

ABSTRAK

PREFERENSI KONSUMEN REMAJA TERHADAP MINUMAN KOPI DI KAFE JOGLO KOTA TASIKMALAYA

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Peningkatan konsumen terhadap konsumsi minuman kopi di Indonesia terus terjadi. Kopi tidak hanya dapat dikonsumsi oleh beberapa golongan saja, namun dapat dikonsumsi oleh seluruh generasi dan gender. Salah satunya, golongan yang banyak mengonsumsi minuman kopi yaitu berasal dari golongan remaja (17-24 tahun). Tujuan dari penelitian ini yaitu: mengkaji atribut yang paling di pertimbangkan dalam keputusan membeli minuman kopi di Kafe Joglo, dan mengkaji preferensi konsumen remaja berdasarkan sikap konsumen terhadap atribut minuman kopi di Kafe Joglo Kota Tasikmalaya. Metode penelitian menggunakan analisis deskriptif dengan pendekatan *survey*. Hasil yang didapatkan yaitu atribut minuman kopi di Kafe Joglo Kota Tasikmalaya yang dipertimbangkan yaitu minuman kopi berdasarkan rasa kopi, aroma kopi, dan harga kopi. Serta, preferensi remaja berdasarkan sikap konsumen remaja terhadap atribut minuman kopi yaitu jenis *blend*, rasa kopi sedang, warna hitam sedang, harga kopi yang berkisar Rp 19.000 – Rp 22.000, dan aroma kopi sedang.

Kata Kunci : Preferensi Konsumen, Remaja, Minuman Kopi

ABSTRACT

TEENAGE CONSUMER PREFERENCE TOWARDS COFFEE DRINKERS IN JOGLO CAFES, TASIKMALAYA CITY

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The increase in consumer consumption of coffee drinks in Indonesia continues to occur. Coffee can not only be consumed by a few groups, but can be consumed by all generations and genders. One of them, the group that consumes a lot of coffee is teenagers (17-24 years). This is based on the results of initial research at the Joglo Cafe in Tasikmalaya City, where the majority of visitors were teenagers, both men and women. The objectives of this research are: to examine the attributes most considered in coffee decisions at Joglo Cafe, to examine teenage consumer preferences based on consumer attitudes towards coffee attributes at Joglo Cafe. The research method uses descriptive analysis with a survey approach. The results obtained are: the results of teenage consumers' preferences for the attributes of coffee drinks at the Joglo Cafe in Tasikmalaya City which are considered, namely blend type coffee, medium coffee taste, medium black coffee color, and coffee prices ranging from IDR 19,000 - IDR 22,000. teenagers' preferences based on attitudes towards the attributes of coffee drinks, namely the attributes of taste of coffee, aroma of coffee, and price of coffee are the three attributes most often considered by coffee consumers at the Joglo Cafe, Tasikmalaya City.

Keywords: Consumen preference, Teenager , Coffee Drinks