

***THE INFLUENCE OF COST LEADERSHIP, DIFFERENTIATION, AND
INNOVATION STRATEGY ON COFFEE SHOP PERFORMANCE IN
SPECIAL REGION OF YOGYAKARTA***

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ABSTRACT

This study aims to determine the impact of competitive management strategies and analyze the direct influence of cost leadership, differentiation, and innovation strategy on coffee shop performance. This study focuses mainly on coffee shop business research subjects, especially in Special Region of Yogyakarta. The study employed quantitative method using the analysis technique of multiple linear regression and involved a sample size of 200 research participants.

The study revealed the following results: 1) Cost leadership has a positive direct effect on coffee shop performance in Special Region of Yogyakarta, 2) Differentiation has a positive direct effect on coffee shop performance in Special Region of Yogyakarta, 3) Innovation has a positive direct effect on coffee performance in Special Region of Yogyakarta.

Keywords: Cost Leadership, Differentiation, Inovation, Coffee Shop Performance

**PENGARUH STRATEGI KEPEMIMPINAN BIAYA, DIFERENSIASI,
DAN INOVASI TERHADAP KINERJA USAHA COFFEE SHOP DI
DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak strategi manajemen persaingan dan menganalisis pengaruh langsung strategi kepemimpinan biaya, diferensiasi, dan inovasi terhadap kinerja usaha *coffee shop*. Kajian ini berfokus terutama pada subjek penelitian usaha *coffee shop*, khususnya di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan menggunakan teknik analisis regresi linear berganda dan melibatkan jumlah sampel sebanyak 200 partisipan penelitian.

Penelitian mengungkapkan hasil sebagai berikut: 1) Kepemimpinan biaya mempunyai pengaruh langsung positif terhadap kinerja usaha *coffee shop* di Daerah Istimewa Yogyakarta, 2) Diferensiasi mempunyai pengaruh langsung positif terhadap kinerja usaha *coffee shop* di Daerah Istimewa Yogyakarta, 3) Inovasi mempunyai pengaruh langsung positif terhadap kinerja usaha *coffee shop* di Daerah Istimewa Yogyakarta.

Kata Kunci: Kepemimpinan Biaya, Diferensiasi, Inovasi, Kinerja Usaha Coffee Shop