

Ezra Dane Kelvianto. 2023. Factors Affecting Purchasing Decisions Of Local Menoreh Coffee At “Warung Kopi Ingkar Janji” Pendoworejo Village, Girimulyo, Kulon Progo. Supervised Dwi Aulia Puspitaningrum and Antik Suprihanti.

ABSTRACT

This research was conducted at Warung Kopi Ingkar Janji Pendoworejo Village, Girimulyo District, Kulon Progo Regency. This Study aims to 1) describe the profile of Warung Kopi Ingkar Janji, 2) describe characteristics of local coffee consumers at Warung Kopi Ingkar Janji 3) Analyze the factors of motivation, lifestyle, product quality, location, price influencing the purchase decision of local coffee menoreh at Warung Kopi Ingkar Janji. The research method used a descriptive method with the type of research a case study. The method of taking respondents used accidental sampling technique as many as 60 respondents. Types of data in this study used primary data and secondary data. Methods of data collection using questionnaires, literature study, and documentation. The analytical method used was logistic Regression Analysis and Descriptive Analysis. Results of the research 1) Warung Kopi Ingkar Janji one of the stalls engaged in Food and Beverages with a traditional concept. 2 the characteristics of the majority of buyers of coffee shops breaking promises are men (66%). The average age of buyers 20 years old, mostly students with a percentage of 35%. The highest level of consumer income < Rp 2,000,000 by 46.67% 3) Together, motivational, lifestyle, product quality, location, price factors influence the purchasing decision of local coffee. Partially, lifestyle, product quality, location, price factors significantly influence the purchasing decision of local coffee, while motivational factor do not affect significantly

Key Word : Purchase Decision, Local Coffee, Influence Factors, Logistic Regression