

ABSTRACT

Filosofi Kopi Yogyakarta is a coffeeshop that uses a different concept from other coffeeshop because this shop does't provide Wi-Fi facilities, power outlets, bright lights, or rooms that are given air conditioner. Filosofi Kopi Yogyakarta does this so the customers who visit here interact with each other, between customers, and between customers with baristas. Filosofi Kopi Yogyakarta applies personal selling conducted by baristas to create customer engagement. Personal selling at baristas to create customer engagement and to find out the factors that inhibit and support personal selling. Method of this research is a qualitative research with data collection techniques through interviews, observation, and literature study. The validity of the data is obtained by triangulation sources, by checking the data that has been obtained through several sources. The results of this study are about the application of personal sales of baristas Filosofi Kopi Yogyakarta using six steps, namely preparation, service, explanation, meeting objections, closing the sale, and follow-up. The inhibiting factors in the application of personal selling in Filosofi Kopi Yogyakarta are products sold out, customer knowledge, personality customer, input errors, and crowded. While the supporting factors are event, filkop ride, advertisements, sales promotions, and direct marketing. Through personal selling Filosofi Kopi Yogyakarta can create customer involvement in the form of consumption and curation.

Keyword : Personal Selling, Filosofi Kopi Yogyakarta, Customer Engagement