

ABSTRAK

PREFERENSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN MINUMAN KOPI DI TARUH *COFFEE ROASTERY* KOTA TASIKMALAYA

**Oleh
Darwin
NPM 195009085**

**Dosen Pembimbing:
Candra Nuraini
Nurul Risti Mutiarasari**

Kopi merupakan salah satu minuman terpopuler di dunia setelah air putih dan teh. Perkembangan *coffee shop* khususnya di Kota Tasikmalaya sudah dikatakan cukup pesat. Meningkatnya jumlah penikmat kopi membuka peluang usaha yang menjanjikan, terutama dalam sektor kedai kopi. Taruh *Coffee Roastery* perlu mengetahui apakah konsumen menyukai atau tidak menyukai suatu produk minuman kopi. Hal ini dikarenakan sebelum konsumen memutuskan untuk membeli suatu produk, mereka harus terlebih dahulu memerhatikan dan mempertimbangkan karakteristik (atribut) yang terkait dengan produk. Untuk dapat bersaing di pasar serta mempertahankan bisnisnya, maka pemilik *coffee shop* harus memerhatikan dengan benar sasaran atau target pasar yang akan disasar dalam usahanya sesuai dengan preferensi konsumen. Penelitian ini bertujuan untuk menganalisis preferensi terhadap atribut minuman kopi di Taruh *Coffee Roastery* dan menganalisis atribut yang dipertimbangkan konsumen dalam keputusan pembelian minuman kopi di Taruh *coffee roastery*. Penelitian ini menggunakan metode survei terhadap konsumen kopi di Taruh *Coffee Roastery*. Teknik pengambilan sampel yaitu menggunakan *linier time function* dengan total 36 responden. Alat analisis yang digunakan menggunakan analisis *Chi-Square* dan analisis Multiatribut *Fishbein*. Hasil penelitian didapatkan berdasarkan analisis *Chi-Square* bahwa tidak ada perbedaan preferensi yang signifikan antara konsumen terkait atribut rasa dan penyajian kopi dalam keputusan pembelian kopi di Taruh *Coffee Roastery*. Terdapat perbedaan preferensi yang signifikan pada atribut produk, harga, dan merek. Hasil analisis Multiatribut *Fishbein* bahwa atribut minuman kopi yang paling dipertimbangkan oleh konsumen di Taruh *Coffee Roastery* Kota Tasikmalaya dari yang paling dipertimbangkan hingga yang kurang dipertimbangkan adalah rasa, merek, harga, penyajian kopi, dan produk.

Kata Kunci: Preferensi, Coffee Shop, Kopi

ABSTRACT

CONSUMER PREFERENCES TOWARD COFFEE DRINK PURCHASE DECISIONS AT TARUH COFFEE ROASTERY, TASIKMALAYA CITY

By

Darwin

NPM 195009085

Supervisors:

Candra Nuraini

Nurul Risti Mutiarasari

Coffee is one of the most popular beverages in the world after water and tea. The development of coffee shops, particularly in Tasikmalaya City, can be considered quite rapid. The increasing number of coffee consumers creates promising business opportunities, especially in the coffee shop sector. Taruh Coffee Roastery needs to understand whether consumers like or dislike a particular coffee beverage product. This is because before consumers decide to purchase a product, they first pay attention to and consider the characteristics (attributes) associated with the product. In order to compete in the market and sustain the business, coffee shop owners must carefully consider the target market they intend to serve according to consumer preferences. This study aims to analyze consumer preferences for coffee beverage attributes at Taruh Coffee Roastery and to examine the attributes considered by consumers in their coffee purchasing decisions at Taruh Coffee Roastery. This research uses a survey method conducted on coffee consumers at Taruh Coffee Roastery. The sampling technique employed was a linear time function, with a total of 36 respondents. The analytical tools used were Chi-Square analysis and Fishbein's Multi-Attribute analysis. The results of the study show, based on the Chi-Square analysis, that there are no significant differences in consumer preferences regarding taste and coffee presentation attributes in coffee purchasing decisions at Taruh Coffee Roastery. However, there are significant differences in preferences for product, price, and brand attributes. The results of the Fishbein Multi-Attribute analysis indicate that the coffee beverage attributes most considered by consumers at Taruh Coffee Roastery in Tasikmalaya City, from most to least considered, are taste, brand, price, coffee presentation, and product.

Keywords: Preferences, Coffee Shop, Coffee