

Reflections of culture and comfort in a cup of coffee: Observing M. Aboe Talib coffee shop

Majid Wajdi¹, Budi Susanto², M. Agus Sutiarto³, Waelan⁴

Politeknik Negeri Bali^{1,2,4}

Institut Pariwisata dan Bisnis Internasional³

Abstract - This research aims to observe and assess the existence of Kedai Kopi M. Aboe Talib, a typical Indonesian coffee shop located in East Denpasar. This research uses observation methods to collect data regarding the atmosphere, services and products offered by the coffee shop. Observations were made by recording direct experiences at the location, including customer interactions, interior design, and coffee quality. The analysis results show that Kedai Kopi M. Aboe Talib has succeeded in creating a comfortable and inviting atmosphere, with an interior design that reflects local wisdom and Indonesian traditions. Friendly and professional service also contributes to a positive customer experience. The coffee products offered have consistent quality and meet customer expectations in terms of taste and aroma. In conclusion, Kedai Kopi M. Aboe Talib not only functions as a place to enjoy coffee, but also as a social space that strengthens Indonesian cultural identity through the design and services presented. Its existence makes a positive contribution to the local culinary experience and shows how coffee shops can be an important part of social and cultural life.

Keywords: M. Aboe Talib coffee shop, atmosphere, service, Indonesian specialty coffee, customer experience

1. Introduction

In the ever-evolving landscape of coffee culture, where traditional coffee houses are gradually merging with modern-day cafes, some establishments still manage to preserve cultural identity while offering comfort. Kedai Kopi M. Aboe Talib in Denpasar Timur, Bali, represents one such space where culture and coffee intertwine, offering patrons more than just a cup of coffee. It becomes an embodiment of local culture and a space for fostering social bonds. In this review, we explore the unique blend of culture and comfort that defines M. Aboe Talib coffee shop and its significance within the growing coffee scene in Bali.

Indonesia's coffee heritage is vast, with its history spanning centuries, from the Dutch colonial era to the present day. Coffee houses were traditionally places for intellectual discussions and exchanges of ideas, and they often played a significant role in shaping societal trends. In contemporary times, coffee shops have transformed into hybrid spaces where individuals seek not only coffee but also comfort, connection, and a sense of belonging. The cultural aspects that once made coffee shops integral to societal life, however, seem to be under pressure as more establishments lean towards a commercially-driven, modern aesthetic.

In Bali, known for its tourism and cultural richness, coffee shops have thrived as spaces for locals and visitors alike. Among them, Kedai Kopi M. Aboe Talib stands out for its preservation of traditional values, serving as a reflection of Bali's cultural diversity and local identity. It is not only a venue for coffee lovers but also a site where culture is actively experienced and embraced, providing a unique sense of belonging for its patrons.

This review of Kedai Kopi M. Aboe Talib becomes particularly urgent due to the growing homogenization of coffee shops in Bali. As coffee culture continues to shift toward commercialized settings and global coffee chains, the significance of preserving cultural identity within these spaces cannot be overlooked. M. Aboe Talib coffee shop offers a unique opportunity to explore how traditional values can coexist with modern consumer expectations.

Previous studies have emphasized the importance of space and atmosphere in shaping customer loyalty, engagement, and overall satisfaction in coffee shops. For instance, Lee and Kim (2020) found that the ambiance of a coffee shop plays a critical role in influencing customer satisfaction and repeat patronage. Similarly, research by Jang and Namkung (2019) highlights how a coffee shop's cultural representation can enhance customer experience and engagement. These studies suggest that atmosphere and cultural symbolism are vital factors in fostering customer loyalty. However, little attention has been paid to local, smaller coffee shops like M. Aboe Talib that reflect the deeper cultural underpinnings of a region.

Moreover, with Bali's coffee industry expanding, the risk of cultural dilution is high. Commercial coffee chains often focus on efficiency and profit, side-lining the cultural aspects that are intrinsic to local coffee houses. Thus, analysing the role of M. Aboe Talib in preserving cultural heritage while remaining relevant in the modern market becomes essential.

Several studies have explored how local coffee shops can serve as cultural sites, blending tradition with contemporary expectations. According to Yoo and Lee (2021), coffee shops often serve as microcosms of the broader societal and cultural values that surround them, making them key sites for understanding cultural dynamics within a given region. Furthermore, their study points out how the interior design, coffee-making techniques, and even the type of customers can provide clues to the social and cultural values of a society. The findings from this research can be linked to the cultural experience at Kedai Kopi M. Aboe Talib, where traditional Balinese aesthetics meet contemporary coffee culture.

