Brewing Experiences: Exploring Experiential Marketing Strategies of Street Coffee Businesses in Yogyakarta

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Abstract

The rapid growth of the coffee industry in Indonesia has intensified competition among coffee businesses, particularly in urban areas such as Yogyakarta. While previous studies suggest that young consumers tend to choose cafés as spaces for social validation, aesthetic display, and lifestyle expression, recent empirical observations indicate a behavioral shift toward street coffee vendors. This study aims to explore how experiential marketing is enacted within the street coffee phenomenon using a qualitative case study approach, this research focuses on a pioneering street coffee vendor in the Kotabaru area of Yogyakarta. The findings reveal that experiential marketing in street coffee settings is constructed through simplicity, authenticity, and social interaction rather than through elaborate aesthetics or formal branding strategies. Sensory elements such as coffee aroma, warm lighting, and minimalist design create a comfortable atmosphere, while emotional engagement is fostered through friendly interactions between baristas and customers. Community formation, light coffee education, and organic digital engagement via user-generated content further enhance experiential value. Notably, the absence of co-branding and formal digital platforms does not weaken consumer experience but reinforces perceptions of authenticity and accessibility.

Keywords: experiential marketing, street coffee, consumer experience, youth consumption, qualitative case study

Abstrak

Pesatnya perkembangan industri kopi di Indonesia telah meningkatkan intensitas persaingan bisnis, khususnya di kawasan perkotaan seperti Yogyakarta. Penelitian sebelumnya menunjukkan bahwa generasi muda cenderung memilih kafe sebagai ruang untuk mencari validasi sosial, menampilkan gaya hidup, dan ekspresi estetika. Namun, temuan empiris terbaru menunjukkan adanya pergeseran perilaku konsumsi ke arah kedai kopi pinggir jalan atau street coffee. Penelitian ini bertujuan untuk mengeksplorasi bagaimana experiential marketing diterapkan dalam fenomena street melalui pendekatan kualitatif dengan desain studi kasus pada salah satu pelopor street coffee di kawasan Kotabaru, Yogyakarta. Hasil penelitian menunjukkan bahwa experiential marketing pada konteks street coffee dibangun melalui kesederhanaan, keautentikan, dan interaksi sosial, bukan melalui estetika yang berlebihan atau strategi branding formal. Elemen sensori seperti aroma kopi, pencahayaan hangat, dan desain minimalis menciptakan suasana nyaman, sementara keterikatan emosional terbentuk melalui interaksi hangat antara barista dan pelanggan. Pembentukan komunitas, edukasi kopi ringan, serta keterlibatan digital organik melalui user-generated content turut memperkuat nilai pengalaman. Ketiadaan co-branding dan platform digital formal justru memperkuat persepsi aksesibilitas dan keaslian pengalaman.

Kata kunci: experiential marketing, street coffee, pengalaman konsumen,

Introduction

Business competition in Indonesia has become increasingly intense, particularly within the culinary sector. Companies are required to continuously adapt their strategies to remain competitive in a rapidly changing market environment. This condition demands not only product innovation but also the ability to respond to evolving consumer behavior and lifestyle preferences (Setiyono & Sutrimah, 2016). The culinary sector plays a significant role in Indonesia's creative economy, accounting for more than half of total creative economy employment, which further intensifies competition among businesses operating in this field (dataindustri.com, 2024).

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Within the culinary industry, the food and beverage (F&B) sector—especially coffee-related businesses—has experienced remarkable growth. Indonesia is recognized as one of the world's major coffee producers and consumers, with coffee consumption becoming deeply embedded in everyday social practices. The expansion of coffee shops across urban areas reflects not only economic growth but also a transformation in how coffee consumption is integrated into lifestyle, identity, and social interaction. Coffee shops have evolved from mere places to consume beverages into social spaces where individuals spend leisure time, work, and build social connections (Aryani, Zanaria, Kurniawan, 2022).

