

Analysis of Eco-Friendly Cafe in Jambi City

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Abstract

Introduction: Eco-friendly cafes are a concern in supporting sustainable tourism. This study examines cafes in Jambi City based on Permenparekraf No. 10 of 2014 and the Green Practice concept. **Purpose:** to analyze the suitability of the implementation of cafe business standards and environmentally friendly principles that cover aspects of products, services, management, as well as Green Action, Green Food, and Green Donation. **Method:** The study used the Stratified Simple Random Sampling method with Proportional Allocation, involving 30 out of 150 cafes in Jambi City. Data analysis was conducted quantitatively with the Compliance Checklist and Importance Performance Analysis (IPA). **Result and Discussion:** The results show that the product aspect has been implemented very well, while the service and management aspects still need to be improved, especially in the management, HR, and infrastructure indicators. The IPA conformity value of 91.66% indicates quite good performance. Of the 40 attributes analyzed, 4 attributes from Green Action and Green Donation require special attention, while Green Food has been implemented very satisfactorily. **Conclusion:** The implementation of environmentally friendly principles in cafes in Jambi City is quite good, but there is still room for improvement, especially in terms of service, management, and certain green practices.

Introduction

Cafes are a representation of urban lifestyle, including one of the contemporary products that are currently popular and mushrooming in various big cities. The word cafe is no longer foreign to people in big cities because cafes have the meaning of a small shop that sells all kinds of coffee drinks, but in its development, cafes are not just coffee shops, but are also designed in such a way with various themes and uniqueness and various supporting facilities to attract consumer interest. (Ahmad, 2022). The phenomenon of cafe society can be interpreted as a representation of the lifestyle of a society or urban group that prioritizes seeking experiences in the realm of entertainment. Currently, this phenomenon is very widespread in Indonesia. People spend a lot of their free time in cafes that used to be just places to sell snacks and drinks, but have now become the most popular places for people to spend their free time. Cafes are one of the important elements in forming the urban image of an area, so that they can create class classifications, especially for people in city identity. The existence of other phenomena in the form of people's love for social media and photography has also made cafes increasingly developed. The nature of people who often use social media to share their personal lives in their circle of friends to show their existence is one of the reasons for often coming and interacting in cafes, which is important for some groups of people (Haristianti, 2016). The growth of cafes in Indonesia has experienced significant growth, not only in big cities, even small cities already have many coffee shops that have mushroomed even though they have different standards and markets. (Utama, 2020).

In Indonesia, the concept of a cafe as a coffee shop has shifted, not only offering coffee, but also western-style food and drinks. Visiting a cafe is no longer a trend that is only done by young people, but has spread to students, college students, employees and various communities. Changes in lifestyle that are happening in urban areas have an impact on people's behavior in meeting their needs. This change, which is also supported by the urban environment, has given rise to a tendency for increasingly high consumption patterns. One example of the need that has emerged is a location for socialization, which is reflected in the popularity of cafes as a place to socialize with each other. The phenomenon of the development of cafes in Indonesia seems to answer the changing needs of today's society. Cafes have become an inseparable part of the lives of today's urban communities, considered as public spaces that can reflect social status. (Rachmawati, 2022).

Cafes have their own uniqueness and a big influence on the lifestyle of people in big cities. The presence of cafes answers the need for a space that can be used to meet friends, discuss or discuss various things, simply accompanied by a cup of favorite drink in a comfortable atmosphere. Cafes are an alternative place for those who live in today's urban culture. Although its function is the same as a coffee shop, namely a place where people can drink coffee while chatting, cafes have a different cultural meaning, therefore its cultural meaning is different from coffee shops in traditional societies. Cafes have become an interesting phenomenon in a number of big cities, including Jambi City and have become public spaces where people from all walks of life meet and discuss and produce many ideas. Many cafes deliberately invite famous music groups to perform to accompany consumers drinking coffee and relaxing. There are also those who equip cafes with wi-fi facilities and electrical sockets for consumers so that they can work on assignments or work simultaneously with laptops and so on. (Ahmad, 2022).

The development of the coffee business trend is growing quite rapidly in Indonesia, one of which is Jambi City. The number of cafe businesses in Jambi City from 2019 to early 2025, now there are around 150 cafe units. The development of cafes in Jambi City continues to experience significant growth (DPMPTSP, 2025). According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 10 of 2014 concerning Cafe Business Standards Article 1 (2), the definition of a cafe business is the provision of snacks and soft drinks equipped with equipment and supplies for the process of making, storing and/or serving them, in 1 (one) permanent place that does not move. Along with the development of the times, several cafes apply environmentally friendly concepts to reduce global warming. Most cafes apply environmentally friendly concepts to minimize energy use as well as being an attraction for the cafe.

