

ABSTRACT

Coffee shops in Bandung are growing rapidly and are progressing, particularly with the rise of Generation Z, who view coffee shops as comfortable places to gather, work, or simply relax, as well as a platform for self-expression. This study aims to identify Generation Z preferences and experiences when visiting coffee shops in Bandung, using the Braga branch of Kopi Toko Djawa in Bandung as a case study. The research method used was a quantitative approach, distributing questionnaires to 100 Generation Z respondents who had visited Kopi Toko Djawa, using a purposive sampling technique. Data were analyzed using descriptive statistics to describe the respondents' profiles, preferences, and experiences. The results indicate that strategic location, comfortable atmosphere, reasonable price for quality, product taste, and social media influence are the main determinants of preference. Meanwhile, positive experiences are influenced by friendly service, aesthetic interior design, comfortable atmosphere, and the quality of food and beverages. These findings are expected to serve as a reference for coffee shop managers in designing marketing and service strategies that align with the characteristics of Generation Z.

Keywords: Preferences, Consumer Experience, Generation Z, Coffee Shop, Kopi Toko Djawa