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Coffee Visitor Profiles in Slow Bar at Megapolitan Cities: Insights from Bangkok and Jakarta

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Abstract. This study explores coffee visitor profiles in slow bar at Bangkok and Jakarta, two prominent megapolitan cities in Southeast Asia. A quantitative approach using structured surveys was conducted with 82 respondents in Bangkok and 80 respondents in Jakarta. Purposive sampling targeted visitors who had visited slow bars within the past three months. Data were analyzed using descriptive statistics, including frequency distributions and cross-tabulations, to identify consumer patterns and differences. The results indicate similarities in income levels and visitation frequency, with most visitors earning above the regional minimum wage and favoring weekly visits. A preference for local coffee origins was observed, with 53.6% of Bangkok respondents and 60% of Jakarta respondents favoring local beans. However, notable differences emerged in gender distribution (women dominate in Bangkok at 53.7%, while men dominate in Jakarta at 87.5%) and brewing method preferences (Bangkok favors Espresso Extraction at 51.22%, while Jakarta prefers Pour Over at 61.25%). This study provides critical insights into evolving coffee consumption trends in megapolitan cities, offering opportunities for targeted marketing strategies, local coffee promotion, and experience enhancement to further develop the slow bar industry.

Keywords: Slow Bars, Coffee Visitor's Profiles, Megapolitan Cities, Quantitative Approach

Introduction

Coffee shops have long served as integral social spaces, playing significant roles in shaping cultural, intellectual, and economic dynamics across societies. The concept of *Da-Sein*, which refers to the existence or actual presence of a phenomenon or entity (Seong, 2016), provides a meaningful framework to understand coffee shops as not merely physical establishments but as cultural and social hubs. Historically, coffee shops emerged in the 16th century in the Middle East, particularly in regions now known as Turkey, Persia, and Saudi Arabia (Topik, 2009). The first recorded coffee shop, Kiva Han, opened in Istanbul in 1555, initiating coffee's journey into the global cultural landscape. By the 17th century, coffee shops had spread to Europe, with notable establishments opening in Venice (1645) and London (1652) (Turner & Cowan, 2007). These venues quickly became centers for intellectual discourse and social interaction (Viartasiwi & Trihartono, 2020). In Europe, coffee shops were particularly pivotal during intellectual and political movements, serving as venues for discussion and revolution (Aljunied, 2014).

In Southeast Asia, coffee shops have undergone a distinct evolution, adapting to diverse social and economic contexts. In countries like Indonesia and Thailand, coffee shops have transformed from traditional coffee stalls into globally recognized establishments offering curated experiences for modern consumers. This evolution reflects a cultural adaptation of coffee consumption to contemporary urban lifestyles and shifting consumer preferences. The coffee industry in these countries is thriving; Indonesia generates an annual revenue of $947 million, while Thailand follows with $807 million (Nabila, 2023). These numbers reflect a growing appreciation for authentic coffee experiences, especially slow bar methods. Coffee

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shop growth rates further highlight this trend, with Indonesia experiencing a 15% annual increase and Thailand reaching 12% annually. This growing industry also reflects *Dis-Sollen*, the normative perspective on how coffee shops should function. Coffee shops today are largely divided into two distinct types: *speed bars* and *slow bars*. Speed bars prioritize efficiency and fast service, often at the cost of meaningful social interaction surrounding the coffee experience (Widyaningsih, Kusumawardhani, & Zerlina, 2021). By contrast, slow bars emphasize the authenticity of the coffee experience, focusing on in-depth coffee preparation, product quality, and fostering relaxed, high-quality social interactions (Sudarman, 2023). Slow bars align with the urban consumer's growing interest in authenticity, providing immersive experiences that prioritize the coffee itself over branding or rapid service (H.-C. Huang & IHou, 2017). Unlike multinational speed bar chains such as Starbucks, slow bars invite deeper appreciation through methods like pour-over and immersion brewing, enhancing both the process and enjoyment of coffee consumption.

This study explores the profiles of coffee visitors in slow bars across two culturally dynamic cities: Bangkok and Jakarta. Both cities were chosen as they represent leading *megapolitan* centers in Southeast Asia, characterized by rapid urbanization, economic growth, and vibrant cultural dynamics. Bangkok and Jakarta serve as significant hubs for coffee culture in the region, with both cities experiencing a surge in coffee shop growth and a burgeoning demand for slow bar experiences. These cities are home to a diverse demographic of urban dwellers, making them ideal for understanding the evolving patterns of coffee consumption in modern Southeast Asian societies. To address the objectives of this study, the following research questions are proposed:

1. What are the demographic characteristics (gender and monthly salary/allowance) of coffee visitors in slow bars in Bangkok and Jakarta?
2. How do the frequency of visits and familiarity with slow bars differ among coffee visitors in Bangkok and Jakarta?
3. What are the preferences of coffee visitors regarding local coffee beans (Origin Beans) in both cities?
4. What are the preferred coffee preparation methods (e.g., Espresso Extraction, Pour Over, Immersion) among slow bar visitors in Bangkok and Jakarta?

