

EGAN RUPAWAN CAESARIO AMRI. 2024. ANALYSIS OF FACTORS INFLUENCING THE PURCHASE OF COFFEE DRINK AT UD MITRA CONDONGCATUR KAPANEWON DEPOK SLEMAN REGENCY. Supervised Indah Widowati and Budiarto

ABSTRACT

This research was conducted at UD Mitra Condongcatu, Depok District, Sleman Regency. This research aims to, 1) describe characteristics of coffee consumers at UD Mitra coffeeshop 2) describe location, facilities, products, price, and reference groups, 3) analyze the influence of location, facilities, products, prices and reference groups in a comprehensive manner on consumer purchasing at the UD Mitra coffeeshop, Condongcatu, Depok, Sleman. The research method used was quantitative research. The method for collecting respondents used a non-probability sampling method with an accidental sampling technique totaling 60 respondents. Types of data in this study used primary data and secondary data. Methods of data collection using literature study, observation, interviews and questionnaires. The analytical method used was descriptive analysis and multiple linear regression analysis. The results show 1) The majority of UD Mitra buyers are male (55%). Respondents' ages ranged from 21-25 years, most were students or graduates (43.3%), had made at least 2 purchases (43.3%), and the income level of the majority of UD Mitra buyers was > IDR 2,000,000 - IDR 3,000,000 (46.67%), 2) Reference group variables and price are included in the very high category, while location, facilities and product variables are included in the high category. and 3) Factors that influence the decision to purchase coffee at UD Mitra, namely location, facilities, products, price and reference group.

Keywords: *Location, Facilities, Products, Prices, Reference Groups, Purchasing Decisions, Coffee, UD Mitra.*