Yogyakarta represents a unique context in the development of coffee culture in Indonesia. Despite limited coffee plantation areas, the city demonstrates high enthusiasm for coffee consumption across various social groups, including students, young professionals, and tourists. Over time, coffee drinking—or *ngopi*—has become an informal social ritual and a meeting point within Yogyakarta's urban culture (harianjogja, 2022). The increasing number of coffee shops has intensified competition, prompting business owners to differentiate themselves through aesthetic design, ambiance, music selection, and service quality (radarjogja, 2024).

Previous studies indicate that, among young consumers, coffee shops are often chosen as spaces for seeking social validation and recognition. The decision to visit a coffee shop is influenced by various experiential attributes, such as visual aesthetics, comfort, music playlists, and overall atmosphere, which support self-representation and identity construction in public spaces. In this context, coffee shops function not only as consumption spaces but also as symbolic arenas for lifestyle expression and social visibility (Ramadhani, 2024).

However, recent empirical observations in Yogyakarta reveal a contrasting phenomenon. Instead of gravitating toward modern, aesthetically designed coffee shops, a growing number of young people are choosing to spend their time at street coffee venues—informal coffee stalls located along sidewalks and public spaces. These street coffee businesses typically offer minimal physical facilities, limited seating, no WiFi access, and simple visual design. From a conventional

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marketing perspective, such characteristics would appear insufficient to attract young consumers who are often associated with visual-oriented and validation-seeking behaviors.

This discrepancy highlights a clear research gap between existing theoretical and empirical findings and the current reality observed in Yogyakarta. While previous studies emphasize the importance of visual aesthetics and curated atmospheres in shaping consumer preferences, the popularity of street coffee suggests a shift in the meaning of coffee consumption and social experience. Young consumers appear to prioritize alternative forms of experience, such as direct social interaction, openness of space, affordability, and emotional closeness between sellers and customers.

Street coffee offers a distinct experiential setting characterized by informal interaction, communal atmosphere, and a sense of togetherness that differs fundamentally from conventional coffee shops. The absence of rigid spatial boundaries and digital distractions enables more spontaneous communication and social bonding among visitors. These experiential elements challenge traditional assumptions about how experiential marketing operates within the coffee industry.

Experiential marketing emphasizes creating meaningful experiences that engage consumers emotionally, sensorially, and socially, ultimately fostering satisfaction and loyalty. While this concept has been widely applied to structured retail and hospitality environments, limited attention has been given to informal, low-capital business models such as street coffee. Understanding how experiential marketing is manifested in such settings is crucial, particularly in urban areas where public spaces increasingly function as alternative consumption arenas.

Therefore, this study aims to explore how experiential marketing is practiced and perceived within the phenomenon of street coffee in Yogyakarta. By examining consumer experiences, this research seeks to contribute to a deeper understanding of shifting consumption patterns among young people and to expand the application of experiential marketing theory beyond conventional commercial spaces. The findings are expected to provide both theoretical insights and practical

implications for small-scale culinary entrepreneurs navigating competitive and dynamic urban markets.

Literature Review

Experiential marketing was initially conceptualized by Schmitt (1999), who emphasized the importance of engaging consumers through multidimensional experiences encompassing sensory, affective, cognitive, behavioral, and relational elements. Building on Schmitt's foundational framework, subsequent studies have empirically examined experiential marketing within the coffee industry, demonstrating its influence on customer satisfaction, loyalty, and advocacy (Meeprom & Kokkhangplu, 2025; Alvarizy & Deliana, 2021; Hidayat et al., 2025).

Experiential marketing has been widely recognized as an effective approach in shaping customer perceptions, satisfaction, and loyalty, particularly within the food and beverage industry. Prior studies emphasize that consumer experiences extend beyond functional product attributes and instead involve multidimensional interactions that stimulate sensory, emotional, and cognitive responses. These experiential elements play a crucial role in influencing customer satisfaction, advocacy, and behavioral intentions.

Recent empirical research by Meeprom and Kokkhangplu (2025) provides strong evidence of the role of experiential dimensions in specialty coffee cafés. Their findings indicate that affective, sensorial, and intellectual experiences positively and directly influence customer satisfaction. Moreover, intellectual experience was found to have a direct positive effect on customer advocacy, while sensorial and intellectual experiences significantly influenced repurchase intentions. The study also revealed indirect relationships between experiential dimensions and customer advocacy, with repurchase intention acting as a mediating variable between customer satisfaction and advocacy. These findings highlight that experiential marketing in coffee cafés operates through complex emotional and cognitive mechanisms rather than simple transactional satisfaction.