By answering these questions, this study aims to provide valuable insights into the characteristics and preferences of slow bar visitors in two urban contexts, contributing to a broader understanding of the evolving coffee culture in Southeast Asia.

Literature Review

Coffee Shops in Urban Tourism Context

In the context of urban tourism, slow bar coffee shops offer significant value as unique tourist destinations that enrich a city's experience for visitors. The presence of slow bars in urban landscapes not only diversifies choices for tourists seeking authentic and immersive experiences but also highlights their role as integral components of a city's culture and lifestyle. Several studies underscore how slow bars add value to urban tourism (Shang, Qiao, and Chen, 2020; Ferreira, Ferreira, and Bos, 2021; Amani and Ihsaniyati, 2020):

1. *Offering Authentic Experiences*: Slow bars focus on delivering the highest quality coffee using authentic coffee beans, often sourced as *single origin* or exclusive blends. Visitors are given the opportunity to explore unique coffee flavors and aromas, an experience that is hard to find elsewhere. This creates a highly authentic and personal experience, often accompanied by stories about the origin of the coffee beans, the production process, and the farmers who cultivate them.

Shang, Qiao, and Chen (2020) link slow tourism to the concept of *place attachment*,

highlighting that slow bar principles align closely with slow tourism. Their research indicates that a complete and narrative-driven experience significantly influences place attachment and behavioral intentions, emphasizing the role of slow bars in providing authentic experiences that increase visitors' desire to return.

2. *Enhancing Culinary and Cultural Education*: Slow bars often serve as hubs for coffee culture education and appreciation. Skilled baristas share insights into coffee history, brewing techniques, and the unique cultural aspects of coffee from various regions (Amani and Ihsaniyati, 2020). For tourists, this presents an opportunity to deepen their understanding of global and local coffee culture, making a visit to a slow bar both a pleasurable and educational experience.

3. *Providing Unique Social Spaces*: Slow bar coffee shops create environments conducive to social interaction, both between customers and baristas as well as among customers themselves. The relaxed atmosphere and carefully curated interior designs often encourage visitors to linger, making them ideal places to meet, interact, and share stories. This social dimension adds richness to urban tourism experiences. Studies on workplace alternatives in European cities demonstrate how coffee shops serve as gathering spaces that meet social demands for recreation and interaction. Ferreira, Ferreira, and Bos (2021) emphasize that coffee shops function not only as places to enjoy coffee but also as vital social spaces, supporting social interactions and recreational activities within the concept of urban tourism.

In conclusion, slow bars contribute to urban tourism by offering authentic, educational, and socially enriching experiences. As cities compete to attract modern tourists, slow bars stand out as cultural touchpoints that reflect local traditions and global trends while meeting the growing demand for meaningful and immersive tourism experiences.

Hospitality in Slow Bar vs. Speed Bar

The distinction between slow bar and speed bar coffee shops lies primarily in their approach to hospitality, coffee preparation, and customer experience. While slow bars emphasize personalization, quality, and education, speed bars focus on efficiency and standardized service. These differences not only influence customer satisfaction but also determine the role these establishments play in urban tourism.

Figure 1. Visualization of Set-up at slow bar
Source: Author's processed results

Slow Bar Characteristics:

1. *High Personalization Experience:* Slow bars emphasize a personalized and interactive brewing process, where baristas often possess in-depth knowledge about the coffee beans they use. Customers can engage in discussions about the origin of the beans, flavor profiles, and preferred brewing methods, creating a more personal and educational experience. Previous research highlights that manual brewing techniques enhance the sensory characteristics of coffee, emphasizing the importance of knowledge and interaction in the brewing process (Tamburaka, Tajuddin, & Apoda, 2020).

2. *Focus on Quality and Authenticity*: Slow bars tend to use authentic coffee beans, often sourced from *single origin* or unique blends selected for their quality. This allows customers to explore unique and rich coffee flavors that are typically absent in speed bars. Research demonstrates how manual brewing techniques influence coffee sensory profiles, underlining the attention to detail required in slow bar processes (Tamburaka, Tajuddin, & Apoda, 2020).

3. *Manual Brewing and Attention to Detail:* Slow bars frequently use manual brewing methods such as pour-over, AeroPress, or French press, which allow greater control over the final taste of the coffee. Although these methods are slower and require greater attention to detail, they prioritize quality over speed. Studies show that selecting manual brewing methods adds value to customer experience through unique sensory characteristics and meaningful interaction between barista and customer during the brewing process (Janda et al., 2020).

4. *Customer Education*: Slow bars often provide education to customers about the coffee they drink, including its history, processing methods, and optimal ways to enjoy it. This added value appeals to visitors who seek to expand their coffee knowledge. Cotter, Batali, Ristenpart, and Guinard (2020) highlight the importance of educating customers about coffee preferences and characteristics, emphasizing the significance of interaction and learning in enhancing the coffee drinking experience (Cotter et al., 2020).

Speed Bar Characteristics:

1. *Efficiency and Speed:* Speed bars are designed to serve customers quickly, often through take-away services. Their primary focus is on service efficiency rather than the details of brewing or coffee education. Brommer, Stratmann, and Quack (2011) evaluated the environmental impact of different coffee service methods, highlighting the trade-off between visitor convenience and quality or environmental concerns.