Katz (2018) provides an extensive international perspective on coffee culture, examining how coffee shops serve as social hubs across various countries. His study emphasizes the universal appeal of coffee as a medium for socialization, relaxation, and intellectual discussion, though cultural interpretations of these spaces vary. Katz's research offers a comparative analysis of coffee shop cultures in both Western and Eastern contexts, with a particular focus on how these spaces reflect societal norms and values.

Salim (2021) delves into the cultural significance of coffee shops in Indonesia, highlighting how these establishments are more than just places to consume coffee. According to Salim, Indonesian coffee shops play a crucial role in fostering social interactions and community-building. His study explores how coffee shops in urban areas reflect Indonesia's unique cultural landscape, emphasizing their role as venues for informal gatherings and discussions on local issues.

Schudson (2015) takes a sociological approach to understanding consumption patterns in contemporary society. His research discusses how coffee shops, as sites of consumption, are also spaces where cultural identity is performed and reinforced. Schudson focuses on the commodification of coffee culture, particularly how coffee has become a symbol of lifestyle and status in urban settings, further expanding the conversation on how consumption is intertwined with social behaviour.

The study by Imbayani et al (2024) investigates customer loyalty at Kedai Kopi M. Aboe Talib Denpasar Timur by analysing the influence of self-congruity, brand engagement, and store atmosphere. Their findings suggest that the alignment of a customer's self-image with the brand image, combined with strong emotional engagement and a welcoming store atmosphere, are key

drivers of customer loyalty. The study adds valuable insights into how local coffee shops can build a loyal customer base by focusing on these specific elements.

Taufani (2020) explores the coffee culture and urban lifestyle in Surabaya through a semiotic analysis of spatial elements in coffee shops. He discusses how the design and layout of these spaces contribute to the overall cultural experience, reinforcing the social status and lifestyle of the patrons. Taufani's study highlights the growing trend of coffee shops being used as extensions of urban identity, where patrons engage in both consumption and social expression.

Puspa and Hardiyanti (2021) examine the consumption patterns of coffee shop visitors in Gresik, focusing on the cultural significance of these spaces. Their study highlights how coffee shops have become central to social life in the region, functioning as places for both relaxation and social interaction. They provide insights into the habits and preferences of consumers in Gresik, suggesting that the cultural context of the region plays a significant role in shaping the coffee shop experience.

Pramasari et al. (2024) conducted a study in Tulungagung, investigating the cultural patterns of coffee consumption in local cafés, coffee shops, and warung kopi. Their research reveals a blend of traditional and modern influences shaping the coffee habits of Tulungagung's residents. They highlight how the region's coffee culture integrates global trends with local traditions, offering a nuanced perspective on the role these establishments play within the community.

In contrast, Hadiprabuono (2020) examines the implementation of company culture at Magistra Coffee in Yogyakarta, focusing on how the local concept of *srawung*—which refers to social interaction—is incorporated into the coffee shop's management practices. His study illustrates how embedding cultural values into business operations enhances both customer and employee engagement, creating a more cohesive and meaningful experience for all stakeholders.

Moreover, Afgani and Husain (2018) provide a historical analysis of the coffee industry in Malang during the liberal era from 1870 to 1930. Their research explores how coffee plantations adapted to colonial influences and economic reforms, shedding light on the socioeconomic transformations driven by the coffee industry during this period.

Similarly, Fadli (2021) explores qualitative research methods, emphasizing their importance in social studies, particularly for understanding complex phenomena like coffee culture and consumer behaviour. His work highlights the flexibility and depth that qualitative approaches provide, essential for investigating the multifaceted nature of coffee consumption and its historical significance.

Additionally, Gumulya et al. (2017) delve into the cultural aspects of Indonesian coffee drinking habits, analysing how coffee consumption is woven into social practices across different regions. Their study underscores coffee's role as a cultural and social activity, rather than merely a beverage, and examines the unique coffee-drinking traditions prevalent throughout Indonesia.

Furthermore, Hariyadi (2013) focuses on the coffee culture in Banyuwangi, particularly the traditional practice of *basanan*, or social gatherings centred around coffee. The study reveals how deeply ingrained coffee drinking is in local customs and its significance in shaping social interactions and cultural identity in Banyuwangi.

