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## **CUSTOMERS' INTEREST IN THE COFFEE PRODUCTS BREWING METHODS AT TEMANI COFFEE SHOP**

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**Abstract:** This study aims to find the customers' interest at Temani Coffee Shop's coffee products. Specifically, it explores the customers' preferences regarding the brewing methods used in making the coffee beverages served at Temani Coffee Shop. This research used a qualitative design. The data was gathered through interviews with the baristas and observation. The research instruments used were an interview guide to collect the primary data from the baristas and an observation sheet to collect the secondary data when the customers made the coffee orders. The data was analyzed using the qualitative-descriptive method. The results of this study showed that customers are highly interested in the coffee drinks produced by automatic coffee-making machines. However, some true coffee lovers choose the manual brewing method because it provides flexibility in controlling the taste of the coffee. Factors such as taste, aroma, and unique experience also influenced customers' preferences for coffee-making methods.

**Keywords:** customers' interests; coffee brewing method; automatic coffeemaker; manual brewing.

### **1. INTRODUCTION**

In today's era, consumer interest in coffee products is related to the enjoyment of taste and the manufacturing method used to produce the perfect cup of coffee. Coffee is one of the most popular caffeinated beverages in the world, has become an indispensable part of most people's lifestyles. One of the debates that arises in coffee is the brewing method most preferred by coffee enthusiasts: the automatic machine Coffeemaker or manual brewing (Sintaro et al., 2020).

In general, brewing coffee has two techniques: automatic coffee machines and manual brewing techniques (Cibelli et al., 2021). According to Allender (2017), coffee can be brewed through a machine, such as an espresso machine. The coffee produced by this espresso machine tends to be stronger. It has a dense crema and high caffeine levels because the manufacturing process is through high pressure and brewed with a water temperature of 90 degrees Celsius. The result of brewing coffee using an espresso machine is espresso, which can be processed into americano, long black, latte, cappuccino, and mochaccino.

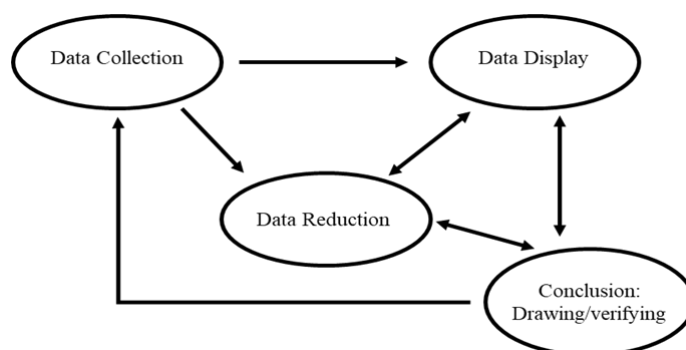
The coffee-drinking trend has proliferated worldwide, including in Indonesia. The existence of various cafes that offer a variety of coffee-making methods has invited consumer interest and curiosity in exploring various coffee flavors and aromas (Soedirlan et al., 2022). One coffee shop that considers consumer interest in coffee-making methods is Temani Coffee Shop, which presents two main methods: automatic Coffeemaker machines and manual brew. Most young people like to drink coffee using brewing techniques using a coffeemaker because the coffee is more straightforward and tastes stronger and thicker. (Herlyana, 2012).

The purpose of this research is to explore consumers' interests in coffee products produced by the automatic Coffeemaker and manual brew methods at Temani Coffee Shop. Through this research, we will answer the question, "What is the customer interest in coffee products with the Coffeemaker and manual brew manufacturing methods at Temani Coffee Shop?" The results of this study are expected to provide valuable insights to cafe owners.

## 2. METHOD

This research uses descriptive qualitative methods conducted at Temani Coffee Shop. Based on problem identification, this research is limited to customer interest in coffee products with coffeemakers and manual brew methods at Temani Coffee Shop.

The source of data used in this study is a questionnaire, where researchers will distribute questionnaires to the customers within a certain period of time. This research was conducted at Temani Coffee. Temani Coffee is a coffee shop on Jalan Lely, Singaraja, Buleleng, Bali. This study used questionnaire to collect the data. In collecting data, the researcher used one of the methods, the researcher used questionnaire. This research applied the four processes Milles and Huberman (1994) provided to conduct data analysis. The four processes provided are data collection, reduction, display, and conclusion. The four processes were described as below:



Picture 1 Method of Data Analysis (Milles & Huberman, 1994)

## 3. RESULT AND DISCUSSIONS

This research involved several customers who often visit Temani Coffee Shop. An online questionnaire was distributed by the author when customers came to Temani Coffee Shop. The results of the needs analysis found that coffee brewing techniques do make the taste of the coffee itself different, coffee brewing done at Temani Coffee Shop is two manual brewing and coffeemaker (Cibelli et al., 2021). Therefore, there are 4 types of questions that are distributed through the questionnaire method. The list of questions can be seen in Table 3.1.