2. *Use of Mass-Produced Coffee Beans:* To maintain speed and consistency, speed bars often use mass-produced coffee beans that lack the distinctive or complex flavor profiles of authentic single-origin beans used in slow bars. Córdoba, Fernandez-Alduenda, Moreno, and Ruiz (2020) discuss how extraction parameters and the use of standardized coffee beans impact the physicochemical characteristics and flavor of the coffee served.

3. *Standardized Menu Options:* The menus in speed bars are often more standardized, catering to customers seeking convenience and speed rather than a deeper exploration of coffee flavors. This approach prioritizes efficiency over diversity and originality in coffee offerings.

4. *Minimal Interaction with Barista:* In speed bars, customer interaction with baristas is minimal, as the focus is on transaction efficiency rather than personal connection or education. Previous studies on customer behavior show the lack of interaction with baristas as a defining feature of modern coffee shop business models (Putri et al., 2021).

Unlike slow bars, speed bars do not add value to urban tourism experiences; instead, they may diminish the experiential value for visitors by prioritizing convenience over quality and authenticity. On the other hand, slow bars offer a unique and enriching experience by providing authentic coffee preparation and a meaningful cultural narrative. Through carefully curated

interactions and personalized service, slow bars enhance the local cultural identity and support the local economy. Slow bars serve as symbols of urban megapolitan lifestyles, where quality, authenticity, and deep cultural experiences are highly valued. By delivering these qualities, slow bars transform themselves into memorable destinations that contribute to the appeal of urban tourism, offering visitors a lasting impression of the cities they explore.

Methodology

Research Design
The study adopts a quantitative approach to gather and analyze data related to demographics, consumption patterns, and visitor preferences. A survey method was utilized to collect primary data from coffee visitors in slow bars in Bangkok and Jakarta. This method enables the study to capture measurable insights into visitor profiles. The quantitative approach was complemented with descriptive analysis to highlight patterns and differences between the two cities.

Study Setting
Study Population and Sampling Technique
The sampling process for this study was determined based on the limited number of slow bar coffee shops in Bangkok and Jakarta, as shown in Figure 1. The relatively small number of slow bars in both cities shaped the study's sample distribution and the selection of respondents. This data highlights that while slow bars represent a growing trend in both cities, their market presence is still emerging. The limited number of slow bars provided a clear sampling frame for the study and guided the targeted selection of respondents. The study employed a purposive sampling technique to collect primary data. This non-probability method was appropriate for ensuring that the respondents were directly relevant to the research objectives. The inclusion criteria were as follows:
1. Respondents must have visited a slow bar coffee shop at least once in the past three months.
2. Respondents must be 18 years or older, representing active consumers of coffee and participants in urban tourism.
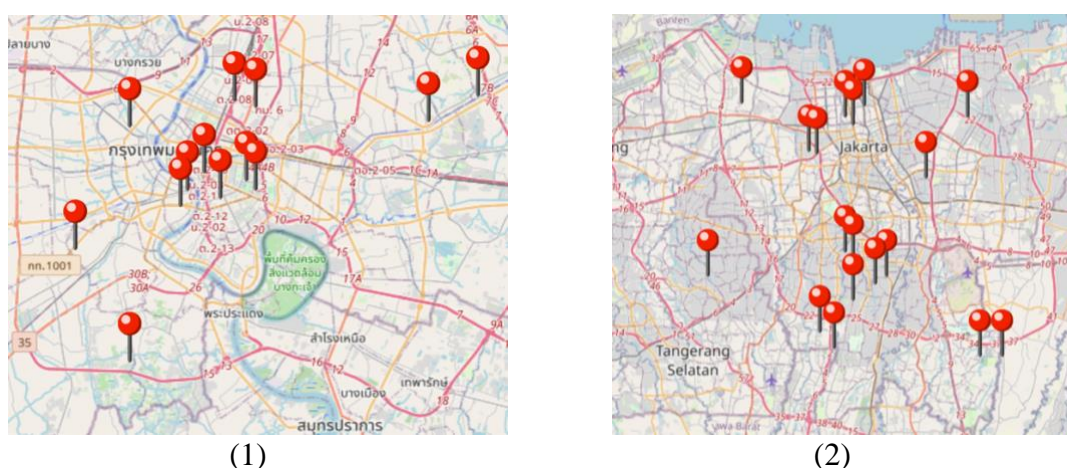

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Figure 2. Slow bar Population at Bangkok (1) and Jakarta (2)
Source: OpenStreet, 2024

The final sample size was closely related to the identified number of slow bars in each city. The study collected responses as follows:
- In Bangkok, where there are 16 slow bars, a total of 82 respondents were surveyed.

Respondents were distributed across multiple establishments, with a focus on the 4 slow bars that have garnered significant customer reviews (above 50). This ensured that the sample included visitors from both well-established slow bars and smaller establishments.

- In Jakarta, where there are 17 slow bars, a total of 80 respondents were surveyed. Similar to Bangkok, respondents were drawn from 5 slow bars with significant reviews, while also including visitors to other slow bars to capture a broader perspective.