Cafes prioritize places that have a relaxed atmosphere, entertainment, and visitor comfort. The strains of music and comfortable seating can add to the comfortable atmosphere of the room. Today's young people more often gather or relax in a cafe that has a comfortable atmosphere for doing activities. Cafes are not only a place to enjoy food and drinks but also a place to socialize and relieve stress, so that visitors tend to feel at home in the cafe. Therefore, cafes must be designed to be more attractive and comfortable, especially the interior so that visitors can sit for a long time in the cafe or visitors who just come to eat and then leave. Cafe facilities often tend to be environmentally unfriendly, so implementing green practices will lead to actions to protect the environment and products produced with minimal environmental damage. Some green practices implemented in the cafe business include using local or organic products, installing water-saving devices, and saving energy.

Relevant studies in the literature confirm that in the face of environmental problems that are spreading on earth such as epidemics (eg global warming, environmental degradation, air pollution, water pollution, and lack of resources, etc.), consumers are starting to adapt green alternatives that are better for the planet into their purchasing behavior (Jones, 2014). As a result of this change in attitude, businesses have also started taking environmental responsibility and promoting green practices. According to Chan, green marketing has become one of the most significant marketing concepts. (Chan, 2013). The importance of adopting new strategies that ensure visitor satisfaction with green options such as green marketing so that they can respond to environmental demands (Martínez, 2015). By developing green marketing strategies, businesses can operate by eliminating their visitors' environmental concerns. (Polonsky, 1994). Promoting the adoption of green environmental practices and regulating them on behalf of consumers can provide a competitive advantage for businesses. (Russo, 1997).

The importance of green practices in supporting sustainable consumption cannot be denied. Business support for green practices provides a competitive advantage for these businesses and plays a role in protecting the environment. Green practices can be an important step towards reducing business costs in the long run. For example, using faucets and light bulbs that save water and energy may be useful in reducing expenses. (Bekar, 2020). The implementation of green practices is one form of operational activities carried out in a cafe that aims to create environmentally friendly activities. Green practices can also be interpreted as actions, activities, and processes to protect the environment and products or services that are made to minimize the negative impact of a business on the ecosystem. (Halim, 2021).

Green practices are also defined as practices that consist of efficient use of energy and water, recycling, sustainable food, reducing waste and pollution. (Amran, 2017). Green Practices is an effort to preserve and maintain the environment, and is strongly related to three dimensions, namely: green action, green food and green donation. Green action means activities that aim to protect both the environment and the surrounding community. While green food means the use of sustainable materials, both local and organic materials, and green donation is participation in community projects and donating funds for environmental issues. (Mulyawati, 2024).

From the background above, it can be seen that green practice is very important for cafes to reduce the impact of environmental damage, but it is very unfortunate that in Jambi City there are still not many cafes that deliberately implement green practice for the sake of environmental sustainability. There is still a lack of awareness regarding the importance of implementing green practice in cafes in Jambi City. Therefore, researchers are interested in exploring more deeply the importance of implementing the green practice concept in cafes in Jambi City. This study focuses on the analysis plan for environmentally friendly cafes in Jambi City. This study was conducted in several cafes in Jambi City that were targeted for the implementation of environmentally friendly cafes based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 10 of 2014 concerning Cafe Business Standards and with the Green Practice method. The purpose of this study was to determine which factors or indicators have been implemented and which have not been implemented properly based on the responses or perceptions of the Jambi City community.

Method

The analysis technique used in this study is quantitative analysis with the Importance Performance Analysis (IPA) method. The author took samples using the Stratified Simple Random Sampling method with the Proportional Allocation approach, which is a sampling technique in which the cafe population is divided into each sub-district, then simple random sampling is carried out from each sub-district. From 150 cafe data in Jambi City, a sample of 20% was taken to be classified into 30 cafe targets that will be focused on for analysis by conducting surveys of visitors, owners and employees.