While the study by Meeprom and Kokkhangplu (2025) contributes valuable insights into the experiential dynamics of specialty coffee cafés, its focus remains within formal café environments characterized by structured services, designed interiors, and controlled atmospheres. This context assumes that experiential marketing is primarily delivered through curated spatial design and professionally managed service encounters, leaving limited exploration of how experiential value is formed in informal or non-conventional consumption spaces.

Complementing this perspective, Alvarizy and Deliana (2021) examine experiential marketing from the service provider's standpoint by analyzing barista competence. Their study indicates that the majority of baristas demonstrate high competency in applying experiential marketing principles, even though most are unfamiliar with formal professional standards and have not undergone certified barista training. This suggests that experiential marketing can emerge organically through interpersonal interaction, craftsmanship, and service performance, rather than solely through formal knowledge or institutional training. The findings imply that experiential value may be embedded in everyday service practices, particularly in small-scale or independent coffee businesses.

However, Alvarizy and Deliana's (2021) research primarily addresses barista performance within established coffee shop settings, without extending the discussion to how these competencies function in open, informal, or street-based environments. As such, the role of experiential marketing in contexts where branding, service structure, and physical facilities are minimal remains underexplored.

Further reinforcing the importance of experiential marketing, Hidayat, Trianto, and Anggarini (2025) demonstrate that experiential marketing significantly enhances consumer satisfaction, emotional engagement, loyalty, and positive brand perceptions in local coffee businesses. Their study identifies personalized service as the most influential factor in fostering customer loyalty and long-term relationships. These findings underscore that emotional connection and interpersonal interaction are central components of experiential marketing, particularly for small and local coffee enterprises seeking differentiation in competitive markets.

Despite these contributions, existing literature predominantly conceptualizes experiential marketing within conventional business environments, such as specialty cafés and local coffee shops with permanent locations, designed interiors, and relatively stable operational structures. There remains limited scholarly attention to informal coffee consumption spaces, such as street coffee, where experiential elements are shaped by openness of space, spontaneous social interaction, affordability, and direct engagement between sellers and consumers.

In relation to the present study, the reviewed literature confirms that experiential marketing plays a significant role in influencing satisfaction, loyalty, advocacy, and repurchase intentions in coffee-related businesses. However, these studies do not fully account for the emerging shift in consumer behavior observed in Yogyakarta, where young consumers increasingly prefer street coffee over modern coffee shops traditionally associated with aesthetic appeal and social validation. This gap suggests the need to re-examine experiential marketing beyond visually curated and facility-rich environments, focusing instead on how experiential value is constructed through social interaction, emotional closeness, and communal atmosphere in street coffee settings.

Therefore, this study positions itself to extend existing experiential marketing literature by exploring how experiential dimensions are perceived and enacted within the phenomenon of street coffee in Yogyakarta. By doing so, the research seeks to contribute to a more nuanced understanding of experiential marketing in informal urban consumption spaces and to explain the shifting preferences of young consumers in contemporary coffee culture.

Method

This study adopted an instrumental qualitative case study design to explore how experiential marketing is practiced and perceived within the street coffee phenomenon in Yogyakarta. A qualitative approach was chosen to capture the subjective meanings, lived experiences, and social interactions surrounding street coffee consumption, which cannot be adequately examined through quantitative measures. The case study design allows for an in-depth

and contextualized understanding of a contemporary phenomenon within its real-life setting, particularly when the boundaries between the phenomenon and its context are not clearly evident.

The study is instrumental in nature, as the selected case serves to provide insight into a broader issue—namely, the role of experiential marketing in shaping consumer experiences and purchase decisions within informal and non-conventional consumption spaces.