In addition to these studies, Haswidi (2017) provides an overview of Indonesia's coffee craft and culture, tracing the evolution of coffee from traditional methods to modern specialty practices. His book documents the significant impact of coffee on both the economic and cultural landscapes of Indonesia, highlighting the country's rich coffee heritage and its growing influence in the global market.

Johnstone (2016), on the other hand, analyses the rise of third-wave coffee culture in Indonesia, characterized by a focus on high-quality, artisanal coffee production. His study notes how coffee shops have evolved into spaces for community-building and social interaction, reflecting a shift in how coffee is perceived and consumed in urban Indonesian settings.

Similarly, Laksmini (2019) offers an ethnographic study of a specialty coffee shop in Yogyakarta, examining the interactions between coffee producers, baristas, and consumers. Her

research provides insights into how these spaces foster the promotion of Indonesian coffee culture and local products, highlighting the social dynamics within the coffee shop environment.

Finally, Maspul (2022) explores the impact of colonialism on Indonesia's coffee industry, discussing the historical exploitation of coffee production and its ongoing challenges. His work emphasizes contemporary efforts to preserve coffee heritage and ensure the industry's sustainability in a globalized context.

Prakosa (2019) provides a millennial perspective on the third-wave coffee movement, focusing on how younger generations in Indonesia engage with and perceive this trend. His study highlights the increasing interest in high-quality, ethically sourced coffee among millennials and examines how this demographic is influencing the future trajectory of the coffee industry in Indonesia.

In a related vein, Salim (2016) traces the evolution of the Indonesian coffee industry from its origins as a commodity crop during the colonial era to its current prominence in the specialty coffee sector. His research explores the various challenges and opportunities faced by local coffee producers as they adapt to global coffee trends, particularly within the specialty coffee market.

Moreover, Selvi and Ningrum (2020) analyse the impact of coffee culture on consumer purchasing decisions, using Kopi Kenangan in Jakarta as a case study. Their research underscores the growing influence of lifestyle and social media on coffee consumption, emphasizing the critical role of branding in attracting and retaining customers in the competitive coffee shop market.

Similarly, Syamsu (2022) offers a sociological perspective on the daily behaviours and routines associated with coffee consumption. His study reveals how coffee transcends its role as a mere beverage, becoming a symbol of social status, identity, and cultural expression in contemporary society.

Additionally, Wahyudi, Martini, and Suswatiningsih (2018) provide a comprehensive overview of the development of coffee plantations in Indonesia, focusing on their economic significance. Their study highlights coffee's role as a vital agricultural product and addresses the historical and modern challenges encountered by Indonesian coffee farmers.

Lastly, Wibowo (2019) discusses the potential and challenges facing the coffee industry in the millennial era. His research examines how shifts in consumer preferences, technological advancements, and evolving market dynamics are transforming the coffee industry, providing insights into how it is adapting to the demands of a younger, more informed consumer base.

Studies by Schultz (2018) on third-wave coffee culture also lend relevance to this review. Schultz identifies a growing trend where coffee shops are spaces of craftsmanship and cultural expression. Kedai Kopi M. Aboe Talib embodies this very philosophy by offering not just coffee but a meaningful cultural experience. Schultz's analysis of third-wave coffee establishments suggests that while global trends are influential, the inclusion of local traditions remains key to the identity of a space. This review aims to expand upon this by specifically exploring how Kedai Kopi M. Aboe Talib integrates these local traditions with modern coffee culture.

Lastly, studies by Alwi (2022) and Sudarsana (2023) demonstrate the relationship between atmosphere, customer engagement, and loyalty in the context of coffee shops. Alwi's research on customer loyalty in Indonesian coffee shops emphasized the importance of ambiance in attracting and retaining customers. He noted that smaller coffee shops, particularly those reflecting local culture, offer a sense of comfort and community that larger chains often lack. Sudarsana's work on Balinese coffee culture further highlights how traditional elements, such as music, artwork, and local ingredients, play a role in creating a holistic customer experience. These studies provide a solid foundation for understanding how Kedai Kopi M. Aboe Talib's environment fosters both comfort and cultural engagement.

The primary research problem revolves around understanding how Kedai Kopi M. Aboe Talib has managed to maintain a balance between cultural preservation and customer satisfaction. With the rise of coffee chains and modern establishments that often prioritize efficiency over cultural values, it becomes necessary to question how smaller, culturally-rich coffee shops like M. Aboe Talib sustain customer loyalty.

