



## Ethnomethodological Perspective Exploration On Generation Z Travel Behavior Patterns In Cafes

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### ABSTRACT (11 PT)

*This research is driven by the shift in consumer behavior of Generation Z in using public spaces, especially cafes, as places to travel, work, socialize, and relax. This phenomenon raises questions about how Generation Z's travel behavior patterns are reflected in the use of cafes as transit spaces. This research method adopts an ethnomethodological approach to explore the travel behavior patterns of Generation Z in cafes. Using participatory observation and in-depth interviews, the study aims to understand how Generation Z utilizes café space in the context of their travels. The aim of the study was to gain an in-depth understanding of how Generation Z interacts with the café space in the context of their travels, as well as to identify factors influencing their preferences and behavior in the café environment. The results of this study are expected to provide valuable insights into how Generation Z utilizes café space in the context of their travels, as well as the implications that may arise in designing café experiences that better suit their needs and preferences. Thus, this research is expected to make a significant contribution in understanding the travel behavior patterns of Generation Z in this digital era.*

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## 1. INTRODUCTION

Humans are social creatures who are not only creatures that face each other with fellow humans, but also face the era of cultural development including digitalization today. Situations like this must be answered with the ability to cultivate oneself in the context of changing and changing, until human life becomes more meaningful. It is undeniable that the lives of the past and present have significant differences. In ancient times humans were closer to the universe and lived simply, but today life is more towards modernization and using technology that changes human life a lot. The progress of the times causes changes in the way of human thinking, technology and behavior to changes in lifestyle. The most noticeable is lifestyle as a pattern of behavior related to technology, where technological advances show the civilization of a nation and change human behavior.

Civilization will change to be more advanced with technology, economics, idealism and scientific progress. But technology can also eliminate human morality little by little. In addition, civilization can also be interpreted as the highest culture in human life, as well as art,

architecture and technological and scientific advances. Agus Widjojo (2021). Thus, human behavior is influenced by culture both in interacting with others and in decision making and influencing the order of social life.

In a business world that continues to change along with the advancement of civilization, there is a change in new behavior for consumers, where personality traits are inherent with culture to make a change related to meeting needs. The development of the era, culture is increasingly developing so that human lifestyles are increasingly changing until their needs must be met.

### **Consumer Behavior**

Consumer behavior is the patterns that a consumer does before a transaction is carried out. As the name implies, the term consumer behavior refers to the behavior or patterns of a consumer before a transaction is made. This model includes consumer behavior from the moment they first find or search for information about a product, why they choose and buy a particular product or service, when to buy, how often they buy a product or use a service, preferences, how to buy, what product or service they use and much more.

Customer behavior provides information to consumers about what consumers need so that consumers have a reason to buy a product, where the consumer buys from, who plays a role in buying the product. Consumer decision making is influenced by factors such as social (reference), consumer personality (financial situation) and psychological (motivation). Decisions made by consumers consist of identification of needs, search for information, evaluation of different alternatives, purchase decisions and behavior after the goods reach the consumer.

Customer behavior analysis is a qualitative and quantitative observation of how customers interact with your business. You start by segmenting customers into buyer personas based on their common interests. Then track each group at a specific stage of the customer journey to see how different personas interact. This analysis provides insight into the variables that influence your audience, as well as the weighted motives, priorities and decision-making methods of customers that align with their core values. (Clint Fontanella, 2018)

One key aspect of understanding consumer behavior is recognizing the factors that influence purchasing decisions. These factors can include cultural, social, personal, and psychological elements that shape consumer preferences and buying habits. For example, cultural influences such as traditions, customs, and values can significantly impact what products consumers choose to purchase. Social factors, including family, peers, and media, also play a critical role in shaping consumer behavior.

Moreover, understanding consumer behavior allows businesses to anticipate and adapt to changing market trends. By analyzing consumer preferences and behaviors, companies can identify emerging needs and develop innovative products and services that resonate with their target audience. Additionally, businesses can enhance customer experiences by aligning their offerings with consumer expectations, leading to higher customer satisfaction and loyalty.

In conclusion, understanding consumer behavior is essential for businesses seeking to thrive in today's dynamic market environment. By gaining insights into the factors that drive consumer decisions, businesses can adapt their strategies, innovate their offerings, and build stronger connections with their target audience, ultimately leading to greater success and sustainable growth.

### **Lifestyle**

Lifestyle is a lifestyle of society that determines how a person uses time, money, energy, and reflects his values, tastes and preferences for a brand. Consumptive lifestyle is considered worrying because it leaves a productive lifestyle and is a lifestyle of individuals who tend to be happy to spend money without thinking about goals and careful consideration. If left alone, consumptive behavior can become a serious problem such as the emergence of financial problems to threaten the balance of natural resources. (Nugroho,2021)

The term "lifestyle" encompasses the way in which individuals or groups lead and shape their lives. It encompasses various elements such as daily activities, interests, opinions, behaviors, and socioeconomic status. Lifestyle is not only a reflection of personal choices but is also influenced by cultural, social, and environmental factors. The digital age has also brought about technological lifestyles, with people integrating gadgets, social media, and online activities into their daily routines. This has led to a shift in how individuals communicate, work, and entertain themselves.

