

ABSTRACT

ANALYSIS OF CONSUMER BEHAVIOR INFLUENCE ON PURCHASE DECISIONS AT TOMORO COFFEE UNILA

By

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The coffee shop business in Indonesia grew rapidly in line with the increasing public interest in coffee consumption and the evolving role of coffee shops as spaces for social interaction. However, the diversity of consumer preferences in choosing coffee shops posed a challenge for business players, such as Tomoro Coffee, to deeply understand the factors that influenced purchase decisions in order to remain competitive and continue to grow. This study aimed to analyze the influence of cultural, reference group, lifestyle, and attitude factors on consumer purchase decisions at Tomoro Coffee Unila, both simultaneously and partially, and to provide marketing recommendations based on the findings. The research adopted a quantitative approach, using a survey method by distributing questionnaires to 100 respondents who were selected through purposive sampling. Validity and reliability tests were conducted to assess the feasibility of the instrument, while the data were analyzed using multiple linear regression, classical assumption tests, and hypothesis testing, all processed with the help of SPSS version 22. The results showed that, simultaneously, the four independent variables had a significant influence on purchase decisions. Partially, the reference group, lifestyle, and attitude variables had a positive and significant influence, while the cultural variable did not have a significant effect. This was presumably due to the characteristics of the respondents, most of whom were young university students who tended to pay less attention to cultural values in their consumption behavior. In conclusion, consumer purchasing behavior at Tomoro Coffee Unila was more influenced by social, personal, and psychological factors than by cultural factors. Therefore, marketing strategies needed to be tailored to the characteristics of young consumers, who were the primary target market.

Keywords: Purchase decision, culture, reference group, lifestyle, attitude, consumer behavior, coffee shop, Tomoro Coffee.

ABSTRAK

ANALISIS PENGARUH PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI TOMORO COFFEE UNILA

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Usaha *coffee shop* di Indonesia berkembang pesat seiring dengan meningkatnya minat konsumsi kopi dan perubahan fungsi *coffee shop* menjadi ruang interaksi sosial. Namun, keberagaman preferensi konsumen dalam memilih *coffee shop* menghadirkan tantangan bagi pelaku usaha seperti Tomoro Coffee untuk memahami faktor-faktor yang memengaruhi keputusan pembelian secara lebih mendalam agar dapat bertahan dan terus berkembang. Penelitian ini bertujuan untuk menganalisis pengaruh faktor budaya, kelompok referensi, gaya hidup, dan sikap terhadap keputusan pembelian konsumen di Tomoro Coffee Unila secara simultan dan parsial, serta memberikan rekomendasi pemasaran berdasarkan hasil temuan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, menyebarkan kuesioner kepada 100 responden yang dipilih melalui teknik *purposive sampling*. Uji validitas dan reliabilitas dilakukan untuk menguji kelayakan instrumen, sedangkan teknik analisis data menggunakan regresi linear berganda, uji asumsi klasik dan uji hipotesis yang diolah dengan bantuan SPSS versi 22. Hasil penelitian menunjukkan bahwa secara simultan, keempat variabel independen berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, kelompok referensi, gaya hidup, dan sikap berpengaruh positif dan signifikan terhadap keputusan pembelian, sementara variabel budaya tidak menunjukkan pengaruh signifikan. Hal ini diduga disebabkan oleh karakteristik responden yang mayoritas merupakan mahasiswa berusia muda yang kurang mempertimbangkan nilai-nilai budaya dalam konsumsi. Kesimpulannya, perilaku pembelian konsumen di Tomoro Coffee Unila lebih banyak dipengaruhi oleh faktor sosial, pribadi, dan psikologis dibandingkan faktor budaya, sehingga strategi pemasaran perlu disesuaikan dengan karakteristik konsumen muda yang menjadi target utama.

Kata Kunci: Keputusan pembelian, budaya, kelompok referensi, gaya hidup, sikap, perilaku konsumen, *coffee shop*, Tomoro Coffee.