

ABSTRAK

IDENTIFIKASI PROFIL KONSUMEN *COFFEE SHOP* DI BANDAR LAMPUNG (Studi pada Rumah Kopi Robusta Coffee Bunga dan In Air Cafe di Labuhan Ratu)

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Penelitian ini menjelaskan tentang *profile customer jobs*, *profile customer pains*, dan *profile customer gains* di *coffee shop* yang ada di Bandar Lampung dengan fokus mengambil dua tempat yaitu Rumah Kopi Robusta Coffee Bunga dan In Air Cafe. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif. Pengambilan data dengan wawancara mendalam terhadap konsumen, owner, dan karyawan di Rumah Kopi Robusta Coffee Bunga dan In Air Cafe, pengamatan, dan dokumentasi. Penarikan sampel dilakukan dengan teknik *snowball sampling* dan validitas data dibuktikan dengan triangulasi sumber. Hasil penelitian dan analisis data menunjukkan bahwa *profile customer jobs* di kedua *coffee shop* bertujuan untuk berkumpul bersama teman dan mengerjakan tugas. Pada *profile customer pains* ditemukan keluhan dari konsumen seperti menu makanan yang kurang variatif dan interior yang kurang memanjakan konsumen. Sedangkan pada *profile customer gains*, konsumen mengharapkan inovasi pada menu makanan dan minuman, peningkatan interior dan eksterior, dan perluasan lahan parkir. Hingga akhir analisis ditemukan bahwa *profile customer jobs* lebih dominan, karena konsumen datang ke *coffee shop* lebih didorong karena tujuan untuk berkumpul bersama teman.

Kata kunci: *profile customer jobs*, *profile customer pains*, *profile customer gains*.

ABSTRACT

**IDENTIFICATION OF COFFEE SHOP CONSUMER PROFILES IN
BANDAR LAMPUNG**

**(Study on Rumah Kopi Robusta Coffee Bunga And
In Air Cafe In Labuhan Ratu)**

By

JOSUA ALOISIUS GONJALES NAINGGOLAN

This research describes the customer jobs profile, customer pains profile, and customer gains profile in coffee shops in Bandar Lampung with a focus on taking two places, namely Rumah Kopi Robusta Coffee Bunga and In Air Cafe. This type of research is descriptive with a qualitative approach. Data collection was carried out by documentation, observation, and in-depth interviews with 7 informants at Robusta Coffee Bunga Coffee House and 10 informants at In Air Cafe. Data was taken with snowball sampling technique and data analysis was done with source triangulation. Based on the results of research and data analysis, it shows that profile customer jobs get results for hanging out with friends and doing assignments. In the customer pains profile, there are complaints from consumers such as a less varied food menu and an interior that does not pamper consumers. While in the customer gains profile, consumers expect innovation in the food and beverage menu, interior and exterior improvements, and expansion of parking lots. Until the end of the analysis, it was found that the customer jobs profile was more dominant, because consumers came to the coffee shop more driven by the aim of hanging out with friends.

Keywords: profile customer jobs, profile customer pains, profile customer gains.