The research was conducted in the Kotabaru area of Yogyakarta, which has emerged as a major hub for street coffee vendors. This area is characterized by a high concentration of street coffee stalls, intense consumer activity, and frequent social interaction, making it an information-rich setting for examining experiential marketing practices in informal urban spaces.

Within this context, Kedai 31 Bloc was selected as the focal case. The selection was based on several considerations: (1) Kedai 31 Bloc is recognized as one of the pioneering street coffee vendors in the Kotabaru area; (2) it demonstrates consistently high sales performance, with an average of approximately 100 cups sold per day and peak sales reaching up to 200 cups during weekends; and (3) it attracts a diverse and recurring customer base. These characteristics position Kedai 31 Bloc as a representative and illustrative case for understanding how experiential value is created and sustained in street coffee settings.

Informants were selected using purposive sampling to ensure relevance and depth of experiential insight. Two categories of informants were involved in this study: the street coffee vendor and consumers. The primary vendor informant was the owner of Kedai 31 Bloc, who provided information regarding business background, experiential strategies, service practices, and interactions with customers. Consumer informants consisted of walk-in customers who met the following criteria: (1) having made repeat purchases at Kedai 31 Bloc at least three times during the research period, and (2) actively engaging in on-site consumption. The repeat-purchase criterion was applied to ensure that informants possessed sufficient experiential familiarity to reflect on their perceptions meaningfully.

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Data collection was conducted between March and July 2025. The number of informants was determined based on data saturation, whereby interviews were concluded when no new significant themes emerged and experiential patterns became repetitive. Data were collected primarily through semi-structured, in-depth interviews, complemented by non-participant observation and documentation. The interviews were theory-informed, drawing on Schmitt's experiential marketing framework, including the Strategic Experiential Modules (SEMs: sense, feel, think, act, relate) and Experience Providers (ExPros). These concepts were employed as sensitizing concepts rather than rigid analytical categories, allowing theoretical guidance while maintaining openness to emergent themes beyond the framework.

The interview guide was designed to explore participants' sensory impressions, emotional responses, cognitive engagement, social interaction, and behavioral experiences related to street coffee consumption. Probing questions were used to encourage elaboration, storytelling, and clarification, enabling deeper exploration of participants' lived experiences. Interviews were conducted in a natural setting at or near the research site and varied in duration depending on the depth of participant responses. Observational data focused on spatial arrangements, interaction patterns, service processes, and the overall atmosphere of the street coffee environment. Additional data were obtained from field notes, photographs, and relevant documents to support contextual understanding.

Results and Discussion

This study reveals that experiential marketing within the street coffee context is constructed through a combination of sensory stimulation, emotional comfort, informal knowledge exchange, social interaction, and spatial simplicity. The findings are organized according to Schmitt's Strategic Experiential Modules (SEMs) and Experience Providers (ExPros), while allowing contextual interpretations to emerge from the data.

Sense Experience

Sensory experience emerged as a dominant element in shaping customer perceptions. Customers consistently highlighted the distinctive aroma of freshly brewed coffee as a key attraction. Despite the simplicity of the physical setting, visual aesthetics played an important role. Warm yellow lighting, minimalist stall design, and modest decorative elements created a visually pleasing environment. Acoustic music, often played at low volume, further enhanced the sensory atmosphere, contributing to a calm and relaxed ambiance. Interestingly, the findings suggest that aesthetic appeal in street coffee settings does not rely on luxury or elaborate design, but rather on coherence between sensory elements that create a "comfortable simplicity."

Feel Experience

Emotional experience was strongly reflected in customers' sense of comfort and emotional attachment to the coffee stall. Informants described feeling relaxed, welcomed, and emotionally at ease while spending time at the stall. Friendly service, informal conversations, and warm interactions with baristas contributed significantly to these feelings.

The emotional bond was not solely generated by the product itself, but by interpersonal interactions and the overall atmosphere. This finding indicates that affective experience in street coffee consumption is socially constructed through human interaction rather than orchestrated service scripts.

Think Experience

Cognitive engagement appeared in a limited but meaningful form. Some street coffee vendors provided light educational content related to coffee, such as explanations of manual brewing techniques, types of coffee beans, and the origins of Indonesian coffee. These informal knowledge exchanges stimulated customers' curiosity and encouraged reflective thinking about what they consumed.