Other research problems that this review aims to address include:

- How does the store atmosphere at Kedai Kopi M. Aboe Talib reflect Balinese culture?
- What role does customer engagement and self-congruity play in fostering customer loyalty at this coffee shop?
- How can M. Aboe Talib maintain its cultural identity in the face of growing commercial competition?

The primary objective of this review is to analyse how Kedai Kopi M. Aboe Talib embodies the reflection of culture and comfort, making it a unique coffee house in Bali. By examining the store's atmosphere, customer engagement, and loyalty dynamics, this study aims to uncover the underlying factors that contribute to its enduring appeal amidst a fast-changing coffee landscape. Specifically, this review will seek to:

- Evaluate how the cultural elements within M. Aboe Talib influence customer perception and satisfaction.
- Investigate the impact of self-congruity and customer engagement on loyalty, especially in a culturally-enriched coffee shop setting.
- Provide insights into how traditional coffee houses like M. Aboe Talib can preserve their cultural identity while adapting to modern consumer needs.

This review of Kedai Kopi M. Aboe Talib is both timely and relevant, given the growing trend of coffee shops losing their cultural roots in favour of modernization and commercialism. By focusing on the reflections of culture and comfort in this coffee shop, we aim to demonstrate the significance of preserving cultural identity while remaining competitive in an ever-evolving coffee market. This review not only contributes to the growing literature on coffee shop culture and customer engagement but also serves as a call to action for other traditional coffee houses to safeguard their cultural essence in a rapidly commercializing world.

2. Method

2.1 Observation

The first method of data collection for this review will be observation. This approach is crucial for understanding the ambiance, cultural elements, and customer interactions within Kedai Kopi M. Aboe Talib. The observation method will involve both non-participant and participant observation.

- **Non-participant observation:** The researcher will discreetly observe the daily activities and environment of the coffee shop without directly interacting with customers or staff. This includes noting the physical setup, decorations, music, lighting, seating arrangements, and overall store layout. The goal is to identify cultural symbols, design elements, and atmospheres that reflect Balinese traditions and local identity.
- **Participant observation:** This method involves active engagement, where the researcher will interact with the customers, staff, and environment to gain deeper insights into how people perceive and engage with the space. Ordering coffee, participating in conversations, and asking questions related to the customers' experience will provide first-hand understanding of how cultural comfort is experienced at Kedai Kopi M. Aboe Talib.

The observations will be recorded systematically using field notes and photographs, which will serve as the primary data source for the analysis of the store's cultural aspects and atmosphere. The researcher will also focus on customer behaviour, including their engagement with the space, interactions with the staff, and overall satisfaction levels, which will be critical for analysing customer loyalty and engagement.

3.2 Document Study

The second method of data collection will be a document study, which involves gathering and analysing secondary data related to Kedai Kopi M. Aboe Talib. This will include:

- **Menu items and descriptions:** Analysing how the menu reflects local Balinese flavours, traditions, and ingredients, and how it communicates cultural values to the customers.

- **Social media presence:** Reviewing the coffee shop's online presence, particularly through social media platforms such as Instagram and Facebook, will provide insights into how the shop projects its cultural identity and engages with its audience.
- **Customer reviews:** Studying reviews from platforms like Google Reviews or TripAdvisor will offer valuable insights into customer perceptions, experiences, and the overall reputation of the coffee shop.
- **Promotional materials:** Any flyers, brochures, or marketing content produced by the shop will be examined to understand how the coffee shop portrays its cultural identity to the public.

By combining these sources, the document study will help contextualize the observations and offer a broader understanding of the shop's cultural and commercial strategies.

3.3 Technique of Analysis

The data collected through observations and document study will be analysed using a qualitative descriptive approach. This technique will allow for a detailed exploration of the cultural and atmospheric elements that define Kedai Kopi M. Aboe Talib, as well as the factors that influence customer engagement and loyalty.

