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Research Article

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## THE MOTIVATION EFFECT ON BARISTA PERFORMANCE (Case Study on Hungrypedia Serang)

Ichsan Adil Prayogi, Abdul Malik\*, Marthalena, Endang Tri Santi

Communication Science, Serang Raya University, 42162, Indonesia

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*\*Corresponding author.*

Email:

[Kangdoel2002@gmail.com](mailto:Kangdoel2002@gmail.com)

### ABSTRACT

This research discusses how motivation can affect the performance of an employee serving coffee, or better known as a barista. This research uses Clayton Alderfer's ERG (Existence, Relatedness, & Growth) theory. This research uses descriptive qualitative research methods, which aim to provide a comprehensive and in-depth view of the subject under study, namely the influence of motivation on barista performance. By taking the locus of a coffee shop, the author tries to analyze how barista motivation can affect work motivation. The results of the research in this article show that work motivation is very influential on the performance of the barista, with work motivation, the barista will have more confidence in working. Existence Needs, Relationship Needs, and Growth Needs have a significant effect on barista performance. The influence of the motivation and performance of the barista in the coffee shop is that the presence of work motivation makes the barista more enthusiastic about work, and later it will have a good impact on work and will later get rewards in the form of existence, growth, and good relations with relationships. The need for growth is the main factor for the resource person to become a barista at Hungrypedia Serang Cafe.

**Keywords:** Barista, Motivation, Organization, Hungrypedia, Serang

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### Introduction

Tight business competition in the current era of globalization encourages companies to be more creative in competing. Businesses that are already in the maturity stage must also be able to compete with new entrants in acquiring and retaining consumers. Competitors are companies that satisfy the same customers. The competition that occurs in all categories of goods and services has given birth to various brands that are increasingly becoming the identity of each of these products. One of the

businesses that are currently developing is the coffee business in Indonesia. Indonesia itself is included in the coffee belt country which has a tropical climate with adequate sunlight and rain, making Indonesia the third largest coffee producer after Brazil and Colombia. In big cities like Serang, coffee is now a lifestyle and for some people, it is a hobby and a place for self-actualization (1). The shift in the role of coffee from just a drink to a lifestyle and self-actualization event increases business opportunities for food and beverage entrepreneurs to

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develop and be creative, from privately owned coffee shops to franchised coffee shops. The development of this coffee shop has an impact on all coffee business chains ranging from farmers, and roasters, to baristas or coffee makers. Many small to premium coffee shops that make artisan coffee or self-processed coffee beans, choose their coffee beans from farmers, to roast or roast processes that are done independently (2). This trend has affected the development of the coffee business in Indonesia and many coffee shops that offer single-origin coffee beans or coffee, blended and tea-based drinks are starting to become more diverse and attractive.

Coffee shops continue to grow and transform in Indonesia from traditional coffee shops to modern coffee shops (3). One important role holder in the modern coffee shop business in Indonesia is Starbucks. This coffee shop, originating from America has a high expansion in Indonesia. The coffee shop business has become a phenomenal thing in Indonesian urban cities. So many coffee shops flooded the market. The increase in coffee shops in Indonesia shows the growth of new professional fields that are increasingly popular (4). The profession of a barista or drink brewer is becoming a profession that is increasingly favored among young people in Indonesia. There are currently two types of baristas. A Home Barista is usually someone who likes to make coffee at home and is often referred to as a home barista, who does not work commercially and is usually a coffee lover. Barista Coffee Shop – Someone who works in a coffee shop and has the responsibility of their profession in making various types of coffee to be served to customers, same as the person who joins an organization has a duty and responsibility (5).

Barista is currently a much-talked-about profession. Baristas have a big responsibility in the coffee industry because they are the ones who deal directly with the customers. Baristas have their views on the work they do. Another meaning makes them stay as a barista, by being a barista, they can get the opportunity to learn about coffee more deeply, and can get support to develop themselves (6). Becoming a barista is not a dream since childhood, but after doing it there is a sense of comfort that makes the perpetrators stay in the profession. This sense

of comfort comes from interactions with customers and fellow baristas. Along with the development of the coffee business in Indonesia, barista jobs are increasingly in demand. Barista is also increasingly recognized as a special term for people who brew or mix coffee. The high growth rate of coffee shops in Indonesia has an impact on the high demand for baristas. The proliferation of coffee shops and the culture of drinking coffee in the community create new jobs. Baristas are no longer underestimated and are only seen as coffee brewers, but baristas can also be said to be the main actors in coffee shops.

