

Customer Experience Analysis for Students Visiting Cafes in Padang City

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ABSTRACT

Cafes have become one of the favorite places for students in Padang. Nowadays, cafes are not just places to eat and drink but have developed into multifunctional spaces. For students, cafes become places to study, discuss, relax, and express themselves. This study aims to analyze the experience of student customers in cafes based on five customer experiences indicators: Sense, Feel, Think, Act, and Related Experience. The method used is qualitative with a phenomenological approach with data collection through interviews, observations, and documentation. The analysis technique in this study includes four stages: data collection, data reduction, data presentation, and drawing conclusions. The results show that Sense Experience is influenced by interior design, cleanliness, and the appearance of employees and visitors. Feel Experience is related to comfort, tranquility, and social interactions that create a relaxed atmosphere. Think Experience arises from a different atmosphere, adequate facilities, and a combination of coffee aroma and music that encourages creative ideas. Act Experience supports learning activities, relaxation, and social interaction, while Relate Experience emphasizes social relationships and identity through cafe facilities, menus, and aesthetics. These findings confirm that comprehensive customer experience management can increase satisfaction, loyalty, and memorability experiences for students

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1. INTRODUCTION

In recent years, cafes have undergone a significant transformation in function. Which formerly only known as location For enjoy coffee And food light now Cafes have evolved into multipurpose spaces with a broader social role. Cafes are no longer just places to relax, but have also become public spaces that accommodate various activities. like Study, Work, discuss, socializing, until express identity self. For urban communities, especially students, cafes play an important role as social spaces that support productivity and are part of a modern lifestyle (Abram et al., 2023).

According to the Regulation of the Minister of Tourism and Creative Economy Number 10 of 2014 concerning Cafe Business Standards, a cafe business is defined as a place that provides food and soft drinks. And equipped with equipment For process manufacturing, storage, as well as presentation in one location that is fixed and does not move.

For student, cafe becomes one alternative place to study that provides a comfortable atmosphere And Relax. Presence facility like connection Internet Which fast, stop contact, table Which spacious, room refrigerated air, as well as order room Which aesthetic make cafe as place ideal to complete college assignments or have group discussions. A calm atmosphere and attractive interior design Also give experience emotional alone for visitors. By Because That, Activities in cafes for students are not only limited to academic needs, but also create experiences customer (customer experience) Which can leave impression positive And gives rise to a desire to visit again.

In Padang City itself, the development of the cafe industry shows an increasing trend. Based on data Service Tourist City Padang (2022–2024), amount cafe increase from 78 unit in 2022 to 105 units in 2023, and remain stable until 2024. This increase reflects interest public Which the more big to existence

cafe, especially in among students. Padang City also has a fairly high number of students, with a total of 17,869 students from college tall private And 19,895 student from college tall country. Amount this shows that segment student is market potential for development business cafe in the city.

In the context of the modern cafe industry, customer experience is a crucial factor, not only focused on immediate gratification but also on how an experience can create an emotional connection between the customer and the place they visit. For students, the experience of visiting a cafe often has a deeper meaning because it is related to the experience. with phase formation identity self And interaction social. Experience positive in cafe can emerge through various aspects such as product quality, good service, appropriate prices, and an environment that supports learning and socializing activities.

A number of study previously Also confirm importance experience customer In this context, Bago et al. (2022) suggested that customer experience in the cafe industry is influenced by by combination between quality product, price Which in accordance Power buy consumer young, and friendly service that understands their needs. Meanwhile, Sari and Nugroho (2020) highlighted that a comfortable cafe atmosphere and easy access to digital facilities are factors. important Which determine loyalty student as customer. Although thus, research that specifically highlights the experiences of students in cafes in Padang City.

Urgency study This located on importance cafe For Keep going adapt with trend The needs of students as primary customers. If cafes fail to adapt to changing lifestyles and customer expectations, they will lose their appeal and struggle to compete amidst the rise of new, more modern and innovative cafes. This research was conducted to provide an in-depth understanding of the student customer experience and to provide a basis for cafe managers in creating service strategies and atmospheres that align with the trends and needs of the younger generation.

Based on the above phenomena, this study aims to analyze Customer Experience for students who visit cafes in Padang City through five main dimensions, namely sense, feel, think, act, relate experience. In addition, this research aims to provide an overview and recommendations for manager cafe so that capable create strategy service And atmosphere Which in accordance with trends and needs of today's students.

2. METHOD

This study uses a qualitative research method with a phenomenological approach. The phenomenological approach aims to interpret and explain the experiences a person has in life, including experiences during interactions with others. other And environment around. Study This done in cafe Merger, Maloby Coffee and Space, Sreca Coffee in Padang City in October 2025. The informants in this study were all active students who had visited the research location.

This data collection technique is by means of observation. Through this direct observation, the researcher does not only act as observer full to process And phenomenon Which happen in a way real in the field, but also participate in the observed activities. Furthermore, by means of interviews, the interview technique used is a written semi-structured interview, where the questions has prepared moreover formerly. Furthermore with method Documentation, Documentation

used For complete data Which Already obtained from observation And interview on In addition, documents and other literature data can be supporting factors to facilitate researchers in developing theories when validating data.