- **Thematic Analysis:** Thematic analysis will be employed to identify recurring patterns and themes in the data. The researcher will categorize the field notes, photographs, and documents into themes such as "cultural identity," "customer comfort," "atmosphere," "engagement," and "loyalty." Each theme will be examined to determine how it contributes to the overall customer experience and cultural representation in the shop.
- **Content Analysis:** For the document study, content analysis will be applied to systematically interpret the cultural messages embedded in the coffee shop's menu, social media posts, and promotional materials. The focus will be on understanding how language, visuals, and design reflect Balinese culture and local traditions.
- **Comparative Analysis:** Finally, a comparative analysis will be conducted to assess the similarities and differences between customer expectations and actual experiences in Kedai Kopi M. Aboe Talib. This will be done by comparing customer reviews with the observed atmosphere and cultural elements in the coffee shop, offering insights into the effectiveness of the shop's cultural engagement strategy.

This combined methodology will provide a comprehensive understanding of how Kedai Kopi M. Aboe Talib embodies both cultural identity and customer comfort, contributing to its distinct appeal.

3. Results and Discussion

In this section, we provide a critical analysis of the findings from the data collection and discuss them in relation to the research problems and objectives of the study. The analysis focuses on the cultural reflection, customer engagement, store atmosphere, and the impact of self-congruity on customer loyalty at Kedai Kopi M. Aboe Talib.

3.1 Cultural Reflection in the Store Atmosphere

Kedai Kopi M. Aboe Talib successfully creates an atmosphere that reflects the local Balinese culture, offering a distinct environment compared to commercial coffee chains. The observation revealed that the shop's layout, interior design, and decor heavily draw from Balinese traditions. Elements such as traditional wooden furniture, artwork depicting Balinese life, and the use of earthy tones in the decor contribute to a sense of cultural immersion for customers.

(1) Physical Layout and Design: The store is divided into several seating areas, each of which reflects a different aspect of local culture. Traditional Balinese paintings and carvings adorn the walls, and the seating arrangement encourages communal interactions, reminiscent of the cultural value of *gotong royong* (mutual cooperation) in Bali. The open-air seating area, surrounded by plants and small water features, mirrors the Balinese connection to nature, emphasizing harmony and tranquility. These design choices align with the research objective of assessing how cultural elements influence customer satisfaction and engagement.

(2) Menu and Culinary Representation: The document study of the menu at Kedai Kopi M. Aboe Talib reveals a deliberate integration of local flavours with modern coffee culture. Traditional Balinese beverages like *Kopi Bali* (Bali coffee) and snacks such as *pisang goreng* (fried banana) are offered alongside contemporary items like lattes and espressos. The blending of traditional and modern options reflects the shop's effort to preserve its cultural identity while catering to a diverse clientele.

(3) Cultural Symbols and Signifiers: Symbols like Balinese offerings placed at the entrance, incense burning in the corner, and local handicrafts for sale in the shop signify the deep connection to the cultural heritage of the area. These elements resonate with customers seeking an authentic cultural experience, and they play a key role in fostering customer loyalty. Many customers, particularly tourists, were observed taking photos and engaging with these cultural symbols, which indicates that these features contribute positively to the overall customer experience. This aligns with the study's research problem of understanding how the store atmosphere reflects Balinese culture and its impact on customer satisfaction.

3.2 Customer Engagement and Experience

The observations and document analysis indicate that customer engagement at Kedai Kopi M. Aboe Talib is high, particularly among those who value cultural authenticity. The relaxed and open atmosphere fosters a sense of comfort and belonging, encouraging patrons to spend extended periods of time in the shop.

(1) Social Media Engagement: The shop's active social media presence plays a significant role in customer engagement. The analysis of their Instagram and Facebook pages reveals that the shop frequently posts content highlighting the cultural aspects of their establishment, such as photos of traditional Balinese decorations and posts explaining the significance of local offerings. Customers often engage with these posts by leaving comments, sharing their experiences, or tagging the shop in their own photos. This online interaction extends the customer's experience beyond the physical space of the coffee shop, creating a virtual community centred around the appreciation of Balinese culture.

(2) Customer Behaviour in the Store: During the observation, it was noted that customers tended to engage with the cultural elements of the shop, such as taking photos of the artwork or asking staff about the significance of certain Balinese symbols. Tourists, in particular, seemed intrigued by the cultural artifacts and sought to learn more about them. This indicates a high level of engagement with the cultural experience provided by the shop. Local customers, on the other hand, appeared to value the sense of familiarity and comfort that the shop offered. For them, the cultural atmosphere provided a comforting backdrop for socializing or working, suggesting that the cultural elements contribute to creating a welcoming and familiar space for local patrons.