The sample distribution reflects the proportional representation of the slow bars in each city. The selection of respondents from high-traffic slow bars (measured by review counts) ensures data reliability while including respondents from smaller or newer slow bars adds diversity to the dataset. The relationship between the number of slow bars and the sample size ensures that:

1. The sample is representative of the slow bar population in Bangkok and Jakarta, considering their market size.
2. Data is collected from a variety of establishments, allowing for a more comprehensive analysis of visitor profiles.
3. The emerging nature of slow bars is accurately reflected, providing insights into their current customer base and market potential.

By targeting respondents from both high-review and emerging slow bars, the study captures diverse visitor experiences, contributing to a robust understanding of slow bar visitor profiles in two leading Southeast Asian megapolitan cities.

Research Instruments

The characteristics of respondents provide essential information for identifying their profiles. These characteristics enable a deeper analysis of how specific variables influence behaviors, preferences, and opinions. Demographic data collected in this study include age, gender, income, residence location, visit frequency, preferred local coffee beans, and preferred brewing methods. Table 1. below outlines the classification, measurement scale, and definition of each demographic variable collected in the study:

Table 1: Research Instruments

Classification	Scale	Definition
Age	Interval	Measured in years with equal intervals between values.
Gender	Nominal	Categorical identification (male or female) without ranking or ordering.
Monthly Income/ Allowance	Interval	Measured in currency units with equal intervals between values.
Visit Frequency per Month	Ratio	Measured as the number of visits per month with an absolute zero value.
Familiarity with Slow Bar	Ordinal	Measured based on the length of time visitor have known and visited slow bars
Favorite Local Beans	Nominal	Categorized based on coffee bean type preferences without a ranked order.
Preferred Brewing Method	Nominal	Categorized based on brewing methods without ranking, but personal ranking may exist.

Source: Author's processed results, 2024

The use of appropriate measurement scales ensures the accurate collection and analysis of data. For instance, interval scales were used for age and income, while nominal scales categorized variables like gender, residence, and preferences. Visit frequency was measured using a ratio scale to capture precise behavioral data. By understanding these demographic characteristics, the study is able to identify patterns and relationships between respondent backgrounds and their behaviors or preferences. This allows for a more robust analysis of coffee visitor profiles in slow bars, providing insights into their influence on urban tourism dynamics in Bangkok and Jakarta.

Data Collection and Analysis Treatment

Primary data were collected using a structured questionnaire distributed physically and electronically. The process included:

1. On-Site Surveys: Conducted in selected slow bar coffee shops in Bangkok and Jakarta.
2. Online Surveys: For respondents who were unable to participate on-site, a Google Forms link was shared via targeted online platforms.

The data collection process took place over 4 weeks, with two weeks allocated for each city. Trained surveyors ensured respondents met the inclusion criteria before participating. The collected data were analyzed using descriptive statistics to summarize and compare the characteristics of coffee visitors in both cities. The following techniques were applied:

1. Frequency Distribution and Percentages: To analyze demographic characteristics and preferences.
2. Cross-Tabulation: To identify relationships and patterns between demographics, visitor behaviors, and preferences.
3. Comparative Analysis: To highlight key differences and similarities between slow bar visitors in Bangkok and Jakarta.

The findings were presented in tables, charts, and narrative summaries to ensure clarity and accessibility. By adhering to this methodological framework, the study ensures robust, reliable, and ethical research practices that contribute to understanding the role of slow bars in urban tourism in Southeast Asia.

Ethical Consideration

This study adhered to strict ethical principles to ensure the rights, confidentiality, and well-being of all participants throughout the research process. Prior to participation, all respondents were provided with clear and detailed information about the purpose, scope, and objectives of the study, including how the collected data would be used. Participation was entirely voluntary, and respondents were required to provide informed consent before completing the questionnaire, ensuring they fully understood and agreed to their involvement. Additionally, participants were explicitly informed of their right to withdraw from the study at any point without facing any negative consequences, allowing them to maintain full control over their participation. These measures were implemented to uphold ethical integrity, ensuring respondent safety, respect, and the reliability of the data collected.

Results and Discussion

Pre-visit Result

Before conducting the field visits, the researcher carried out in-depth interviews and intensive discussions with key industry figures to identify representative locations for data collection. These key informants were chosen based on their extensive experience and understanding of the slow bar industry. Two experts with more than 10 years of experience in the coffee industry were selected: Handersen Setiawan from Indonesia and Piyarat Jiw from

Thailand. Through participation in the "Cup of Excellence Coffee" National and International Event 2022, the researcher established connections with these experts. Handersen Setiawan was selected for his role as a sensory judge at the Indonesia Coffee Championships (ICC) and as a practitioner in Jakarta's slow bar industry. His insights provided a valuable understanding of customer preferences and the sensory characteristics of coffee in Jakarta. Discussions with him offered clarity on the consumer distribution and mapping of slow bar visitors in Jakarta.