There are several methods for data analysis, including data collection. This research is conducted over days, perhaps months, resulting in a large amount of data. In the initial stage, researchers conduct a general exploration of the social situation/object being studied, recording everything they see and hear. Furthermore, data reduction is used, and the longer the research takes place, the more data can be collected. is at in field so data Which in get will the more Lots And complex, so that data reduction is necessary. Next, by presenting the data. After the data has been reduced, the next step is to display the data. In qualitative research, the data is presented in the form of text Which nature narrative. Which final that is with method Withdrawal Conclusion And Verification (Conclusion Drawing/verification) Conclusions in qualitative research are new findings that have never existed before.

This research chose Merger cafe, Maloby Coffee and Space, Sreca Coffee as the research location because of its location Strategically located near several campuses in Padang, these cafes are easily accessible, making them a popular choice for students to study, discuss, and relax. Furthermore, they boast a comfortable atmosphere, attractive design, and adequate facilities. These advantages make them a popular destination for students and reflect the customer experience.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Sense Experience (Five senses)

Based on results interview And observation as much as 87% informant state that visual elements such as interior design, room cleanliness, and the appearance of employees and visitors are the main factors in forming a positive experience in a cafe.

Meanwhile, 75% of respondents believed that the cafe's aesthetics significantly impacted the comfort of visitors, while 65% emphasized the importance of ambiance and lighting that support visual comfort. Furthermore, 50% of respondents believed that the style of clothing worn by visitors contributed to the aesthetic and inspiring atmosphere within the café.

3.1.2. Feel Experience (Experience Feeling)

Results study show that 87% informant feel comfort, tranquility, and happiness when is at in cafe. As many as 65% informant mention that cafe It can be a place to relieve boredom, improve your mood, and foster new enthusiasm. Meanwhile, 50% of informants believe that social interaction and being with friends creates atmosphere Which Relax And pleasant as well as grow flavor relax. As for 25% of informants more emphasize importance atmosphere Which calm And private as factor main which provides a sense of security and tranquility while in the cafe.

3.1.3. Think Experience (Experience Which Cause Idea New)

Findings show that 50% informant feel that atmosphere cafe Which A different environment from one's home (such as a boarding house) can create renewed enthusiasm and spark creative ideas. Twenty-five percent of respondents considered adequate facilities and support from friends to be important factors in generating new ideas. Meanwhile, 12 percent considered comfort and a relaxed atmosphere to be factors that foster inspiration and creativity when working on assignments. Furthermore, another 12 percent added that the combination of the aroma of coffee and music gentle, and activity around create balance between relaxation And productivity, which encourages the emergence of new ideas.

3.1.4. Act Experience (Experience Interaction And Activity)

Based on the research results, 75% of informants stated that a comfortable atmosphere, complete facilities, and a quiet environment were the main factors in supporting learning, relaxing, and social interaction activities in cafes. Twenty-five% of informants also mentioned an emotional attachment to a particular cafe due to their habitual visits and feel comfortable with atmosphere as well as service make they customer still. Meanwhile, 12% of informants believe that cafes are not only a place to relax, but also a productive and social space that supports activities. academic and casual interactions between students.

3.1.5. Related Experience

Results This study shows that 75% of informants think that the cafe they visited has follow development era or trend with provide facility Study Which It's quite adequate, and the menu is trendy, with aesthetic photo spots, photo booths, and study rooms. 25% informant mention that cafe has provide facility Study Which quite adequate, although some aspects such as photo areas and visual appeal still need improvement.

3.2. Discussion

Customer experience indicators reflect the customer experience theory which states that visitor experience is influenced by various aspects, both physical and... emotional (jumawar& Nurmartin, 2019). In context cafe, indicator like sense Experience as much as 75% informant evaluate that neatness get dressed employee, uniformity uniformity, and the way coffee is served is the main attraction to create an aesthetic and comfortable impression.

These results align with Schmitt's (2019) findings in the concept of Experiential Marketing, which states that sensory experiences aim to create aesthetic and sensory impressions through sight, sound, touch, taste, and aroma, allowing customers to experience them more deeply. In the context of a cafe, visual elements such as lighting, interior design, and staff appearance are part of the strategy to create a memorable sensory experience. Furthermore, 65% of informants highlighted the importance of interior design and the cafe's atmosphere in creating comfort and a pleasant sensory experience. These results are supported by research by Hwang & Ok (2021), which found that harmonious room design and appropriate lighting can increase visitors' perceptions of comfort and satisfaction. A comfortable visual

atmosphere can create a feeling of relaxation, improve mood, and strengthen customers' emotional bonds with the place. Furthermore, regarding the Feel Experience indicator, 65% of informants stated that visiting a cafe can relieve boredom, boost enthusiasm, and be a productive place to study. According to Rather & Sharma (2021), positive emotional experiences such as happiness and comfort play a crucial role in creating emotional brand attachment, which impacts long-term loyalty. This situation is evident in students who choose cafes not only as a place to eat, but also as a place to study and relieve boredom. Meanwhile, 50% of informants believe that social interactions in cafes create a pleasant, relaxed atmosphere and increase feelings of relaxation. According to Choi & Kandampully (2019), atmosphere of the place and interactions social becomes factor main which forms emotional Consumer experience in the hospitality industry. A warm environment, soft lighting, and being with friends have been shown to increase affective attachment.

