

ABSTRACT

Coffee shops in Indonesia have continuously evolved—from traditional gathering spaces into aesthetic cafés that integrate technology into operations, including their ordering systems. As these shops become ubiquitous, digital advancements have paralleled this growth, transforming ordering from single-channel systems to multi-channel platforms via phone and chat, and later through food aggregators. The COVID-19 pandemic further accelerated technological adoption, with innovations such as Bring Your Own Device (BYOD) practices and proprietary ordering apps. This proliferation of ordering touchpoints has led businesses to embrace omnichannel strategies, offering seamless and integrated experiences for customers while streamlining internal operations.

This study explores customer satisfaction in the context of omnichannel ordering at tech-led retail coffee shops in Greater Bandung, Indonesia, namely Flash Coffee, Kopi Kenangan, and Tomoro Coffee. Employing a mixed-methods approach, the research bridges qualitative and quantitative methods through a systematic framework combining semi-structured interviews, surveys, field observations, and user reviews. It evaluates the perceived consistency and effectiveness of ordering experiences across mobile apps, point-of-sale (POS) systems, and food aggregators. The analytical framework is guided by a contextual adaptation of the Technology Acceptance Model (TAM) and Grounded Theory (GT), linking ordering channels with satisfaction drivers.

A key feature of this research is the use of coding techniques—open, axial, and selective coding—to extract relational insights from complex data. Rather than seeking to reinvent TAM or GT, this study tests their applicability within Indonesia’s coffee retail context. While TAM’s foundational constructs remain useful, GT reveals context-specific factors such as habitual channel use, app-based loyalty, and the influence of cultural and infrastructural dynamics. These findings contribute to expanding the models’ relevance to emerging digital markets.

The integration of qualitative and quantitative findings leads to multi-layered interpretations, culminating in comprehensive triangulation. Results show that satisfaction is channel-dependent: mobile apps are favored for speed, ease, and rewards; in-store experiences for ambiance and consistency; and aggregators for reach, though lacking emotional engagement. This suggests that long-term adoption in emerging markets requires alignment between operational functionality and emotional resonance.

In conclusion, mobile apps and physical outlets generate higher satisfaction and loyalty, whereas food aggregators—despite convenience—lack emotional depth and trust. These findings reinforce TAM's perceived usefulness and ease of use while adding localized insights around behavior and preference. Omnichannel strategy success depends not just on integration, but on recognizing each channel as a unique experience. Future research can refine the proposed framework to model behavioral intention, track satisfaction over time, or compare cross-regional omnichannel implementations.

Keywords— Coffee Shops, Omnichannel Ordering, TAM, GT