Although not systematically structured, these educational interactions allowed customers to perceive the coffee experience as intellectually engaging, reinforcing their appreciation of the product beyond taste alone.

Act Experience

Behavioral responses were evident in customers' actions after visiting the coffee stall. Many customers shared their experiences on social media platforms such as Instagram and TikTok. The visually appealing yet authentic setup encouraged customers to upload photos, tag the location, and share stories about their visit.

This behavior suggests that street coffee experiences actively influence customer actions, particularly in terms of digital self-expression and informal promotion. The act experience thus extends beyond the physical space into the digital sphere, amplifying the visibility of the coffee stall through user-generated content.

Relate Experience

Relational experience was reflected in customers' feelings of belonging to a social community. Several street coffee stalls facilitated social interaction by providing spaces for discussion, open-mic sessions, or small social gatherings. These activities fostered relationships among customers and strengthened bonds between customers and baristas.

Customers perceived the coffee stall not merely as a place to purchase beverages, but as a social space where relationships and shared identities were formed. This sense of community reinforced long-term attachment and repeat visitation.

Product

The product itself—coffee—as consistently described as having a strong and enjoyable taste despite its relatively low price. This perception reinforced the sensory dimension of the experience, particularly aroma and flavor. Customers emphasized that affordable pricing did not diminish perceived quality, but instead enhanced overall satisfaction.

Environment

The physical environment played a crucial role in shaping the experiential atmosphere. The use of small tables and chairs, floor mats, dim yellow lighting, and roadside locations (such as sidewalks) created an informal yet intimate setting. Rather than being perceived as a limitation, the open and modest environment was interpreted as authentic and approachable.

People

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Human interaction emerged as one of the most influential experiential providers. Baristas were described as friendly, communicative, and willing to engage in conversations beyond transactional service. The active involvement of the stall owner further strengthened perceptions of authenticity and personal connection. This finding underscores the importance of human presence in experiential marketing within informal business settings.

Communications

Promotional activities were minimal and largely organic. Marketing communication relied heavily on word-of-mouth (WOM) and user-generated content (UGC) shared by customers on social media platforms. Formal websites or structured digital marketing tools were largely absent, indicating a strategic focus on peer-based communication rather than institutional branding.

Identity

Brand identity was constructed through unique naming and distinctive visual symbols. For instance, the use of unconventional brand names and logos—such as symbolic or humorous imagery—created memorable narratives and differentiated the coffee stall from competitors. These identity elements contributed to storytelling and brand recall among customers.

Co-branding

The findings indicate that no co-branding activities were implemented. This absence suggests that street coffee vendors prioritize internal experiential coherence and community-based engagement rather than external brand collaboration.

This study provides empirical evidence that experiential marketing remains a relevant framework for understanding contemporary coffee consumption among young consumers, yet its manifestation differs substantially from conventional café-based contexts. While prior studies predominantly emphasize experiential strategies in formal coffee shop environments characterized by curated interiors, structured services, and brand-led communication (Meeprom & Kokkhangplu, 2025; Hidayat et al., 2025), the findings of this research demonstrate that experiential value in street coffee settings is constructed through simplicity, informality, and social proximity.

The dominance of sense and feel experiences aligns with Schmitt's proposition that sensory and affective dimensions are foundational in shaping memorable consumption experiences. However, unlike aesthetic-heavy cafés, sensory stimulation in street coffee relies on authentic cues such as coffee aroma, warm lighting, and minimalist visuals rather than elaborate design. This suggests a contextual shift in how sensory experiences are perceived: aesthetic value is derived from coherence and atmosphere rather than visual luxury.

The feel dimension emerged as a socially embedded experience rather than an individually orchestrated emotional response. Emotional comfort was generated through informal interactions with baristas, friendliness, and a relaxed social environment. This finding extends previous research by showing that emotional engagement in street coffee consumption is not primarily driven by personalized service systems, as suggested by Hidayat et al. (2025), but by spontaneous and egalitarian social interaction.