Etymologically, the word "barista" comes from an Italian word that means "bartender", which serves all kinds of drinks, not just coffee (7). However, as time goes by, the term "barista" is increasingly being interpreted as someone who is an expert and skilled at serving coffee. A barista is someone whose job is to make, prepare, and serve various types of coffee (2). Barista is not just a coffee maker; the barista is more than that. Baristas are friends with their customers. Baristas not only have to learn how to make coffee but also have to practice hospitality by being a friend to their customers. In general, baristas work in coffee shops, coffee bars, or other similar establishments and usually operate commercial espresso machines that tend to be complicated. Their job is to measure how much temperature and pressure it takes to make espresso. Baristas also make and prepare drinks that use a mixture of milk, whether it's a cappuccino, latte, or a variation of both (7). Serving these kinds of coffees is not just a job that mixes milk into espresso, but requires additional skills and skills to mix: does the milk have to be frothed, steamed, or foamed before finally perfecting the touch? in the drink known as "latte art". This profession, which is increasingly popular among the millennial generation, usually requires having the main expertise in making espresso-based coffee (espresso-based) (7). Therefore, a barista must be adept at using an espresso machine and adding various extra elements to create a special cup of coffee. Not only that, but baristas are also usually trained to do manual brewing methods to meet customer tastes. Technically, a barista is defined as

a person who mixes coffee behind a coffee machine. Barista has a different meaning from brewers. Brewers are only in charge of brewing coffee using manual brewers, such as V60, Kalita, and French press. The barista mixes coffee using a coffee machine and serves other coffee-based menus. The barista also has to master the manual brew, so the barista has a more complex task. Baristas as the front line of course, have a big influence on the success of a coffee shop (6). Baristas must show their best service. In addition to the role of the barista, the concept chosen also affects the success of the shop. The baristas think that the concept and quality of the barista must go hand in hand because complaints often occur about the quality of the barista, not about the concept of the shop, therefore, the concept and quality of the barista should develop hand in hand (8). The development of coffee shops in Indonesia has made many people who are involved in the coffee-making process more creative, moreover, they are welcomed with great enthusiasm by consumers. Coffee enthusiasts in Indonesia are increasingly diverse and spread across various circles. Not only that, but they are also getting smarter in choosing coffee and various selected drinks to be enjoyed.

## Methods

In this study, the researcher used a qualitative descriptive method research with a case study approach. The qualitative understanding explains that research is based on the philosophy of post-positivism. In examining a natural object, the instrument used is the researcher himself as a key instrument. By combining data with several stages, namely data collection techniques, the data analysis used is qualitative, and the results emphasize meaning (9). This method only describes what is happening in a particular field or area. The form of this research is qualitative, where this research aims to explain the case in depth with the data obtained (10). Qualitative methods are used to explain and find the quality of social influences, which, of course, cannot be explained or measured through a quantitative approach. Data collection techniques are an important component of research. This is because the main step taken by a researcher with the aim of the study

is to obtain data that is in line with the research. The interview is a process of collecting data, among others, including determining questions during an open interview. Second, identify the sources who want to be interviewed so that they can provide the right answers. Third, determine the type of interview that will be used, which can produce information through the Internet, telephone, or in person. And finally, the use of a guide in conducting interviews. Interview, In this study, I conducted a few interviews with Yuda Raihan, a barista at Hungrypedia. The interview was conducted on January 19, 2024. The data analysis technique is a stage in finding data and then compiling data following the systematics of writing by using data generated from the use of data collection in the form of interviews, observations, literature studies, and sorting out data. The data is divided into several categories and then translated (11).

## Result and Discussion

Baristas must have the expertise to brew coffee using either a manual brewer or a machine. But the barista is not just a matter of the tools used; the barista is more about the delivery process. Baristas are responsible for conveying the taste that coffee wants to convey to its connoisseurs. Baristas should also have a deep knowledge of coffee because baristas are responsible for growing the number of coffee connoisseurs. There are times when some types of coffee will be more delicious when added with other elements such as milk, cream, or chocolate. In addition, the texture, aroma, and temperature used must also be right so that coffee drinks become more appetizing. In the book *The Secret of Barista*, it is stated that the knowledge of a barista consists of four basics. Assess the quality of ingredients, operate the espresso machine, grinder (mill), and mix coffee. In general, there are no educational requirements to become a barista. There are no special requirements to become a barista; everyone is welcome, regardless of gender, age, or background. There are three requirements to become a barista, namely, intention, being ready to be a coffee connoisseur, and wanting to learn the complexity of coffee. According to Yuda, these three things are the main

requirements to become a barista. A barista must begin with an intention because it can determine what attitude and process the barista will choose in the future. For baristas, their future goals depend on their original intentions. Yuda also said, baristas must be ready to become coffee connoisseurs because every day the barista interacts with and feels coffee. Baristas should not be easily bored and bored, because coffee itself can change every day, so baristas are required to always be coffee connoisseurs. The uniqueness of coffee makes it interesting to study every day. One of the duties and responsibilities of a barista is making delicious coffee. After knowing what a barista is, of course, we can already guess the main task: making drinks from coffee beans. A good barmaid can not only brew using a machine but also use the manual method. For example, pour-over, siphon, tubruk, and plunger. Making delicious coffee doesn't just depend on brewing skills. The difference with a barmaid is also required to be able to concoct a delicious house blend. Therefore, the majority of cafe baristas who are not franchisees are responsible for choosing the beans used. The barista or barmaid is the spearhead of a coffee shop, especially in determining the taste of coffee that will be enjoyed by its customers. In addition to the taste of the drink, their actions can also be entertaining. Some cafes place a bar table in the middle of the room so that customers can see the brewer's action. Therefore, the skill to use all kinds of brewing tools is needed. The skill of using various brewing machines is one of the