Meanwhile, Piyarat Jiw, a seasoned expert in Bangkok's coffee industry with over a decade of experience, provided a comprehensive perspective on brewing techniques and consumer preferences in Thailand. Preliminary discussions through social media and follow-up face-to-face meetings during the visits enabled effective coordination for data collection. As an active coffee trainer, Piyarat Jiw emphasized the importance of educating consumers to elevate appreciation for high-quality coffee in slow bars.

Figure 3. Author's with Piyarat Jiw during the interview of exploring orgin beans in Thailand
Source: Author's documentation*, 2024*

One significant result of discussions with these industry experts was that on-site visits to slow bars were identified as the most effective method for obtaining targeted samples. Respondents found at slow bar locations are more likely to meet the key demographic criteria, particularly as first-time visitors who are most relevant for assessing revisit intention. Through these discussions, the researcher successfully mapped the locations of slow bar visitors in Jakarta and Bangkok, allowing the identification of efficient sampling strategies. The following lists show the slow bar establishments selected for data collection in both cities:

Bangkok Slow Bars (Name, Year Established) *(Source: Tripvisitor.com, 2024; Google.com, 2024):*
1. Black Hills (2019)
2. Commune (2016)
3. The Coffee Store (2016)
4. Vacilando (2018)
5. Mother Roaster (2017)
6. Gallery Drip (2016)
7. Roastery at Home (2019)
8. Crane Coffee (2018)
9. Craftsman
10. Northboys Coffee

Jakarta Slow Bars (Name, Year Established) *(Source: Tripvisitor.com, 2024; Google.com, 2024):*
1. Husbrew (2018)

2. Parakrata (2015)
3. Rona (2016)
4. Coffee if Things (2019)
5. Tiger Cub (2018)
6. Smiljan (2017)
7. Bagile Coffee (2018)
8. Longroad (2017)
9. Setjangkur (2019)
10. Kopikohlie (2018)

Discussions with the key informants also classified the dominant brewing methods used in slow bars today. These brewing methods were referenced when designing demographic questions in the survey, ensuring alignment with consumer profiles. The methods include:

1. **Espresso Extraction**: Espresso is a method where hot water under high pressure is forced through compacted coffee grounds, producing a concentrated coffee with a crema layer. Variables such as pressure, temperature, and extraction time significantly influence the resulting coffee quality. Espresso is known for its high caffeine concentration and chlorogenic acid levels (Masella et al., 2015).

Figure 4. Visualization of Espresso Extraction
Source: Author's documentation, 2024

2. **Pour Over**: Pour over involves slowly pouring hot water over coffee grounds placed in a filter. Techniques like V60 and Chemex are the most popular for this method. This approach provides greater control over temperature and water flow, allowing for a consistent extraction and highlighting the unique flavors and aromas of the coffee. Key parameters include grind size, water temperature, and brew time (Harshith Kushalappa, 2023).

Figure 5. Visualization of Pour Over
Source: Author's documentation, 2024

3. **Immersion**

The immersion method involves mixing coffee grounds with hot water for a set time before filtering. A common example is the French Press. This technique produces a full-bodied coffee with stronger flavors due to extended contact between water and coffee grounds. The resulting coffee often has more sediment and lower chlorogenic acid levels compared to espresso (Sano et al., 2019).

Figure 6. Visualization of Immersion
Source: Author's documentation, 2024

4. **Siphon**

The siphon method uses vapor pressure and vacuum principles to extract coffee. The device consists of two chambers: hot water rises to the upper chamber containing coffee grounds, and after brewing, vacuum pressure pulls the liquid coffee back down. This method is recognized for producing clean coffee with rich aromas due to its efficient filtration process (Angeloni et al., 2019).

Figure 7. Visualization of Siphon
Source: Author's documentation, 2024

Through the collaboration with industry experts and on-site visits, the researcher identified representative slow bar locations in Bangkok and Jakarta. These establishments not only serve as effective sampling locations but also represent significant urban tourism destinations. Furthermore, the exploration of brewing methods highlights the diverse techniques used in slow bars, offering insight into customer preferences and the value of slow bar experiences in each city.

Visitor's Profile by Gender Results

The gender distribution of slow bar visitors in Bangkok and Jakarta reveals contrasting patterns in coffee consumption.

- In Bangkok, out of 82 respondents, 44 (53.7%) are women, and 38 (46.3%) are men. This indicates a slight predominance of women among slow bar visitors.
- In Jakarta, out of 80 respondents, 70 (87.5%) are men, and only 10 (12.5%) are women, showing a significant dominance of male visitors.

Table 2. Combined Gender Distribution of Respondents in Bangkok and Jakarta

City	Gender	Number of Respondents	Percentage (%)
Bangkok	Men	38	46.3%
	Women	44	53.7%
Jakarta	Men	70	87.5%
	Women	10	12.5%

Source: Author's processed results, 2024

Visitor's Profile by Gender Discussion

The results reflect significant cultural and social differences in slow bar visitor demographics between Bangkok and Jakarta. In Bangkok, the predominance of women visitors aligns with prior research. Koojaroenprasit (2018) found that 63.9% of coffee drinkers in Bangkok were women. Additionally, Wannarat et al. (2019) highlighted that women coffee drinkers in Bangkok are more likely to associate coffee consumption with an active lifestyle, suggesting a preference for coffee culture as part of social and recreational activities. Conversely, in Jakarta, the male dominance among slow bar visitors is consistent with studies highlighting cultural norms surrounding coffee consumption in Indonesia. Maspul (2023) noted that coffee in Jakarta is often viewed as a symbol of masculinity and intellectual engagement, particularly in social and professional contexts. Nisa, Widhiasti, and Dewi (2022) further observed that despite changes in coffee culture during the pandemic, public coffee consumption remains predominantly male-driven. This may be linked to men's higher energy consumption needs, as reported by Kusumaratna (2008), where coffee plays a role in daily energy intake.

