

Kopi dan Generasi Z: Antara Kebutuhan dan Gaya Hidup

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan mengerti gambaran gaya hidup fenomena di *coffee shop*. Aktivitas di *coffee shop* merupakan suatu refleksi kebutuhan yang penting bagi konsumen. Hasil dari penelitian ini terdapat beberapa motif generasi Z mengunjungi *coffee shop* yaitu kualitas produk, kepribadian, persepsi harga, dan gaya hidup. Metode penelitian yang digunakan adalah penelitian kualitatif fenomenologis. Data yang diperoleh melalui wawancara (secara langsung terhadap informan), dokumentasi, dan observasi.

Kata Kunci: motivasi konsumen, gaya hidup, *coffee shop*.

Coffee and Generation Z: Between Needs and Lifestyle

ABSTRACT

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This research aims to know and understand the lifestyle and phenomenon of consumer behaviour in the coffee shop. Activity in coffee Shop is a reflection of important needs for consumers. Results of this research there are several generations Z motif Visit coffee shop namely product quality, personality, price perception, and lifestyle. The research methods used are qualitative phenomenological research. Data obtained through interviews (directly against informant), documentation, and observation.

Keywords: *consumer motivation, life style, coffee shop.*