies that can be used by coffee shop owners.

RESEARCH METHOD

The approach used in this study is a type of qualitative research with an ethnographic approach. Qualitative research is known as broad umbrella terms, where the concept is expected to cover various methods, approaches or related phenomena (Hennink et al., 2011). Meanwhile, ethnography is a social science research method with the aim of being a focal point for the culture of community groups and even each member of society so that ethnomethodology tends to be associated with the world of construction of each individual so that it can be understood using common sense (Bado, 2022). Furthermore, to be able to fully describe the phenomenon of coffee culture in Pontianak, the data collection process was carried out in three stages during the period from 2021 to 2024.

In the first stage, mid-2021, it was carried out by collecting primary data in the form of quantitative data from quantitatively consumer perceptions on a scale as large as the questionnaire as the research instrument. The scale used is a likert scale with five points. This was done to get a general overview of the coffee behavior of the people of Pontianak city in advance. The sample used on the unknown population using the rule of thumbs of skxploratory analysis was 100 samples and the data analysis technique used Exploratory Factor Analysis (Hair et al., 2019).

In the second stage, in 2021-2022, primary data was collected by conducting an in-depth interview process and observation during the covid-19 period. This data is obtained directly from the main sources of the research object. The source of in-depth interview data was collected in the time period from June to August with the criteria of resource persons: 1 coffee shop owner who is more than 3 years old; 1 coffee shop owner who was newly established during the Covid-19 pandemic (early 2020 to 2021); and 1 barista

who has worked in several coffee shops. This process is carried out to get a point of view from coffee shop owner and actors. Data analysis techniques are carried out by the process of data reduction, data presentation and verification (Miles & Huberman, 1994). The data reduction process is carried out by coding, categorizing and identifying the main themes by finding the meaning and patterns of the data obtained (Hennink et al., 2011).

The third stage, from 2023 to mid-2024, will be carried out in a post-covid-19 observation process to get a comprehensive picture of people's coffee behavior in the city of Pontianak. Observation is an instrument used in research to record data during the observation process (Sukendra & Atmaja, 2020). At this stage, observations were made using the 8P mixed marketing theory as the basis of the observation sheet as an aspect observed in several coffee shop locations to understand personalised. The observation process was carried out on three criteria for the type of coffee shop in Pontianak, namely: traditional coffee shops, modern coffee shops, and café and restaurant coffee shops.

RESULTS

Based on the results of the distribution of questionnaires in 2021, it shows that the behavior towards coffee culture by the people of Pontianak City is caused by 5 main variables. Among them, the biggest factor of the Variables of attitudes towards coffee culture are caused by several factors such as perception, motivation, product appearance, experience, belief, attitude and coffee brand. Meanwhile, social variables that contain factors such as community, friends, family, and habits are the fourth variable that shapes their coffee behavior. It should be noted that the social aspect which is the fourth variable, but also a factor that can affect the perception, motivation, and beliefs possessed by a person is influenced by internal and external factors (Stern et al., 1999). Meanwhile, the social aspect also has a strong relationship in the formation of interactions and habits (Kotler & Keller, 2016). In general, these variables show great potential in building community-based marketing strategies that are integrated with cultural values and consumer habits.

Table 1. Factors shaping the "*ngopi*" the socializing over coffee behavior of the people of Pontianak City

Variable	Variable Name	Factor	Loading factor	Eigenvalue	Percent of variance
I	Sikap terhadap budaya <i>ngopi</i> (Attitude towards Ngopi Culture)	Perception Motivation The display of a cup of coffee Experience Belief Attitude Coffee brands	0,741 0,723 0,699 0,693 0,622 0,614 0,585	8,444	36,712%
II	Produk dan lokasi (Products and Location)	Coffee shop location Ease of access to coffee shop locations Service Coffee taste	0,879 0,853 0,767 0,468	2,329	10,126%
III	Karakteristik Peronal (Personal Characteristics)	Education Income Lifestyle Profession/occupation Age	0,775 0,728 0,682 0,632 0,513	2,075	9,023%
IV	Sosial	Community	0,669	1,294	5,628%

Variable	Variable Name	Factor	Loading factor	Eigenvalue	Percent of variance
	(Social)	Friend Family Habit	0,620 0,539 0,513		
V	Kesadaran Harga (Price Awareness)	Promotion Discount Price	0,715 0,704 0,665	1,088	4,732%

Source: (Ahmadi & Indah, 2022)

Furthermore, the interview process was carried out to three actors of coffee shop business actors in Pontianak with the following information:

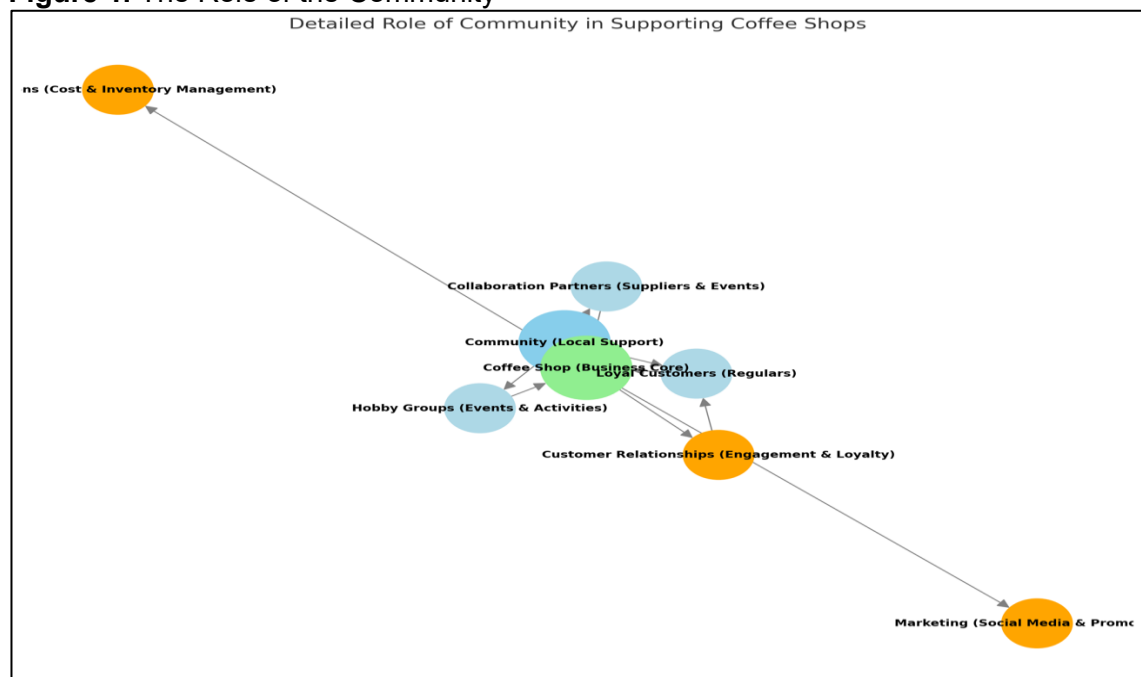
Table 2. List of Respondents

Code	Position	Interview date	Duration
R1	Owner Coffee Shop	October 14, 2021	00:46:25
R2	Owner Coffee Shop	October 17, 2021	00:54:45
R3	Barista	October 26, 2021	00:25:56

Source: Data processed by the author (2024)

The interview process was carried out at the location of the coffee shop where the respondents worked, then the interview transcript process was carried out. The results of the interviews are then fed into an open AI tool to help in a simple visualization process. The interview discussed the strategies of actors to survive during the pandemic such as strategies to survive during the pandemic, operational constraints, cost efficiency, marketing strategies, and performance evaluation (Indah & Ahmadi, 2023). During the interview process, we found that the community is an integral part of the coffee shop owner's process to survive. Therefore, the focus is on the observation process to see more deeply from the findings of this interview.

Figure 1. The Role of the Community



Source: Data processed by the author (2024)

As seen in Figure 1, there are 7 things that affect the sustainability of the coffee shop business from the results of the interview, namely:

Community (Local Support)

The local community acts as the core support for coffee shops, including customers, hobby groups, and collaboration partners.

"Actually, if we have a coffee shop, what we initially seek is the community itself, primarily to introduce the shop through word of mouth." (R3)

"One of the keys to survival is the community. Their loyalty makes a difference." (R2)

Loyal Customers (Regulars)

Loyal customers are key to maintaining business stability during difficult times like the pandemic.

"We rely on friends who are loyal to us and visit daily. They help us keep running." (R1)

"Mostly, the customers were our regulars. We have built strong relationships with them." (R3)

Hobby Groups (Events & Activities)

Hobby groups support coffee shops by hosting events and activities that attract visitors.

"Photography communities, including local associations, often utilize our space for their activities." (R3)

Collaboration Partners (Supplier & Events)

Collaborations with partners, such as suppliers and event organizers, help coffee shops sustain operations.

"We're collaborating with several vendors to expand our market and attract new customers." (R1)

"Suppliers often asked, 'Do you have enough stock?' They even allowed delayed payments during the pandemic." (R3)

Operations (Cost & Inventory Management)

Efficient operations involve managing costs and inventory effectively.

"We consistently predict when our coffee stock will run out through stock-taking." (R1)

"During the pandemic, we switched from premium ingredients to more affordable alternatives." (R2)

Marketing (Social Media & Promotions)

Social media and promotions are essential to maintaining a coffee shop's visibility and attracting customers.

"Social media played a significant role. With people staying at home, we utilized it for continuous promotions." (R2)

"I focus on expanding connections and collaborating with other vendors to attract new markets." (R1)

"We remained open, relying solely on word-of-mouth without significant exposure on social media." (R1)

Customer Relationships (Engagement & Loyalty)

Building strong relationships with customers helps maintain their loyalty and engagement.

