

# **ANALISIS FAKTOR-FAKTOR YANG DIPERTIMBANGKAN KONSUMEN DALAM MEMILIH WARUNG KOPI GAUL**

## **ABSTRAK**

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Warung kopi adalah tempat yang sering dikunjungi oleh masyarakat berbagai latar belakang, sosial budaya untuk berkumpul, diskusi, ngobrol santai, dialog warga, opini masyarakat berbagai macam latar belakang, minum bersama untuk mendapatkan suatu informasi bermanfaat yang didapatkan. Tidak dipungkiri persaingan bisnis berbahan dasar kopi ini sangat diminati. Hal ini dipandang sebagai peluang bisnis oleh para pelaku usaha sekaligus menunjukkan adanya kondisi yang kondusif dalam berinvestasi dibidang industri kopi, hingga saat ini banyak kedai kopi yang bermunculan, tak terkecuali di Jombang terdapat 60 Warung Kopi atau Kedai Kopi

Metode Penelitian menggunakan Analisis faktor, penelitian ini termasuk penelitian exploratori, dengan 100 Responden dalam penelitian ini. Variabel Bebas 20 Faktor yaitu Pengaruh teman , Uang saku, Lokasi tempat, Gaya hidup, Tempat parkir, Musik, Fasilitas WIFI, Keramahan pelayanan, Kebersihan makanan dan minuman, Rasa minuman, Fasilitas stop kontak, Kecepatan pelayanan, Tanggap dalam pelayanan, Porsi makanan dan minuman, Temperatur makanan dan minuman, Reabilitas pelayanan, Kenyamanan tempat, Kebersihan tempat, Variasi minuman, dan Rasa makanan

Berdasarkan hasil uji analisis faktor bahwa faktor pengambilan keputusan ditentukan oleh 5 faktor yang terbentuk, yaitu: Faktor fasilitas, yang terdiri dari musik, fasilitas WIFI, fasilitas stop kontak, kecepatan pelayanan, reabilitas pelayanan, kenyamanan tempat. Faktor kualitas makanan, yang terdiri dari kebersihan makanan dan minuman, rasa minuman, porsi makanan dan minuman, temperature makanan dan minuman, variasi minuman, rasa makanan. Faktor kualitas pelayanan, terdiri dari keramahan pelayanan, tanggap dalam pelayanan, kebersihan tempat Faktor perilaku konsumtif, Terdiri dari pengaruh teman, uang saku, gaya hidup. Faktor lokasi, terdiri dari lokasi tempat, tempat parkir.

**Kata Kunci :** Pengaruh teman , Uang saku, Lokasi tempat, Gaya hidup, Tempat parkir, Musik, Fasilitas WIFI, Keramahan pelayanan, Kebersihan makanan dan minuman, Rasa minuman, Fasilitas stop kontak, Kecepatan pelayanan, Tanggap dalam pelayanan, Porsi makanan dan minuman, Temperatur makanan dan minuman, Reabilitas pelayanan, Kenyamanan tempat, Kebersihan tempat, Variasi minuman, dan Rasa makanan

# **ANALYSIS OF FACTORS CONSUMER CONSIDERED IN CHOOSING GAUL COFFEE STALLS**

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*A coffee shop is a place that is often visited by people of various backgrounds, socio-cultural to gather, discuss, chat casually, have community dialogue, community opinion from various backgrounds, drink together to get useful information obtained. It is undeniable that this coffee-based business competition is in great demand. This is seen as a business opportunity by business actors as well as showing a conducive condition for investing in the coffee industry. Until now, many coffee shops have sprung up, including in Jombang there are 60 coffee shops or coffee shops.*

*The research method uses factor analysis, this research is an exploratory research, with 100 respondents in this study. Independent Variable 20 factors, namely the influence of friends, pocket money, location of the place, lifestyle, parking space, music, WIFI facilities, service friendliness, cleanliness of food and beverages, taste of drinks, outlet facilities, speed of service, responsiveness in service, portion of food and drinks, temperature of food and beverages, service reliability, comfort of the place, cleanliness of the place, variety of drinks, and taste of food.*

*Based on the results of the factor analysis test, the decision-making factor is determined by 5 formed factors, namely: the facility factor, which consists of music, WIFI facilities, socket facilities, service speed, service reliability, comfort of the place. Food quality factors, which consist of cleanliness of food and beverages, taste of drinks, portions of food and beverages, temperature of food and beverages, variety of drinks, taste of food. Service quality factors, consisting of service friendliness, responsiveness in service, cleanliness of the place. Consumptive behavior factors, consisting of the influence of friends, pocket money, lifestyle. Location factors, consisting of location, parking space.*

***Keywords: Influence of friends, pocket money, location of place, lifestyle, parking space, Music, WIFI facilities, Hospitality of service, Cleanliness of food and beverages, Taste of drinks, Sockets facilities, Speed of service, Response in service, Food and beverage portions, Food and beverage temperature, Service reliability, Comfort of place, Cleanliness of place, Variation of drinks, and Taste of food***