Lifestyle tends to classify consumers based on several factors such as activity, interests and opinions. This lifestyle is inseparable from the influence of the times in the era of globalization which increasingly makes someone demand changes to themselves. The influence of globalization is very visible in big cities including in Yogyakarta which causes shifts in people's consumption behavior patterns. This change also occurs in the behavior of young people who are often referred to as generation Z.

One of the defining features of Generation Z's lifestyle is their seamless integration of technology into every aspect of their lives. From social media use to online shopping and digital communication, technology plays a central role in shaping how they interact with the world around them. This reliance on technology has also influenced their consumer behavior and

entertainment choices, with streaming services, online gaming, and influencer culture being prominent aspects of their lifestyle.

Moreover, Generation Z is known for prioritizing authenticity, diversity, and inclusivity. They are more likely to support brands and causes that align with their values, and they actively seek out experiences that allow them to express their individuality. This has led to a rise in demand for personalized products and services, as well as a shift towards experiences over material possessions.

Additionally, Generation Z exhibits a strong sense of social and environmental responsibility, engaging in discussions and activism around climate change, human rights, and equality. They are more inclined to support sustainable and ethical brands, and they actively participate in social movements both online and offline. , The lifestyle of Generation Z represents a paradigm shift in consumer behavior, values, and priorities. Their digital savvy, commitment to authenticity, and dedication to social and environmental causes are shaping not only the market trends but also the cultural and societal landscape at large. As they continue to come of age and exert their influence, understanding and adapting to Generation Z's lifestyle will be crucial for businesses, policymakers, and society as a whole.

### **Generation Z**

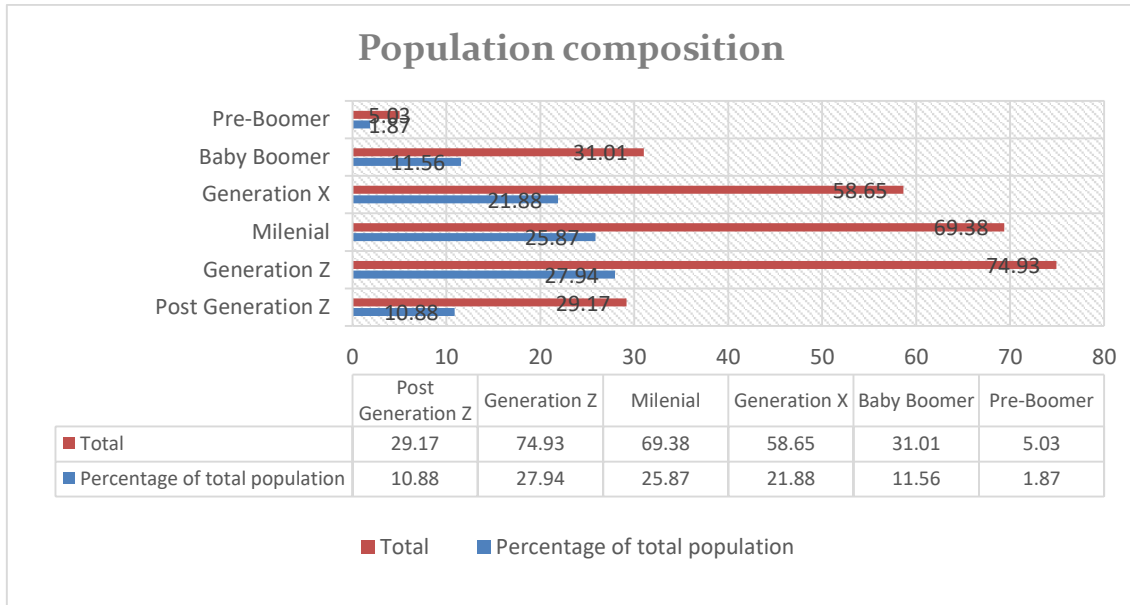
Generation Z or often referred to as the Postmillennial generation is the youngest human group in the world before the emergence of generation Alpha. As the first generation to grow up entirely in the digital age, they are often characterized by their technological fluency, entrepreneurial spirit, and diverse perspectives. This group has been shaped by rapid technological advancements, globalization, and socio-political changes, influencing their attitudes, behaviors, and expectations.