"Baristas are the front line. We recommend drinks and ensure they like what we serve, encouraging them to bring friends." (R3)

"Customers ordering manual brew often ask where the beans are from. We explain to spark their curiosity and build rapport." (R1)

The coffee shops interviewed managed to survive by relying on a combination of loyal customers, strategic collaborations, support from hobby communities, operational efficiency, and the active engagement of baristas. The role of the community proved to

be a vital factor in ensuring the sustainability of their businesses, even under challenging circumstances like the pandemic. As observed in 2023 – mid-2024, An analysis of the two coffee shops interviewed in 2022 reveals that there have been no significant changes in their operational conditions from a sales perspective. Despite external challenges, such as the pandemic, their sales strategies and customer engagement approaches have remained relatively Just like what happened during the pandemic.

Observations reveal that product variation in coffee shops is not significant, as most offer similar coffee variants. Some coffee shops diversify their offerings, but customer preferences for menu items vary. The focus of consumption extends beyond coffee to additional products reflecting market segmentation. Traditional coffee shops serve traditional snacks, modern coffee shops offer lighter options such as bread and cookies, while major players provide restaurant-style menus with more diverse main course options. Similar products lead to similar pricing, with modern coffee shops and café-style establishments averaging 20-30 thousand rupiah, while traditional coffee shops offer lower price ranges. Promotions in some coffee shops are limited to specific events. Social media activities of coffee shops were not included in this observation.

Each coffee shop type has its own unique concept. Large chain coffee shops are often overcrowded but remain popular. Traditional coffee shops, usually focused solely on coffee, cater to niche communities and are often located in small alleys away from main roads. Between 2023 and 2024, local coffee shops have expanded through licensing and partnerships, often situated along main roads. Traditional coffee shops are busiest in the early morning before work, modern café-style coffee shops draw crowds from midday to late night, and modern coffee shops focusing solely on coffee see visitors primarily in the evening, though less crowded.

Personalization is only seen in coffee shops that focus on loyal customers. As for modern coffee shops, it can be seen the efforts are made to provide quite friendly service by the baristas and runners. But not very specific. But the closeness is seen in some baristas and consumers. While in traditional coffee shops and cafes and coffee shop restaurants, this is not very visible. However, the closeness of socialization and closeness between individual groups can be seen in these two types of coffee shops. An interesting thing that happened during the observation process, there were several communities that reappeared at several observation sites carried out by researchers. During informal interactions observed, there were occasional customer complaints about the long serving time, queues, and overall room conditions. However, it remains unclear whether these issues significantly impact customer retention, as the same groups of customers continued to frequent the coffee shop during the observation period.

DISCUSSION

In line with Goldsmith (1999), dividing the heterogeneous market into smaller segments and even personalization is a strategy that can be done. In this study, the concept of tribal marketing Emphasizes can be part of the way personalization strategies and the way the important role of servicescapes as a space that supports the formation of local identities and communities based on emotional and cultural connections as studied by Hall (2008). Consumption in this context is not only about the exchange of economic value, but also about social experiences that strengthen the sense of community (tribal connection) among consumers.

The results of this study findings also show part of the coffee shop's efforts to comply with the wishes of its loyal customers by providing a comfortable layout for hanging out

or working, and an atmosphere that supports the hobby community, and providing warm interaction between baristas and customers that can create an emotional bond. Interactions that take place in servicescapes at the coffee shops, help create and maintain social rituals that strengthen bonds within the community, while increasing loyalty to the brand or place. By designing consumption experiences that are culturally and emotionally relevant, businesses can leverage these tribal connections to create a more engaged and committed community of customers. This article highlights how consumption space can be a catalyst in the formation of tribes, where collective experience and shared values play a key role in the success of community-based marketing strategies.

CONCLUSION

The study highlights that coffee shops in Pontianak serve not only as places for consuming coffee but also as vital spaces for fostering community connections. Traditional, modern, and café-style coffee shops each cater to distinct segments, reflecting diverse cultural and social dynamics. Factors such as product offerings, pricing, and personalization influence customer experiences and loyalty. By embracing tribal marketing and community-based marketing approaches, coffee shops have successfully built strong emotional and social connections with their customers, leveraging these relationships to create loyal consumer groups. These strategies not only enhance customer retention but also position coffee shops as integral cultural hubs in Pontianak's urban landscape, demonstrating their potential for resilience and growth.

LIMITATION

This study is limited by its focus on coffee shop observations and interviews conducted in Pontianak, potentially restricting the generalizability of the findings to other regions. Furthermore, the absence of social media activity analysis means insights into digital consumer engagement remain unexplored. Future studies could incorporate broader geographic scopes and examine the role of online platforms in enhancing community-building efforts and consumer loyalty.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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