**Table 1** The needs analysis found in steeping method.

| Steeping Method | Reasons to like the method  | Frequently purchased coffee products | Reasons for liking the product   |
|-----------------|---|--------------------------------------|--|
| Manual Brewing  | I like manual brewing because I can control the taste of the coffee I want, and manual brewing makes the coffee taste smoother. | Japanese                             | Because Japanese gives a unique coffee sensation, the sensation of coffee mixed with delicious fruity flavors combined with ice cubes, making the coffee taste completely different. |
| Coffeemaker     | The types of drinks produced are more varied than manual brewing.   | Latte                                | Basically, I do like coffee drinks that have milk mixed in, but for lattes I prefer no sugar.  |
| Coffeemaker     | Because the coffee maker brewing method is a more simple and efficient method of making coffee.                                 | Latte                                | Because late products are not monotonous   |
| Coffeemaker     | Delicious   | Latte                                | Delicious  |
| Coffeemaker     | Because I prefer the manual one.  | Latte                                | Because of the order of the day" accompanied by coffee   |
| Manual Brewing  | We can adjust the flavor of the coffee produced.  | V60                                  | To my taste  |
| Coffeemaker     | easier  | Moccacino                            | Delicious  |
| Coffeemaker     | Because it can produce various types of coffee using a coffee machine.  | Latte                                | Because the coffee flavor is quite strong and mixed with milk.   |

|                |  |           |   |
|----------------|--|-----------|---|
| Manual Brewing | The reason I prefer manual brewing is that it offers control over the brewing process, customization of flavor profiles, versatility in brewing techniques, hands-on experience, and artistic expression, making it a favorite method among coffee enthusiasts looking for a more personalized and engaging coffee experience.                                   | Japanese  | I like Japanese products because they have differences with other types of coffee, such as the chocolate flavor in the composition of the product, which makes the product different from other coffee products. This gives Japanese different flavor characteristics as well as a lower calorie level compared to other types of coffee.   |
| Coffeemaker    | The taste of coffee is more pronounced, the manufacturing process is more aesthetic and simpler.   | Latte     | Because of the taste and value of the art.  |
| Coffeemaker    | Actually, it's the same between coffeemaker and manual brewing, according to the context and self-desire and the availability of tools.  | Americano | These products are already worth ordering when you need instant energy.   |
| Manual Brewing | This method often produces richer and more complex coffee flavors than automatic machines, due to more precise extraction. In addition, I can experiment with different brewing techniques and parameters, opening up opportunities to discover unique and different flavors. And also, its portability makes it easy to travel with like carrying an AeroPress. | V60       | The V60 method is known to produce coffee with a clean and complex flavor. The V60 allows high control over various aspects of brewing, such as coffee-to-water ratio, water temperature, and brewing time. With the V60, I can more easily explore and appreciate the unique characteristics of different types of coffee beans. Each variable in the brewing process can be adjusted to bring out different flavors from the same coffee beans. |
| Coffeemaker    | prefer to make coffee using a machine, simpler   | Americano | No sugar  |
| Coffeemaker    | More pronounced  | Latte     | Soft taste  |
| Coffeemaker    | Tastes better  | Americano | Because I like bitter   |
| Coffeemaker    | Because the coffee produced is stronger and simpler.   | Latte     | Because the milk coffee blend is very good, moreover there is an element of art displayed on the product that makes me enjoy the coffee latte more.   |
| Manual Brewing | Done in a unique way   | V60       | Unique and complex coffee flavor  |

From the results of the data analysis above, it can be found that customers at Temani Coffee Shop like the Coffeemaker brewing technique because customers like coffee drinks with a mixture of milk, delicious because daily orders are accompanied by coffee, delicious because of the strong taste of coffee and mixed with milk, because of the taste and artistic value that is in it, this product is worth ordering because the taste is soft and the milk coffee blend is very steady. As for the manual brewing technique, it is only of interest to a few people because it can control the taste of the coffee I want and make the coffee taste smoother, it offers control over the brewing process, customization of flavor profiles, flexibility in brewing techniques, hands-on experience, and artistic expression, which makes it a favorite method among coffee farmers. This method also often produces richer and more complex coffee flavors than automatic machines. With this method, it can also find different flavors by experimenting with various brewing parameters, and its portability makes it easy to travel with. This shows that most young people like to drink coffee using brewing techniques using a coffeemaker because the coffee is more straightforward and tastes stronger and thicker. (Herlyana, 2012).

#### 4. CONCLUSION

The results showed that there are 2 coffee brewing techniques in Temani Coffee Shop, Manual Brewing and coffeemaker, customers at Temani Coffee Shop prefer the coffeemaker brewing technique because it has an

artistic and simple taste with a mixture of milk which makes products with coffeemaker brewing techniques more often ordered by visitors at Temani Coffee Shop. Manual brewing techniques are only in demand by some people because the method is more flexible in the brewing process. Because this research was conducted at Temani Coffee Shop, future researchers are expected to find out more about the differences in taste between these two coffee brewing techniques.

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