

## **ABSTRACT**

### **ANALYSIS OF CONSUMER ATTITUDES, SATISFACTION AND COFFEE PURCHASING PATTERNS AT JENGALA COFFEE AND BREW IN BANDAR LAMPUNG CITY**

**By**

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*This study aims to analyze consumer attitudes, satisfaction, and purchasing patterns toward coffee products at Jenggala Coffee and Brew in Bandar Lampung City. A descriptive quantitative approach was utilized, employing a survey method targeting both student and non-student consumers. Data analysis involved the Multiattribute Fishbein Model to measure attitudes, the Customer Satisfaction Index (CSI) to assess satisfaction, as well as Importance Performance Analysis (IPA), and Spearman correlation to examine relationships between variables. In addition, the Mann-Whitney test was applied to identify differences between consumer groups. The results show that consumer attitudes toward coffee at Jenggala Coffee and Brew fall into the fairly positive category, with scores of 65.45 percent for students and 62.29 percent for non-students. Both groups expressed high satisfaction with the product's performance, as indicated by CSI scores of 84.3 percent (students) and 82.25 percent (non-students). The purchasing process begins with need recognition, followed by information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Most purchases occur one to five times per month, with a high rate of repeat purchases. The most preferred variant is “kopi susu singi”; students tend to consistently choose the same menu, while non-students are more exploratory. There are no significant differences between students and non-students in terms of attitude, satisfaction, or purchasing patterns. A significant relationship is only found between attitude and satisfaction.*

*Keywords: coffee, consumer attitude, customer satisfaction, purchasing behavior*

## **ABSTRAK**

### **ANALISIS SIKAP, KEPUASAN DAN POLA PEMBELIAN KOPI DI JENGALA *COFFEE AND BREW* KOTA BANDAR LAMPUNG**

**Oleh**

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Penelitian ini bertujuan untuk menganalisis sikap, kepuasan, dan pola pembelian konsumen terhadap produk kopi di Jenggala *Coffee and Brew* Kota Bandar Lampung. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode survei terhadap responden yang terdiri dari konsumen mahasiswa dan nonmahasiswa. Analisis data dilakukan menggunakan model *Multiatribut Fishbein* untuk mengukur sikap, metode *Customer Satisfaction Index* (CSI) untuk mengukur kepuasan, serta *Importance Performance Analysis* (IPA) dan korelasi *Spearman* untuk melihat hubungan antar variabel. Selain itu, digunakan uji *Mann-Whitney* untuk melihat perbedaan antara kelompok konsumen. Hasil penelitian menunjukkan bahwa sikap konsumen terhadap kopi di Jenggala *Coffee and Brew* tergolong cukup baik, dengan skor 65,45 persen untuk mahasiswa dan 62,29 persen untuk nonmahasiswa. Kedua kelompok merasa sangat puas terhadap kinerja produk, ditunjukkan oleh nilai CSI sebesar 84,3 persen (mahasiswa) dan 82,25 persen (nonmahasiswa). Proses pembelian dimulai dari pengenalan kebutuhan hingga munculnya perilaku pascapembelian, dengan frekuensi pembelian terbanyak 1–5 kali per bulan dan tingkat pembelian ulang yang tinggi. Varian paling diminati adalah kopi susu singi; mahasiswa cenderung konsisten memilih menu, sedangkan nonmahasiswa lebih eksploratif. Tidak ada perbedaan signifikan antara mahasiswa dan nonmahasiswa dalam sikap, kepuasan, dan pola pembelian. Hubungan yang signifikan hanya terdapat antara sikap dan kepuasan.

Kata kunci: kepuasan konsumen, kopi, pola pembelian, sikap konsumen