Furthermore, 50% of respondents in the Think Experience study found that the cafe's distinct atmosphere compared to boarding houses can create renewed enthusiasm, improve learning focus, and generate new ideas. This finding aligns with research by Lee & Kim (2020) in the Journal of Environmental Studies. social Which different from environment social Which different from room domestic (like boarding rooms) can trigger cognitive stimulation which increases creativity and focus on learning. Furthermore, 25% of informants emphasized that adequate facilities, a calm atmosphere, and support from friends were also important factors in fostering the generation of new ideas. According to Wang, Chen, and Tsai (2022), cafes serve as social spaces that straddle the home and formal institutions, allowing for light yet productive interactions. Meanwhile, 12% of informants stated that environmental comfort is the main key in generating inspiration and creativity and another 12% added that the combination of a relaxed atmosphere, the aroma of coffee, surrounding activities, and soft music also creates new ideas for students Which want to Study. According to Rather & Sharma (2021) explain that experience

Cognitive experience is not separate from emotional experience. Positive emotions such as comfort and calm play a role foundation for cognitive engagement Which deeper. Temporary That indicator Act Experience as much as 75% informant state that comfortable atmosphere, facility complete as well as condition Which calm is factor main Which support Both study and relaxing activities in cafes indicate that students not only view cafes as consumption spaces but also as social and productive spaces. This finding aligns with the concept relate experience according to Schmitt (2019) Which emphasize that experience customer not only involving aspect senses And emotional, but Also build connection social And self-identity through shared experiences with others. In this context, the cafe serves as a space that facilitates student social interaction, fostering a sense of community and strengthening social bonds. Besides That, 25% informant emphasize that attachment emotional with cafe certain Because they're used to visiting and feel comfortable with the atmosphere and service, they're less likely to look elsewhere. According to Rather & Sharma (2021), affective attachment is formed from consistent positive experiences and an environment that supports a customer's emotional well-being. This attachment then becomes the basis for affective loyalty, which is the tendency to return to the same location due to emotional connection, not just rational satisfaction.

Meanwhile, 12% of informants added that cafes are not only a place to relax but also function as productive and social spaces that support academic activities and interactions. relax. This result in line with Kim's findings, Lee, & Lee (2022) which state that third place like cafe modern play a role important in life student as place Study Informal and social interactions foster creative ideas. The comfortable atmosphere, soft music, and supporting facilities create a positive experience that strengthens students' psychological well-being. Meanwhile, for the Relate Experience Indicator, 75% of informants stated that the cafe they visited. visit have followed development era And adapt self with trend child Young people, both in terms of facilities, atmosphere, and menu. They believe that the aesthetic photo spots, photo booths, study rooms, and contemporary menus make the cafe more than just a place to hang out. hang out, but Also part from style life student. Temporary This 25% informant They assessed that the cafe had provided adequate learning facilities and a supportive atmosphere for focus, although they felt that some aspects such as photo spots and visual appeal could still be improved.

According to Kotler, Kartajaya & Setiawan (2019) in marketing, it is stated that in the digital era, young consumers tend to build emotional connections with brands or places that represent... style life they. With say other cafe capable present atmosphere contemporary, facilities that suit social needs, as well as aesthetic appeal that can be uploaded on social media will more easy accepted by generation young Because give mark social And symbolic. Meanwhile, according to Suhartanto et al (2020), experiences that make customers feel like they are... part from group social certain can increase

attachment emotional And intention to revisit. In this case, students who feel the cafe represents their lifestyle are more likely to make it a regular destination

4. CONCLUSION

Based on research entitled Analysis of Customer Experience for Students Visiting Cafes in Padang City, it can be concluded that cafes provide a good experience. Which compressive through five main indicator. Sense Experience shows that factor Which The most important role is from sight, sound and touch. Feel Experience confirms that experience feeling appear from atmosphere Which comfortable, Then from service friendly. Furthermore Think Experience push creativity with idea, draft, And innovation unique Which interesting attention. Besides that Act Experience marked by comfort facility And service Which support activity learning and social interaction. Meanwhile, Relate Experience is most prominent in student identity and lifestyle, reflected through design interior, facility modern, And spot Photo aesthetic. From study It can be concluded that there are several suggestions, including:

- 1) For owner cafe: Take note design, lighting, And cleanliness so that atmosphere more comfortable and attractive to visitors.
- 2) For Students: Use the cafe positively for studying and discussion, and maintain the existing facilities and order in the cafe.
- 3) For researchers furthermore: Need add amount respondents, expand location, and use mixed research methods to make it more complete.
- 4) For institutions education: Can make topic cafe And service customer as learning materials so that student better understand business world modern.

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