Results and Discussion

Table 1			
Results of Analysis of Cafe Business Standards Based on Product Aspects			
Aspect	Element	Sub Elements	Compliance Score
Product	a. Dining and drinking room	1) Room size according to seating capacity ratio.	30 (100%)
		2) Sufficient air circulation and lighting.	30 (100%)
	b. Food and Soft Drinks	At least includes:	
		3) 10 (ten) snack menus; And	30 (100%)
		4) 20 (twenty) soft drink menus.	30 (100%)
		The room is equipped with: Table and Chair;	30 (100%)
		5) Eating and drinking equipment and supplies; and	30 (100%)

Aspect	Element	Sub Elements	Compliance Score
		6) List of snack and soft drink menus with prices. Small kitchen space (pantry), equipped with:	30 (100%)
		7) Sufficient air circulation and lighting	30 (100%)
		8) Equipment and supplies;	30 (100%)
		9) A place for storing food and beverages that functions properly according to hygiene and sanitation standards; and	30 (100%)
		10) A clean and functioning equipment washing area that meets hygiene and sanitation standards. There are clean, well-maintained and separate toilets for male and female visitors, each equipped with:	30 (100%)
		11) Sufficient clean water;	30 (100%)
		12) Hand washing area, soap and dryer/tissue;	30 (100%)
		13) Squat toilets and/or sitting toilets;	30 (100%)
		14) Covered trash bins; and	30 (100%)
		15) Urinal, and	30 (100%)
		16) The water flush (washlet), for the toilet	30(100%)
		17) Made from safe and strong materials with writing that is legible and clearly visible; and	30(100%)
		18) Installed in accordance with the provisions of laws and regulations.	30(100%)
		19) Clean, safe and well-maintained parking facilities.	30(100%)
		20) Visitor lifts and/or escalators for cafes located on the 4th (fourth) floor or above.	-

The percentage value of 100% is obtained if all 30 cafe samples have complied with the standards. In terms of product, it can be seen that all cafes get a perfect score because they have implemented it quite well. This means that all cafes in Jambi City have met the Cafe Business Standards based on the product aspect which is very satisfying and its performance should be maintained. Meanwhile, in attribute 22 the use of elevators and/or escalators for visitors for cafes located on the 4th (fourth) floor or more does not exist in Jambi City.

Table 2
Results of Analysis of Cafe Business Standards Based on Service Aspects

Aspect	Element	Sub Elements	Compliance Score
Service	Standard Operating Procedure	1) Welcoming and receiving visitors.	30 (100%)
		2) Ordering, processing and serving snacks and soft drinks according to health and food safety standards.	30 (100%)
		3) Payment in cash and/or non-cash.	30 (100%)
		4) Safety and First Aid (P3K).	29 (96.7%)
		5) Security by security units that have a security unit Membership Card (KTA) issued by the Republic of Indonesia Police.	16 (53.3%)
		6) Handling visitor complaints.	30 (100%)
		7) Ratio of the number of workers by gender and age.	30 (100%)

The percentage value of 100% is obtained if all 30 cafe samples have complied with the standards. In terms of service, it can be seen that not all cafes get a perfect score on each attribute because there are only a few cafes that have implemented it quite well. This means that several cafes in Jambi City need to maintain and also fulfill some of these attributes. If we sort the attributes that have a score below 95% or equivalent to 28 cafe samples that have complied to implement it, then the attributes whose implementation is still uneven in terms of service.

Table 3
Results of Analysis of Cafe Business Standards Based on Management Aspects

Aspect	Element	Sub Elements	Compliance Score
Management	a. Organization	Company profile consisting of:	29 (96.7%)
		1) Complete and documented organizational structure;	
		2) Complete description of duties and functions for each position and documented.	30 (100%)
		3) A complete, measurable and documented business plan.	30 (100%)
		4) Standard Operating Procedure Documents and/or work implementation instructions.	30 (100%)
	b. Management	5) Collective Labor Agreement (PKB) or Company Regulations in accordance with the provisions of laws and regulations and documented.	30 (100%)
		1) Implementation of documented Occupational Safety and Health (K3) programs.	30 (100%)
		2) Implementation of a documented periodic health check-up program for all employees.	21 (70%)
		3) Implementation of documented management performance evaluations.	29 (96.7%)
		4) Implementation of pest control.	28 (93.3%)