One of the defining features of Generation Z is their digital nativism, having been raised in a world of smartphones, social media, and instant connectivity. This has fostered a strong sense of digital literacy, creativity, and adaptability. Moreover, they are known for their commitment to social and environmental causes, valuing diversity, inclusivity, and sustainability. However, like any generation, Gen Z faces its own set of challenges, including mental health issues, economic uncertainties, and navigating an increasingly complex online world. Understanding and accommodating the needs of this generation is crucial for businesses, educational institutions, and policymakers.

Generation Z represents a dynamic and influential force in society, shaping culture, technology, and the future of work. By embracing their unique characteristics and addressing their concerns, we can harness their potential to drive positive change and innovation. In the

population census in Indonesia in 2020, generation Z born in the period 1997-2012 reached 27.94 percent of the total population of 2709.2 million people. And now there are about 2.5 billion Generation Z people around the world. (<https://dataindonesia.id>, 2023)

Table 1.1 Population Composition ( BPS )



Generation Z is a digital generation that is proficient in technology that they can quickly and easily access. As if their technological abilities were innate from birth. This generation is most easily influenced by the era of globalization, being a target that is easily influenced by consumerism because it is still in the stage of self-actualization. As the world slowly recovers from the pandemic, it's important to understand how Generation Z's travel habits and options pattern behavior. Although in today's era technology makes it possible to communicate with each other virtually but as social creatures, humans are still required to meet and communicate directly.

### Hangout

In Indonesia, the lifestyle of hanging out has existed since ancient times but has undergone some changes along with the times. In the past, hanging out was only done in small stalls, in parks, or comfortable places to chat and the activities carried out were also simpler, but now hanging out activities are mostly done in cafés. For those who like hanging out, they need facilities and infrastructure in the form of location, comfort provided, and product availability. Factors that are the reason for this hangout include the tendency of people to take advantage of existing opportunities to gather socially and will eventually form groups with similar interests (Estika, 2017).

Hanging out in cafés has now become a new trend that appears in the midst and various kinds of society, especially among young people who call themselves generation Z. Regardless of where the place hangs out, these generations do these activities with different goals. The rise of cafés today is inseparable from the influence of generation Z's lifestyle in creating a hangout culture for refreshing body and soul by doing activities, interests and opinions. The psychological factors of generation Z have a positive and significant effect on the business opportunities of the café industry. Psychological factors play an important role in shaping individual behavior and this also applies to generation Z. In this generation, technological sophistication and the internet have a big role in their lives, including in tourist behavior patterns. The development of technology has a major influence on the growth of the culinary industry, including cafés.

The pattern of tourist behavior hanging out of generation Z is an interesting phenomenon to observe from an ethnomethodological perspective. With a sociological approach that studies how people use unwritten rules to make meaning out of their social interactions. In the context of travel behavior patterns hanging out, generation Z tends to use technology and social media as tools to organize and build their travel experiences.

### **Ethnometodological**

The ethnometodological perspective offers a unique lens through which to explore the travel behavior patterns of Generation Z in cafes. This approach delves into the ways in which individuals within this demographic cohort construct and interpret their social reality, including their interactions within the context of travel and leisure activities. From an ethnomethodological standpoint, the focus is on understanding how members of Generation Z make sense of their experiences in cafes, particularly in relation to travel behavior. This involves examining the subtle, often taken-for-granted methods and practices that shape their interactions, such as how they navigate communal spaces, engage with technology, and establish social connections.

Furthermore, this perspective prompts us to consider the influence of societal norms, cultural dynamics, and technological advancements on the travel behavior of Generation Z in cafe settings. By delving into the micro-level interactions and interpretative processes of this demographic, we gain valuable insights into their preferences, decision-making processes, and the significance they attribute to travel experiences. By adopting an ethnomethodological perspective, researchers and stakeholders can gain a deep understanding of the nuanced behaviors and social dynamics that shape Generation Z's travel behavior in cafes. This can

inform the development of tailored strategies to enhance their experiences, foster meaningful connections, and meet their evolving needs and expectations in the realm of travel and leisure.

The Generation Z , typically defined as those born between the mid-1997s and the early 2012s, are coming of age in a rapidly changing and interconnected world. Their travel behavior patterns in cafes reflect not only their individual preferences and choices but also the broader societal and cultural influences that shape their experiences. From an ethnomethodological perspective, researchers can closely observe and analyze the everyday interactions and practices of Generation Z individuals in cafes. This includes examining how they navigate and negotiate the social norms and expectations within these spaces, as well as how they utilize various forms of technology and social media to enhance their cafe experiences.

Moreover, an ethnomethodological approach can shed light on the ways in which Generation Z individuals manage their identities and social relationships in cafe settings. This may involve studying their use of language, body language, and other non-verbal cues to convey meaning and establish connections with others. By adopting an ethnomethodological perspective, researchers can gain a deeper understanding of the complex and dynamic travel behavior patterns of Z Generation in cafes. This approach provides valuable insights into how this generation engages with and contributes to the evolving social and cultural dynamics of these public spaces.

