

RINGKASAN

Peningkatan konsumsi minuman kopi di Indonesia memacu munculnya kedai kopi di kota besar seperti; Jakarta. Jalan Cipete Raya yang berlokasi di Jakarta Selatan merupakan salah satu tempat yang memiliki banyak kedai kopi di sepanjang jalannya, sehingga terjadi persaingan ketat terhadap para pelaku usaha kedai kopi. Informasi mengenai perilaku konsumen perlu diketahui agar para pelaku usaha kedai kopi diharapkan dapat memenuhi kebutuhan dan keinginan konsumen. Tujuan penelitian ini adalah (1) Mengidentifikasi karakteristik konsumen kedai kopi di Jalan Cipete Raya; (2) Mengidentifikasi proses pengambilan keputusan konsumen kedai kopi dalam membeli minuman kopi di Jalan Cipete Raya; (3) Menganalisis faktor-faktor yang mempengaruhi konsumen kedai kopi dalam membeli minuman kopi di Jalan Cipete Raya.

Penelitian dilaksanakan pada sepuluh kedai kopi di Jalan Cipete Raya, mulai bulan Februari hingga Maret 2019. Metode analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Metode analisis data dibantu dengan alat ukur menggunakan skala *Likert* yang dilanjutkan dengan *Method of Successive Interval* (MSI).

Hasil penelitian menunjukkan bahwa: (1) Karakteristik konsumen kedai kopi pada sepuluh kedai kopi di Jalan Cipete Raya mayoritas adalah laki-laki, usia 21 sampai 25 tahun, dan berpendidikan terakhir S1. Mayoritas sudah memiliki pekerjaan sebagai pegawai swasta dengan besar pendapatan rata-rata per bulan kurang dari Rp.3.648.035,00; (2) Proses pengambilan keputusan pembelian konsumen dengan indikator paling dominan terdiri dari ingin membeli minuman kopi dengan rasa khas, memperoleh informasi melalui teman dekat, tempat yang nyaman dalam membeli minuman kopi, fasilitas penunjang pada kedai kopi yang disediakan, dan keunggulan produk berdasarkan bahan baku dan rasa minuman khas; (3) Peningkatan faktor pendapatan dan variasi produk akan meningkatkan intensitas keputusan pembelian minuman kopi. Sedangkan peningkatan faktor harga akan menurunkan intensitas keputusan pembelian minuman kopi.

SUMARRY

The increasing consumption of coffee in Indonesia is causing many coffee shops in a big city like Jakarta. Cipete Raya street that located in South Jakarta is one of the places that have a lot of coffee shops along the road, it makes competition among the owner of a coffee shop. Information about consumer behavior needs to be known so that coffee shop business people are expected to meet the needs and desires of consumers. The objectives for this research are (1) Identifying Cipete Raya coffee shop consumers characteristics; (2) Identifying the decision-making process of consumers when buying coffee on Cipete Raya street; (3) Analyzing factors that affecting coffee shop consumers when buying their coffee on Cipete Raya street.

This research is conducted to 10 coffee shops on Cipete Raya street, starting in February until March 2019. The analysis used in this research is descriptive and multiple linear regression analysis. The method of data analysis is assisted by measuring instruments using a Likert scale, followed by the Method of Successive Interval (MSI).

The results showed that: (1) The characteristics of coffee shop consumers in ten coffee shops on Jalan Cipete Raya were mostly men, ages 21 to 25 years, and were last educated undergraduate. The majority already have jobs as private employees with a large average monthly income of less than Rp.3,648,035.00; (2) The process of making consumer purchasing decisions with the most dominant indicators of buying coffee with a distinctive taste, obtaining information through close relationships, supporting facilities at the coffee shop, and product excellence based on raw materials and taste of typical drinks; (3) Increasing income factors and product variations will increase the intensity of coffee drink purchasing decisions. While increasing the price factor will reduce the intensity of coffee drink purchase decisions.