

# **ANALISIS PENGARUH AKSEPTABILITAS, KETERJANGKAUAN, AKSESIBILITAS DAN KESADARAN TERHADAP NIAT BELI KOPI DI UMAH KOPI GAYO YOGYAKARTA**

Oleh : Adelbertus Abdiel Cahya Perdana  
Dibimbing Oleh : Budiarto dan Indah Widowati

## **ABSTRAK**

Penelitian ini bertujuan untuk (1) Mendeskripsikan akseptabilitas, keterjangkauan, aksesibilitas dan kesadaran dan niat beli kopi di Umah Kopi Gayo. (2) Menganalisis pengaruh akseptabilitas, keterjangkauan, aksesibilitas dan kesadaran terhadap niat beli kopi di Umah Kopi Gayo. Penelitian ini menggunakan pendekatan dan jenis penelitian deskriptif. Proses pelaksanaan penelitian dengan menggunakan metode survei. Metode penentuan lokasi menggunakan metode *purposive*. Metode penentuan responden dilakukan secara *non probability sampling* dengan menggunakan pendekatan insidental sampling dan ditentukan responden sebanyak 70 orang. Macam dan sumber data yang digunakan adalah data primer dan data sekunder. Metode pengumpulan data yang digunakan yaitu observasi langsung, wawancara dan kuesioner. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah analisis deskriptif dan Regresi Linear Berganda. Hasil penelitian ini didapat bahwa (1) variabel akseptabilitas, keterjangkauan, aksesibilitas dan kesadaran berada pada kategori sangat baik sehingga niat beli kopi di Umah Kopi Gayo juga sangat baik. (2) Variabel akseptabilitas, keterjangkauan, aksesibilitas dan kesadaran berpengaruh positif dan signifikan terhadap niat beli kopi di Umah Kopi Gayo Yogyakarta.

*Kata kunci* : Akseptabilitas, Keterjangkauan, Aksesibilitas, Kesadaran, Niat Beli, Kopi

**ANALYSIS THE EFFECT ACCEPTABILITY, AFFORDABILITY,  
ACCESSIBILITY AND AWARENESS ON COFFEE PURCHASE  
INTENTION AT UMAH KOPI GAYO YOGYAKARTA**

*By: Adelbertus Abdiel Cahya Perdana  
Supervised by: Budiarto and Indah Widowati*

**ABSTRACT**

*This study aims to: 1) describing acceptability, affordability, accesssibility and awareness and coffee purchase intention at Umah Kopi Gayo Yogyakarta. 2) Analyzing the influence of acceptability, affordability, accessibility and awareness on the coffee purchase intention at Umah Kopi Gayo Yogyakarta. the approach and the type of this research was descriptive method. The process used for conducting this researh was survey method. The method used for determining the location was a purposive method. The method applied for determining the respondent was carried out by non-probability sampling with an accidental sampling approach and 70 people were determined. The type and source of the data used were primary data and secondary data. Data collection methods used were observation, interviews and questionnaire. The test used for testing the instrument were validity and reliablitiy test. The data analysis technique used were descriptive analysis and multiple linear regression. The result of this study showed that (1) the variables of acceptability, affordability, accessiblity, and awareness were in the very good category so the coffee purchase intention on Umah Kopi Gayo also very good. (2) the variables of acceptability, affordability, accessibility and awareness positively and significantly affect the coffee purchase intention at Umah Kopi Gayo Yogyakarta.*

*Keywords : Acceptability, affordability, accessibility, awareness, purchase intention, coffee*