These findings underscore the influence of cultural, social, and behavioral factors on coffee consumption patterns. While women in Bangkok tend to dominate slow bar visits due to leisure and lifestyle motivations, men in Jakarta frequent slow bars for social and functional purposes. This highlights the importance of tailoring slow bar experiences and marketing strategies to align with gender-specific preferences in each city.

Visitor's Profile by Income/ Allowance Results

The income distribution of respondents in Bangkok and Jakarta highlights notable differences in consumer spending power at slow bars.

- In Bangkok, all 82 respondents (100%) reported earning incomes above the regional minimum wage (UMR). Notably, a significant portion of respondents earned at least twice the UMR. As of 2024, the UMR in Bangkok is 9,438 baht per month (PRD Thailand, 2023), calculated at 363 baht/day over 26 working days. This reflects a strong purchasing power among Bangkok's slow bar visitors, consistent with previous findings that coffee consumers in Bangkok often come from high-income groups with a preference for premium and specialty coffee brands (Pechinthorn et al., 2021).
- In Jakarta, out of 80 respondents, 68 (85%) reported incomes above the UMR, while 12 (15%) were at or below the UMR. For 2024, Jakarta's UMR is set at 5.1 million rupiah per month. Many respondents reported earning at least twice the UMR, exceeding 10 million rupiah monthly, which aligns with studies showing that coffee consumers in Jakarta generally belong to higher-income groups with strong purchasing power (Utami

& Kamilia, 2017).

Table 3. Combined Income/ Allowance Distribution in Bangkok and Jakarta

City	Income Level	Number of Respondents	Percentage (%)
Bangkok	At/Below UMR	0	0%
	Above UMR	82	100%
Jakarta	At/Below UMR	12	15%
	Above UMR	68	85%

Source: Author's processed results, 2024

Visitor's Profile by Income/ Allowance Discussion

The findings indicate that slow bar visitors in both cities tend to belong to higher-income groups, reflecting their ability to afford premium coffee experiences. In Bangkok, the complete dominance of respondents with incomes above the UMR underscores the perception of slow bars as a luxury experience, appealing primarily to affluent consumers. Previous research by Koojaroenprasit (2018) corroborates this, finding that most coffee consumers in Bangkok earn more than 30,000 baht per month (~14 million rupiah), enabling them to appreciate and afford high-quality coffee. In Jakarta, although the majority of respondents (85%) earn above the UMR, a small segment (15%) with lower incomes still frequents slow bars. This may reflect a broader demographic range in Jakarta, where slow bars are emerging as accessible venues for diverse consumer groups. Similar findings by Utami and Kamilia (2017) show that coffee consumption in Jakarta increasingly attracts high-income consumers, reflecting a growing trend toward specialty coffee culture in urban areas. These results suggest that slow bars primarily cater to consumers with high purchasing power, reinforcing their role as destinations for premium coffee experiences in both cities.

Visitor's Profile by Visit Frequency Results

The frequency of visits to slow bars reveals a preference for weekly visits among respondents in both Bangkok and Jakarta, with slight differences in visitation patterns:

- In Bangkok, out of 82 respondents: 13 (15.9%) visit slow bars less than 4 times per month. 48 (58.5%) visit slow bars once a week (4 times per month), representing the largest group. 21 (25.6%) visit slow bars more than 4 times per month.
- In Jakarta, out of 80 respondents: 7 (8.6%) visit slow bars less than 4 times per month. 49 (60.5%) visit slow bars once a week (4 times per month), similar to Bangkok. 25 (30.9%) visit slow bars more than 4 times per month, showing a slightly higher proportion of frequent visitors compared to Bangkok.

Table 4. Combined Visit Frequency Distribution in Bangkok and Jakarta

City	Visit Frequency	Number of Respondents	Percentage (%)
Bangkok	Less than 4 times/month	13	15.9%
	4 times/month (weekly)	48	58.5%
	More than 4 times/month	21	25.6%
Jakarta	Less than 4 times/month	7	8.6%
	4 times/month (weekly)	49	60.5%
	More than 4 times/month	25	30.9%