The think experience appeared in a limited but meaningful form through light coffee-related education. Unlike structured experiential learning found in specialty cafés, cognitive engagement in street coffee settings occurs organically through casual conversations. This supports the argument that intellectual stimulation does not need to be formalized to be effective; instead, it functions as an experiential enhancer that deepens appreciation without disrupting the relaxed atmosphere.

The act dimension reflects how street coffee experiences extend into digital spaces. Customers' tendencies to share experiences via social media illustrate that experiential marketing outcomes are no longer confined to on-site behavior. Visual simplicity and authenticity encourage user-generated content, reinforcing findings by Meeprom and Kokkhangplu (2025) regarding the influence of experiential dimensions on advocacy and repurchase intentions, albeit through informal digital participation rather than brand-managed platforms.

Finally, the relate experience underscores the communal nature of street coffee consumption. The sense of belonging and community formation observed in this study contrasts with prior research that frames coffee consumption as an individual lifestyle expression or status

signaling. In the street coffee context, experiential value is collective, emphasizing shared space, dialogue, and social connection.

From the Experience Providers (ExPros) perspective, the findings reveal a selective and adaptive application of experiential tools. Elements such as people, environment, and identity play central roles, while co-branding and formal digital communication are absent. This selective implementation challenges the assumption that all experiential components must be present to generate meaningful consumer experiences.

This study contributes to the experiential marketing literature in three significant ways. First, it extends Schmitt's experiential marketing framework by demonstrating its applicability within informal and low-capital business contexts. While experiential marketing has often been associated with structured, resource-intensive environments, this study shows that experiential value can be effectively constructed through minimalistic and socially driven elements.

Second, this research introduces the concept of "informal experiential marketing", where experiential dimensions emerge organically through human interaction, spatial openness, and community engagement rather than through deliberate and standardized design strategies. This challenges the dominant assumption that experiential marketing must be highly orchestrated and controlled.

Third, the study contributes to the coffee consumption literature by addressing a contextual research gap: the shift in youth hangout behavior from cafés to street coffee vendors. The findings suggest that contemporary consumers seek recognition, comfort, and social belonging not through premium spaces, but through accessible and authentic environments. This repositions street coffee as a legitimate experiential consumption space rather than a lower-tier alternative to cafés.

Conclusion

This study concludes that experiential marketing remains a relevant and effective framework for understanding contemporary coffee consumption behavior among young consumers, particularly within the context of street coffee vendors. However, the findings demonstrate that

experiential marketing in street coffee settings is enacted in a distinct and contextualized manner, differing substantially from its application in conventional café environments.

Experiential value in street coffee consumption is primarily constructed through sensory coherence, emotional comfort, and social interaction rather than through elaborate design, formal service structures, or intensive branding efforts. Elements such as coffee aroma, warm lighting, minimalist visual identity, and friendly human interaction play a central role in shaping positive consumer experiences. These findings indicate that simplicity and authenticity function as key experiential assets rather than as limitations.

Furthermore, this research reveals that experiential marketing in street coffee settings operates as an informal and socially embedded process. Customer engagement emerges organically through interpersonal interaction, light knowledge exchange, and community formation, extending into digital spaces through user-generated content and word-of-mouth communication. The absence of certain experiential tools, such as co-branding and formal digital platforms, does not diminish experiential value but instead reinforces the authenticity and accessibility of the experience.

By addressing the behavioral shift of young consumers from cafés to street coffee vendors, this study contributes to a more nuanced understanding of experiential consumption in informal urban spaces. It highlights street coffee as a legitimate experiential arena where social belonging, comfort, and everyday recognition are prioritized over prestige and visual excess.

Despite its contributions, this study is limited to a single case and a specific urban context, which may restrict the generalizability of the findings. Future research may expand by employing comparative case studies across different cities or integrating mixed-method approaches to examine the long-term impact of experiential dimensions on loyalty and advocacy behavior.

Overall, this research underscores that experiential marketing does not depend on scale, luxury, or capital intensity, but on the ability to create meaningful, shared experiences that resonate with consumers' everyday social lives.

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