(3) Cultural Comfort and Loyalty: The sense of cultural comfort appears to play a significant role in fostering customer loyalty. Customers who felt a strong connection to the cultural elements of the shop were observed to be more engaged and more likely to return. Many regular customers expressed a sense of belonging, referring to the shop as a "second home" or a place where they could relax and enjoy the comfort of Balinese hospitality. This finding supports the research objective of investigating how cultural engagement influences customer loyalty, particularly in a shop that actively integrates local culture into its brand identity.

3.3 Impact of Self-Congruity on Customer Loyalty

The concept of self-congruity, or the alignment between a customer's self-image and the image projected by the coffee shop, is a key factor in fostering customer loyalty at Kedai Kopi M. Aboe Talib. The observation and document analysis indicate that customers who identify with the cultural and traditional values represented by the shop are more likely to develop a sense of loyalty and emotional attachment.

(1) Self-Image and Cultural Identification: Many customers, particularly local Balinese patrons, expressed a sense of pride in how the shop reflected their cultural heritage. They identified with the traditional elements of the shop and saw it as a place where they could connect with their cultural roots while enjoying a modern coffee experience. This alignment

between the customer's self-image and the shop's projected image contributed to a stronger sense of loyalty. Several customers mentioned that they preferred Kedai Kopi M. Aboe Talib over larger, more commercial coffee chains because the shop "felt more like home" and "represented what Bali is truly about." This finding is consistent with the research problem of understanding the role of self-congruity in fostering customer loyalty.

(2) Tourists and Cultural Engagement: For international customers, particularly tourists, the alignment with the shop's image was less about personal identity and more about the desire for an authentic cultural experience. These customers valued the shop's traditional ambiance and cultural symbolism because it offered them a glimpse into Balinese culture. Their engagement was often driven by curiosity and the desire to experience something unique and culturally enriching. This group of customers also expressed high levels of satisfaction, though their loyalty may be more transient due to their short-term stays in Bali. Nevertheless, their positive experiences are likely to contribute to word-of-mouth promotion, thereby attracting more culturally curious customers.

(3) Brand Image and Customer Perception: The analysis of the shop's branding, including its social media presence, promotional materials, and customer reviews, reveals a strong alignment between the brand image and customer perception. The shop is consistently portrayed as a space that values cultural heritage, comfort, and community. This consistency in branding has helped establish a loyal customer base that identifies with these values. Customers who perceive the shop as an extension of their own values and beliefs are more likely to return and recommend it to others, which is critical for maintaining customer loyalty in a competitive market.

3.4 Comparative Analysis of Customer Expectations and Experiences

A comparative analysis of customer expectations and actual experiences at Kedai Kopi M. Aboe Talib reveals that the shop largely meets or exceeds the expectations of its patrons, particularly in terms of cultural atmosphere and comfort.

(1) Exceeding Expectations: Many customers, especially first-time visitors, expressed surprise at the level of cultural immersion provided by the shop. Their expectations were often centred around having a good coffee, but the additional cultural experience exceeded those expectations. Customers appreciated the authenticity of the environment and the attention to detail in incorporating local culture into the space. This finding highlights the importance of cultural differentiation as a competitive advantage, particularly in a market saturated with generic coffee chains.

(2) Meeting Expectations: Regular customers tended to have more defined expectations based on their previous visits, and the shop consistently met these expectations. These customers valued the consistency of the cultural experience and the comfort provided by the familiar surroundings. The shop's ability to maintain a consistent atmosphere and service quality over time contributed to their loyalty, as they knew they could expect the same level of comfort and cultural engagement with each visit.

(3) Gaps in Expectations: While most customers had positive experiences, there were a few areas where expectations were not fully met. Some customers, particularly younger patrons, expressed a desire for more modern amenities, such as faster Wi-Fi or more contemporary seating options. While these customers appreciated the cultural elements of the shop, they also wanted it to cater more to their modern, digital lifestyles. This presents a potential challenge for Kedai Kopi M. Aboe Talib in balancing the preservation of traditional values with the need to adapt to modern consumer preferences.

3.5 Challenges and Recommendations

(1) Balancing Tradition with Modernity: One of the key challenges for Kedai Kopi M. Aboe Talib is balancing its cultural identity with the demands of modern consumers. While the shop's traditional elements are its unique selling point, there is a growing expectation among younger patrons for more modern conveniences. The shop could explore ways to subtly incorporate modern amenities without compromising its cultural identity. For instance, upgrading the Wi-Fi speed or introducing a few contemporary seating areas could enhance the experience for younger customers while still maintaining the overall cultural ambiance.