Source: Author's processed results, 2024

Visitor's Profile by Visit Frequency Discussion

The results reveal that weekly visits to slow bars represent the dominant pattern in both cities, with notable differences in the proportion of more frequent visitors.In Bangkok, 58.5% of respondents visit slow bars weekly, indicating that slow bar visits are integrated into a regular leisure routine. However, only 25.6% visit more frequently (more than 4 times per month), suggesting that slow bar visits remain a more deliberate and occasional activity for many consumers.In Jakarta, while weekly visits also dominate (60.5%), a higher proportion (30.9%) of respondents visit slow bars more frequently. This may reflect a growing urban coffee culture in Jakarta, where slow bars are increasingly seen as accessible spaces for socializing and leisure. Previous research in other urban contexts supports these findings. For example, Jeon and Jo (2011) found that most university students in South Korea visit coffee shops once or twice weekly for social or leisure activities. Similarly, Park (2010) observed that 41.3% of respondents in Seongnam, South Korea, frequent coffee shops more than twice a week, often with irregular visitation patterns. These results highlight that while weekly visits are the norm, Jakarta shows a stronger inclination toward more frequent slow bar visits compared to Bangkok, reflecting the unique dynamics of coffee consumption in the two cities. This trend emphasizes the importance of catering to frequent visitors through loyalty programs, personalized experiences, and consistent quality.

Visitor's Profile by Familiarity Results

The results reveal how long respondents in Bangkok and Jakarta have been familiar with and visiting slow bars.

- In Bangkok, out of 82 respondents: 24 respondents (29.3%) have known slow bars for 5 years or more, showing a small but loyal segment familiar with the concept since its early presence. 55 respondents (67.1%) have known slow bars for 1 to 5 years, indicating a significant increase in popularity during recent years. 3 respondents (3.6%) are relatively new to slow bars, having been familiar with them for less than 1 year.
- In Jakarta, out of 80 respondents: 34 respondents (42.5%) have been familiar with slow bars for 5 years or more, highlighting a strong base of long-term enthusiasts. 43 respondents (53.75%) have known slow bars for 1 to 5 years, reflecting substantial growth in recent years. 3 respondents (3.75%) have only recently learned about slow bars, within the past year.

Table 5. Combined Familiarity Distribution in Bangkok and Jakarta

City	Familiarity Level	Number of Respondents	Percentage (%)
Bangkok	5 years or more	24	29.3%
	1–5 years	55	67.1%
	Less than 1 year	3	3.6%
Jakarta	5 years or more	34	42.5%
	1–5 years	43	53.75%
	Less than 1 year	3	3.75%

Source: Author's processed results, 2024

Visitor's Profile by Familiarity Discussion

The findings indicate that both cities have experienced a significant growth in the popularity of slow bars within the past 1–5 years. In Bangkok, 67.1% of respondents became familiar with slow bars during this period, reflecting increasing consumer interest in slow coffee experiences. However, the presence of a loyal group (29.3%) familiar with slow bars

for more than 5 years indicates that slow bars in Bangkok have established a niche market since their earlier adoption, primarily around 2018–2019. In Jakarta, 53.75% of respondents have known slow bars for 1–5 years, a trend similar to Bangkok. However, Jakarta demonstrates a stronger presence of long-term enthusiasts, with 42.5% of respondents being familiar with slow bars for more than 5 years. This suggests an early acceptance of slow bar culture in Jakarta, supported by the city's vibrant coffee scene. The recent surge in interest (3.6% in Bangkok and 3.75% in Jakarta) also highlights growing consumer awareness of slow bars, further suggesting that the market is still evolving and expanding.

Visitor's Profile by Coffee Origin Results

Respondents' preferences for coffee origins highlight differences in consumer choices between Bangkok and Jakarta.

- In Bangkok, out of 82 respondents: 44 respondents (53.6%) prefer local beans, primarily sourced from Chiang Rai and surrounding regions. 38 respondents (46.4%) prefer imported beans, showing a substantial interest in international coffee varieties.
- In Jakarta, out of 80 respondents: 48 respondents (60%) prefer local beans, sourced from various regions across Indonesia such as Aceh (Gayo), Lampung, and Toraja. 32 respondents (40%) prefer imported beans, although with lower dominance compared to Bangkok.

Table 6. Combined Preferred Coffee Origin Distribution in Bangkok and Jakarta

City	Coffee Origin	Number of Respondents	Percentage (%)
Bangkok	Local Beans	44	53.6%
	Imported Beans	38	46.4%
Jakarta	Local Beans	48	60%
	Imported Beans	32	40%

Source: Author's processed results, 2024

Visitor's Profile by Coffee Origin Discussion

In Bangkok, local beans primarily come from the Chiang Rai region, a renowned center for high-quality robusta and arabica production. The lack of regional diversity may explain the relatively higher preference for imported beans (46.4%), as consumers explore international coffee options for variety. In Jakarta, 60% of respondents prefer local beans, reflecting Indonesia's rich coffee heritage and geographic diversity. Popular regions like Gayo, Semendo, and Toraja contribute to the wider availability and acceptance of local coffee among consumers. This aligns with findings from Susminingsih et al. (2021) and Arsil, Li, and Bruwer (2014), which highlight positive consumer perceptions of local coffee quality and affordability. The findings indicate that slow bar visitors in both cities tend to belong to higher-income groups, reflecting their ability to afford premium coffee experiences.

Visitor's Profile by Brewing Method Results

The survey results indicate distinct preferences for brewing methods among respondents in Bangkok and Jakarta.