Aspect	Element	Sub Elements	Compliance Score
c.	Product Handling	1) Documented procurement of materials.	30 (100%)
		2) Documented receipt of materials.	30 (100%)
		3) Documented storage of materials.	30 (100%)
	d. Human Resource	1) Employees wear clean and polite uniforms that include the company's identity and/or logo.	27 (90%)
		2) Have career planning and development	28 (93.3%)
		3) Have a competency improvement training program.	24 (80%)
		4) Implementation of employee performance evaluation.	30(100%)
	e. Facilities and Infrastructur	1) Communication equipment consisting of telephone, facsimile and/or internet network.	30 (100%)
		2) Special emergency access that is visible with clear signs in accordance with the provisions of laws and regulations.	23 (76.7%)
		3) Emergency lights that function properly.	20 (66.7%)
		4) First Aid Equipment (P3K) and Light Fire Extinguishers (APAR) in accordance with the provisions of laws and regulations.	29 (96.7%)
		5) Facilities for disposing of liquid waste and solid waste or garbage.	29(100%)
		6) Electrical installations comply with statutory regulations.	30(100%)
		7) Gas installations in accordance with statutory regulation.	30(100%)
		8) Clean water installations in accordance with statutory regulations.	30(100%)
		9) Have a prayer room equipped with equipment.	30(90%)
		10) Warehouse.	30 (100%)

It can be seen that, the percentage of several attributes is 100%, which means that all 30 cafe samples have complied with the standards. In the management aspect, it can be seen that not all cafes get a perfect score on each attribute because there are only a few cafes that have implemented it quite well. This means that several cafes in Jambi City need to maintain and also fulfill some of these attributes. If we sort the attribute that has a score below 95% or equivalent to 28 cafe samples that have complied to implement it, then the attribute whose implementation is still uneven is the management aspect.

Table 4
 Average Value of Each Indicator

Indicator	Average Value of Each Indicator				Quadrant
	Total Perception	Average Perception	Total Expectations	Average Expectation	
I1	393	4.91	379	4.74	K1
I2	388	4.85	380	4.75	K1
I3	365	4.56	232	2.90	K4
I4	392	4.90	323	4.04	K4
I5	357	4.46	333	4.16	K2
I6	389	4.86	383	4.79	K1
I7	389	4.86	296	3.70	K1
I8	342	4.28	327	4.09	K3
I9	378	4.73	354	4.43	K1
I10	303	3.79	258	3.23	K3
I11	384	4.80	371	4.64	K1
I12	312	3.90	285	3.56	K3
I13	373	4.66	357	4.46	K1
I14	384	4.80	370	4.63	K1
I15	384	4.80	374	4.68	K1
I16	394	4.93	377	4.71	K1
I17	388	4.85	367	4.59	K1
I18	369	4.61	337	4.21	K1
I19	357	4.46	328	4.10	K3
I20	394	4.93	393	4.91	K1
I21	395	4.94	393	4.91	K1
I22	380	4.75	336	4.20	K1
I23	372	4.65	327	4.09	K4
I24	356	4.45	300	3.75	K3
I25	391	4.89	384	4.80	K1
I26	397	4.96	393	4.91	K1
I27	304	3.80	254	3.18	K3
I28	293	3.66	327	4.09	K3
I29	371	4.64	352	4.40	K1
I30	377	4.71	356	4.45	K1
I31	376	4.70	356	4.45	K1
I32	381	4.76	363	4.54	K1
I33	379	4.74	362	4.53	K1
I34	354	4.43	328	4.10	K3
I35	282	3.53	253	3.16	K3
I36	382	4.78	370	4.63	K1
I37	231	2.89	167	2.09	K3
I38	389	4.86	280	3.50	K4
I39	288	3.60	238	2.98	K3
I40	290	3.63	249	3.11	K3

To determine the point of intersection of two perpendicular lines (X) and (Y), the average value of the total perception and expectation values is taken. Plot each attribute as a point with a cross line at point (X, Y) which is (4.50, 4.12) on the Green Practice Cartesian diagram.