## **2. RESEARCH METHOD**

Research methods used by researchers in research on the meaning of cafes for generation Z as a form of self-image is to use research methods qualitative descriptive analysis. The author also uses qualitative research techniques that are not only Aimed at social phenomena that exist in the midst of society, but can also be Derived from literature or documentation materials either written, drawn, voiced, and others so on where this technique is commonly called the document elicitation technique (Harahap,2020)

Then data analysis is carried out in more detail using three stages, namely: a) Reducing data or summarizing, sorting out core things, and arranged into more systematic. b) Presentation of data, which is a stage carried out by narrating and describing data from research findings that have been reduced then researchers describe the results of the data findings in a string of words and connect them between groups that have been systematized. c) Drawing conclusions, where at this stage the final conclusion cannot be changed again as described in the stages of reduction and presentation of data, because at the initial stage the conclusion can still be changed because it is still temporary and changes if in the process no supporting

evidence is found to corroborate at the next stage of data collection. So in this stage the data presented must be ascertained according to the data in the field validly and consistently, so that the final conclusions presented can be trusted and accounted for by researchers.

Lovita et al (2020), it is said that there are three stages of steps in conducting research with ethnomethodological methods, the three stages are the introduction stage to the research area, the stage of entering the research area and the research report stage.

1. Introduction stage to the research area

The first stage of ethnomethodological research, researchers begin to recognize the era of research, this requires a comprehensive understanding of the social environment, participants and the context in which the research is conducted. Researchers can conduct a literature review to review knowledge and theories related to the research area. This step helps researchers develop clear questions and hypotheses to guide the research process

2. Stage of entry into the research area

At this stage of delving into research areas, it aims to gain an in-depth understanding of social practices, interactions, and meanings in selected environments. By actively participating in the social environment, researchers can reveal the implicit rules and norms governing social interaction. This step requires researchers to be open, reflexive and sensitive to cultural and social dynamics.

3. Research report stage

In this last stage it can use different methods to analyze the data with the aim of identifying patterns, themes and underlying meanings that emerge from the data. The report should describe in detail the research findings and their implications.

Research that uses literature studies is a research that is included in the category of a scientific work, because in the process it uses strategies in the form of research methodology. In literature study research the variables are not standard, and the data obtained are then analyzed by the author. (Melfianora, 2019)

### **3. RESULTS AND DISCUSSIONS**

The study of travel behavior patterns among Generation Z in the context of ethnomethodology at cafes offers valuable insights into the preferences, motivations, and social dynamics of this demographic cohort. Generation Z, comprising individuals born between the mid-1997s and early 2012s, is known for its digital nativism, diverse outlook, and emphasis on



experiences. Understanding their behavior in a cafe setting provides a nuanced understanding of their social interactions, consumer habits, and leisure choices.

The research findings may reveal the influence of social media on their cafe selection, the role of peer groups in decision-making, and the significance of ambiance and aesthetics in their overall experience. Moreover, the study could shed light on the emergence of new social norms and etiquettes within cafe spaces, reflecting the evolving cultural landscape shaped by Generation Z.

By employing ethnomethodological perspectives, the study may uncover the implicit rules, shared understandings, and symbolic meanings that underpin the interactions and behaviors of Generation Z in cafes. This approach enables a deeper exploration of the cultural and social dimensions of their leisure activities, offering a rich tapestry of insights beyond surface-level observations.

Furthermore, the implications of this research extend to various sectors, including hospitality, marketing, and urban planning, as it informs businesses and policymakers about the evolving needs and preferences of the youngest consumer cohort. Overall, the result and discussions of this study stand to enrich our understanding of Generation Z's engagement with cafe culture and its broader societal implications.

#### **4. CONCLUSION**

Research on the behavioral patterns of Generation Z in the context of ethnomethodology in cafes reveals intriguing insights into the preferences and tendencies of this demographic group. Through the lens of ethnomethodology, which focuses on the ways in which individuals make sense of their social worlds, it becomes evident that Generation Z exhibits distinct behavioral patterns in the context of cafe culture.

The research highlights that Generation Z places a high value on experiences and authenticity, seeking out cafes that offer unique and aesthetically pleasing environments. Their use of social media to document and share these experiences further emphasizes the significance of the cafe as a social space for this generation.

Furthermore, the study underscores the role of technology in shaping the behaviors of Generation Z in cafes. Their reliance on digital devices for social interaction and information consumption has redefined the dynamics of socializing in these spaces. From an ethnomethodological perspective, these findings shed light on the ways in which Generation Z creates and maintains social order within the cafe environment, as well as how they negotiate their identities within this setting.

Overall, the research offers valuable insights into the nuanced behaviors of Generation Z in cafes, providing a deeper understanding of the intersection between social dynamics, technology, and cultural practices within this demographic group.

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