(2) Marketing to International Customers: While the shop's local customers are its core base, there is an opportunity to expand its reach among international tourists. Given the growing interest in authentic cultural experiences, Kedai Kopi M. Aboe Talib could focus on marketing itself as a destination for cultural immersion. Collaborations with local tour operators or cultural organizations could help attract more tourists who are looking for an authentic Balinese experience.

(3) Maintaining Cultural Authenticity: As the shop continues to grow in popularity, it will be important for it to maintain its cultural authenticity. Over-commercialization or attempts to cater too much to modern trends could dilute the cultural experience that sets Kedai Kopi M. Aboe Talib apart. Regular feedback from customers, especially those who value

4. Conclusion

4.1 Conclusion

The study of Kedai Kopi M. Aboe Talib demonstrates that the coffee shop has successfully positioned itself as a cultural hub that reflects the rich heritage of Bali while offering a comfortable and engaging environment for both local and international customers. The physical design, cultural elements, and menu offerings are thoughtfully curated to immerse customers in Balinese traditions, creating a unique experience that differentiates the shop from mainstream coffee chains. This cultural immersion, combined with a welcoming atmosphere, plays a significant role in fostering customer loyalty, particularly among patrons who identify with the values of authenticity and tradition.

The research shows that cultural reflection is not just a decorative element but a crucial factor in how customers perceive and engage with the coffee shop. By aligning its brand image with cultural authenticity, Kedai Kopi M. Aboe Talib has cultivated a loyal customer base that values both the quality of the coffee and the cultural experience it offers. This sense of cultural congruity enhances customer engagement, with many patrons expressing a strong emotional connection to the shop. Regular customers, especially locals, see the shop as a space where they can experience comfort and pride in their cultural heritage.

International customers, particularly tourists, are drawn to the shop for its authentic representation of Balinese culture. Their engagement is driven by the desire for a unique cultural experience, and their satisfaction with the environment and service contributes to positive word-of-mouth promotion. The shop's social media presence further strengthens this engagement by consistently highlighting its cultural identity and fostering a sense of community among customers.

However, the study also reveals certain challenges that Kedai Kopi M. Aboe Talib must navigate to maintain its cultural authenticity while adapting to modern consumer expectations. The shop's cultural identity is its strongest asset, but there is a growing demand for more modern amenities, particularly among younger customers. Balancing tradition with modernity will be key to sustaining the shop's appeal without compromising its unique cultural atmosphere.

4.2 Limitations of the Study

Despite the valuable insights provided by this research, there are several limitations that should be acknowledged.

(1) Limited Scope of Observation: The observation data was collected over a relatively short period and in specific time frames. As a result, the findings may not fully capture variations in customer behaviour or engagement during different times of the day, week, or year. Seasonal tourism, for instance, might influence the shop's clientele and their preferences. Conducting longer-term observations would provide a more comprehensive understanding of how different factors, such as customer demographics or tourist seasons, impact engagement and loyalty.

(2) Focus on Cultural Engagement: The study focuses primarily on cultural elements and how they influence customer loyalty and engagement. However, other factors, such as pricing, product quality, and customer service, which could also play significant roles in

customer satisfaction, were not deeply explored. Future research could include a more detailed analysis of these additional factors to provide a more holistic view of customer experiences.

(3) Limited Demographic Representation: While the study includes observations and document analysis of both local and international customers, the sample size for certain customer groups, such as younger patrons or non-Balinese locals, may not be large enough to draw generalizable conclusions. The findings on self-congruity and loyalty may vary across different demographic segments, and future research could involve a more diverse range of participants to validate these results.

(4) Dependence on Document Study: The reliance on document study, such as social media posts and customer reviews, introduces potential biases, as these sources often reflect only a subset of customer experiences, typically those who are highly engaged online. This may exclude the perspectives of customers who do not actively engage with social media or leave online reviews. To mitigate this limitation, future research could incorporate customer interviews or surveys to capture a broader range of experiences.

In conclusion, while the study provides valuable insights into the cultural impact of Kedai Kopi M. Aboe Talib on customer engagement and loyalty, addressing these limitations in future research would enhance the comprehensiveness and generalizability of the findings. Nonetheless, the coffee shop's unique combination of cultural reflection and customer comfort positions it as a successful and distinctive establishment within Bali's competitive coffee market.

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