Table 5
Green Action Analysis Results

<i>Green Action</i>			
No. Attribute	Attribute	Quadrant	Information
1	Turn off the water tap and lights when not in use.	1	Maintain Achievement
2	Using LED lights to save more energy	1	Maintain Achievement
3	Use water taps and lights with sensors to save energy.	4	Top Priority
4	Putting up signs to save water and electricity around the cafe.	4	Top Priority
5	Put up signs to throw trash in its place around the cafe.	2	Excessive
6	Has an aesthetic cafe building design but remains environmentally friendly.	1	Maintain Achievement
7	Provide separate bins for plastic, organics and non-recyclables.	1	Maintain Achievement
8	Utilizing food waste as organic fertilizer, such as coffee/tea grounds for plant fertilizer.	3	Low Priority
9	Filter oil waste so that it does not clog the sink drain and does not pollute the soil and water..	1	Maintain Achievement
10	Using biodegradable packaging products (can decompose and break down by itself) to package food and beverages.	3	Low Priority
11	Using environmentally friendly furniture, such as wooden tables and chairs.	1	Maintain Achievement
12	Using furniture made from recycled materials (upcycled) such as cardboard, iron, glass, plastic etc.	3	Low Priority
13	Use environmentally safe cleaning chemicals.	1	Maintain Achievement
14	Using non-toxic & eco-friendly wall paint.	1	Maintain Achievement
15	Using green plant decorations as room aesthetics and to absorb carbon.	1	Maintain Achievement
16	No smoking policy in cafes to reduce air pollution.	1	Maintain Achievement
17	The cafe provides a digital menu to reduce paper usage.	1	Maintain Achievement
18	Use an automatic door closer on the connecting door between the kitchen and the cafe to keep it closed so that the cafe's AC does not enter the kitchen.	1	Maintain Achievement
19	Provide reusable glasses and bottles for visitors.	3	Low Priority
20	The cafe has good air circulation.	1	Maintain Achievement
21	The cafe maximizes the good natural lighting atmosphere during the day.	1	Maintain Achievement
22	The cafe has clean and well-maintained toilets that are separate for men and women.	1	Maintain Achievement

<i>Green Action</i>			
No. Attribute	Attribute	Quadrant	Information
23	The cafe has a clean and well-maintained prayer room.	4	Top Priority
24	The cafe provides spacious and comfortable parking facilities.	3	Low Priority
25	The cafe has a cafe Standard Operating Procedure (SOP), which is a guide that regulates the cafe's operational activities, including procedures, rules and visitor services.	1	Maintain Achievement
26	Products are processed from the best quality ingredients and presented with an attractive appearance.	1	Maintain Achievement
27	There is special information on the menu, such as vegetarian and so on.	3	Low Priority
28	Make menu changes based on the use of local seasonal ingredients.	3	Low Priority
29	Choose fair trade or organic certified coffee to support farmers and the ecosystem..	1	Maintain Achievement
30	Using plant-based and low-sugar products or non-dairy milk alternatives such as oat, almond, or soy milk is in line with the growing health trend.	1	Maintain Achievement
31	Avoiding the use of materials containing unsustainable palm oil.	1	Maintain Achievement
32	Try to buy ingredients in bulk to reduce food waste.	1	Maintain Achievement
33	Use a "portion control" system to avoid wasting excess food.	1	Maintain Achievement
34	Products are processed using local, seasonal and organic ingredients to reduce the carbon footprint from transportation, and also support the local economy.	3	Low Priority
35	Donate excess food to the community or food bank.	3	Low Priority
36	Educating cafe servers about green practices.	1	Maintain Achievement
37	Providing incentives for visitors who bring their own tumblers.	3	Low Priority
38	Promote environmentally friendly programs through social media and digital flyers.	4	Top Priority
39	Organizing sustainability workshops, such as how to make compost or process coffee waste.	3	Low Priority
40	Fund or participate in environmentally friendly projects by collaborating with local communities that support sustainable lifestyles..	3	Low Priority

Conclusion

Based on the cafe business standards of the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 10 of 2014. Of the three indicators, namely products, services, and management. The results of the study indicate that the product indicator is very satisfactory in its implementation and its performance should be maintained, while the indicators whose implementation is still uneven are service indicators in the field of Standard Operating Procedures related to formal security, and management indicators in the field of management (health check-up programs and pest control), human resources (career development and training programs) and facilities

and infrastructure (special emergency access, emergency lights, and prayer rooms). So that the cafe obtained is in accordance with the implementation of cafe business standards based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 10 of 2014, namely Rafaya Café & Resto.

Based on the Green Practice concept which consists of 3 aspects, namely Green Action, Green Food, Green Donation. The results of the calculation of the level of conformity between perception and expectation obtained an average value of the level of conformity of 91.66%, which means it is quite appropriate, but not completely ideal, so there is still room for improvement, where in the Cartesian Diagram of 40 attributes there are 4 attributes of green action and green donation that require improvement and enhancement, namely attributes about facilities and infrastructure and socialization of green cafe practices. While the Green Food aspect shows very satisfactory results and is worthy of being maintained, then the cafe that is in accordance with the implementation of green practices is The Seven Harvest cafe.

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