- In Bangkok, out of 82 respondents: 42 (51.22%) prefer Espresso Extraction, making it the dominant choice. 24 (29.27%) prefer the Pour Over method. 16 (19.51%) favor Immersion methods such as French Press. None selected Siphon, likely due to its complexity and lack of availability.
- In Jakarta, out of 80 respondents: 49 (61.25%) favor Pour Over, making it the most preferred method. 21 (26.25%) prefer Espresso Extraction, showing a lower preference

compared to Bangkok. 10 (12.5%) favor Immersion methods. None selected Siphon, similar to Bangkok.

Table 7. Combined Brewing Method Distribution in Bangkok and Jakarta

City	Familiarity Level	Number of Respondents	Percentage (%)
Bangkok	Espresso Extraction	42	51.22%
	Pour Over	24	29.27%
	Immersion	16	19.51%
	Siphon	0	0%
Jakarta	Espresso Extraction	21	26.25%
	Pour Over	49	61.25%
	Immersion	10	12.5%
	Siphon	0	0%

Source: Author's processed results, 2024

Visitor's Profile by Brewing Method Discussion

The results reflect significant differences in brewing method preferences between the two cities. In Bangkok, Espresso Extraction dominates, reflecting a preference for strong, concentrated coffee, often associated with urban coffee culture and on-the-go consumption (Azavedo et al., 2021). In Jakarta, the Pour Over method is preferred, particularly techniques like V60, which emphasize aesthetic preparation and nuanced flavors (Agmasari, 2020). This preference suggests an appreciation for slow, artisanal brewing methods among Jakarta's coffee enthusiasts. The absence of Siphon in both cities highlights its perceived complexity and lack of availability, making it less accessible to mainstream consumers.

Conclusions

The conclusion of visitor's profiles highlights both similarities and differences between slow bar in Jakarta and Bangkok, offering valuable insights into the evolving slow bar culture in both cities. The findings reveal that slow bars attract a similar high-income consumer segment in both cities, with 100% of respondents in Bangkok and 85% in Jakarta reporting incomes above the regional minimum wage. This indicates that slow bars are primarily frequented by affluent individuals who appreciate premium coffee experiences. Furthermore, weekly visits dominate consumer habits in both locations, with 58.5% of respondents in Bangkok and 60.5% in Jakarta visiting slow bars at least once a week. This regular visitation trend reflects the integration of slow bars into the urban lifestyle of both cities. Another notable similarity lies in familiarity with slow bars, where most respondents in both cities—67.1% in Bangkok and 53.75% in Jakarta—have become acquainted with slow bars within the last 1 to 5 years. This trend underscores the significant growth and rising popularity of slow bars as a part of contemporary coffee culture. Additionally, both cities show a strong preference for local coffee beans, with 53.6% of respondents in Bangkok and 60% in Jakarta favoring locally sourced coffee over imported varieties, signaling a growing appreciation for local coffee origins.

Despite these similarities, the study also identifies several key differences. One of the most striking differences is gender distribution. In Bangkok, women form the majority of slow bar visitors (53.7%), whereas in Jakarta, men dominate with 87.5%. This disparity highlights cultural differences in coffee consumption behaviors between the two cities. Another distinction lies in visit frequency, where 30.9% of respondents in Jakarta visit slow bars more than four times a month, compared to 25.6% in Bangkok, suggesting that slow bars in Jakarta

have a higher proportion of frequent visitors. The preference for brewing methods also varies significantly: in Bangkok, consumers favor Espresso Extraction (51.22%), reflecting a preference for strong, concentrated coffee, while in Jakarta, the Pour Over method (61.25%) is more popular, aligning with the city's appreciation for artisanal and aesthetic coffee preparation. Additionally, preferences for local coffee origins are more diverse in Jakarta, with coffee sourced from various provinces such as Aceh, Lampung, and Toraja. In contrast, Bangkok's local coffee preferences are concentrated on a single region, Chiang Rai, reflecting a more limited variety.

Recommendations

Based on these findings, several suggestions can be made to further develop the slow bar industry in both cities. Slow bar operators in Bangkok can focus on enhancing their appeal to female consumers through curated experiences such as workshops and coffee tasting events, while in Jakarta, strategies to attract more female visitors could include creating welcoming spaces and organizing social events. Both cities can benefit from promoting local coffee origins: Jakarta's diverse regional offerings can be used to educate and attract consumers, while Bangkok can explore expanding its local options beyond Chiang Rai. Additionally, slow bar operators can introduce loyalty programs and promotions to cater to the dominant trend of weekly visits and encourage higher visitation rates. Improving brewing method experiences is also crucial—Bangkok's focus on espresso can emphasize craftsmanship and precision, while Jakarta can highlight the artistry behind Pour Over techniques through live demonstrations and storytelling.

Future research could expand the geographic scope to explore slow bar culture in other Southeast Asian cities, providing a broader regional understanding of consumer behaviors. Qualitative studies could further investigate the underlying motivations and cultural influences behind slow bar visits, particularly related to gender preferences. Additionally, research on the integration of digital tools, such as online ordering systems and social media engagement, could help slow bar operators enhance customer experiences and attract new consumer segments.

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