

## **ABSTRACT**

### ***THE BEHAVIOR OF LAMPUNG UNIVERSITY STUDENTS TOWARD CONTEMPORARY DRINKS WITH BOBA TOPPINGS IN THE CITY OF BANDAR LAMPUNG***

**By**

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*This study aimed to analyze the behavior of Lampung University students toward contemporary drinks with boba toppings in Bandar Lampung City. This research was conducted at the University of Lampung by survey method, in which samples were drawn by purposive sampling technique. The research samples were 100 students from the university of Lampung who bought boba drinks in Bandar Lampung City and had made purchases at least twice during the last month. The data of this study was analyzed by descriptive statistics analysis and multiple linier regression. Data collection was carried out from May to October 2022. The result showed that students bought boba topping drinks because they have already liked the taste. The flavor variant that students bought the most was the brown sugar flavor variant. The average number of purchases based on flavor variant was 3 cups/month. The average frequency of purchases in the last month was 1 to 5 cup /student/month with an average monthly expenditure of Rp77,120. Complementary food for boba drinks, income, and tastes have a significant effect on the number of purchases of boba drinks by students.*

**Kata kunci:** *Boba, expenditure, flavor, purchase*

## **ABSTRAK**

### **PERILAKU MAHASISWA UNIVERSITAS LAMPUNG TERHADAP MINUMAN KEKINIAN BERTOPING BOBA DI KOTA BANDAR LAMPUNG**

**Oleh**

**Messyah Karlindah**

Penelitian ini bertujuan untuk mengetahui perilaku mahasiswa Universitas Lampung terhadap minuman kekinian bertopping boba di Kota Bandar Lampung. Penelitian ini dilakukan di Universitas Lampung dengan metode survei, sampel diambil dengan teknik *purposive sampling*. Sampel penelitian 100 mahasiswa Universitas Lampung yang membeli boba di Kota Bandar Lampung dan sudah membeli minimal dua kali selama sebulan terakhir. Data penelitian di analisis dengan analisis statistik deskriptif dan regresi linier berganda. Pengumpulan data dilakukan pada bulan Mei – Oktober 2022. Hasil penelitian ini menunjukkan bahwa sebagian besar mahasiswa membeli minuman dengan topping boba karena menyukai rasanya. Varian rasa yang paling banyak dibeli mahasiswa adalah varian rasa *brown sugar*. Rata-rata jumlah pembelian berdasarkan varian rasa adalah 3 cup/bulan. Rata-rata frekuensi pembelian dalam sebulan terakhir adalah 5 cup/mahasiswa/bulan dengan rata-rata pengeluaran per bulan Rp77.120,00. Makanan pendamping minuman boba, pendapatan, dan selera berpengaruh signifikan terhadap jumlah pembelian minuman boba oleh mahasiswa.

Kata kunci: Boba, pembelian, pengeluaran, rasa