basic tasks for a barista. In addition, using and maintaining tools and machines is also the responsibility of a barista. Do not think that being a barista is just about brewing drinks; making customers feel comfortable is also important. Just imagine if you are a beginner in the world of coffee, come to a coffee shop, but meet a bitchy barmaid. Therefore, a barman must also have good communication skills. Not only can it make customers feel comfortable, but it can also bring together customers who are new to coffee with dishes that match them (12). The Effect of ERG Motivation on Barista Performance Hungrypedia Serang, from the needs of Existence today, working in a Coffee Shop is the dream of some millennials in Jakarta, being a barista is a job that can be said to be relaxed but still looks cool because it is packed with coffee shop apron and supported by a comfortable working atmosphere. Yuda, who first worked as barista at Hungrypedia Serang, had a lot of problems just to make one delicious coffee, with good training and from the management and positive vibes, yuda find himself well-suited to making coffee. Nadya as the manager said "we are not bound by tight time during work, as well as safety during work is a necessity for our baristas". The passion on a barista should build from the present, attend the training, and the applause of existence still being. Not only that, but a fairly large salary and tips are also factors in becoming a barista at Hungrypedia Serang Cafe. Working as a barista is a challenge, where you have to work to satisfy the tastes of coffee-loving customers.



*Picture of Cafe Hungrypedia Serang (Taken by Ichsan Adil Prayogi)*

The second factor that motivates us to work as a barista is to get free coffee blending knowledge because a barista must know various coffee brewing techniques, standardization of coffee beans, roasting, and so on. espresso. Related to the expert is important. The busy hours at the cafe required us to work as quickly as possible to make various coffee orders. Besides that, we don't need to dress up formally but still professionally because we only need to dress neatly and comfortably so that it looks pleasant in the eyes of the customer. The related build is not only from the expert (barista trainer), but also with the customer who tastes blended coffee. Every time we baristas mix coffee, at the same time we have to taste our blend to maintain a stable taste quality when served to customers. Critic comment from the coffee addict, helpful barista to make a better-tasting coffee.

This is the second motivation because of the relatedness of ERG Theory, while working as a barista at the Hunrypedia Serang cafe. Another thing that motivates a person to become a barista at Hungrypedia is the opportunity for relatedness to meet many people and build a network of friends to do business, with, because as we know, Baristas are the front line in coffee shops. As a barista, Yuda has to hone their verbal communication skills with different customers every day. The plus for Hungrypedia baristas who working in a coffee shop, there must be many customers who invite the barista to chat. Especially during quiet hours (not serving customers). Not only that, but a barista must also be able to communicate well and maintain good relations with customers who come to the coffee shop. The relationship between Nadia as a manager and Yuda as a barista, not only just chatting as leader and worker, but also can create new business ideas in the future, in ERG Theory called The Growth. Furthermore, based on the results of interviews with resource person Yuda Iksan as a Barista at Hungrypedia Cafe Serang, from the three ERG motivational theories by Clayton Alderfer, the main factor that motivates Yuda to work as a barista at Hungrypedia is because of the need for Relatedness. According to him, working as a barista at Hungrypedia is a very profitable thing, because Yuda feels that his

existence as a new barista has been well-received. He can also build good relationships with fellow baristas at Hunrygppedia and other cafes or coffee shops in Serang. Not only that, Yuda can also relate directly to customers who come to Hungrypedia in Serang, starting by maintaining good relations with customers, even making his own coffee shop in the future.

## Conclusion

Work motivation is very influential on the performance of the barista. The existence of a new barista is important to make the first step make coffee. Some of the baristas failed to step up, do they were treated unwell. With existence need as the first work motivation, the barista will have more confidence at work. Relationship Needs, as the second motivation, come from outside after understanding the value of work as a barista. Not only from an expert (barista trainer) but also from the people who also taste the coffee. Being open-minded is important for evaluation to upgrading skills as a barista. The final step of motivation is growing. Growth needs have a significant effect on barista performance. The influence of the barista's motivation and performance in the coffee shop is that the presence of work motivation makes the barista more enthusiastic about work, impact, and relationships. The Clayton Alderfer theory, called ERG, which describes motivation work in organizations, can also have a good impact on personal communication. The need for growth is the main factor for the resource person to become a barista at Hungrypedia Serang Cafe, as in the future, the barista may be able to open their coffee shop and have their own cafe.

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