

Shafira Dwi Sekarwangi. 2025. Analisis Pengaruh Faktor Internal dan Faktor Eksternal Terhadap Keputusan Pembelian Minuman *Matcha* di MatchaTi Cabang Pogung Yogyakarta. Di bawah arahan Nanik Dara Senjawati.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui karakteristik konsumen minuman *matcha* di MatchaTi Cabang Pogung serta menganalisis pengaruh faktor internal (motivasi, gaya hidup, persepsi) dan faktor eksternal (kelas sosial dan kelompok acuan) terhadap keputusan pembelian minuman *matcha* di MatchaTi Cabang Pogung. Penelitian menggunakan metode penelitian kuantitatif deskriptif dengan pendekatan studi kasus. Metode pengambilan sampel konsumen menggunakan metode *nonprobability sampling* dengan pendekatan *purposive sampling*. Data yang digunakan adalah data primer dan data sekunder. Metode pengumpulan data menggunakan kuesioner, wawancara, observasi, dan studi literatur. Teknik analisis data dengan menggunakan analisis deskriptif dan analisis regresi logistik. Total responden sebanyak 99 konsumen yang dibagi menjadi 48 orang melakukan pembelian lebih dari satu kali dan 51 orang melakukan pembelian hanya satu kali serta tidak ingin membeli lagi. Hasil penelitian menunjukkan bahwa faktor internal berupa motivasi dan persepsi berpengaruh terhadap keputusan pembelian minuman *matcha*, sedangkan faktor internal gaya hidup serta faktor eksternal (kelas sosial dan kelompok acuan) tidak berpengaruh terhadap keputusan pembelian minuman *matcha* MatchaTi Cabang Pogung.

Kata kunci : Keputusan Pembelian, Konsumen, Minuman *Matcha*

Shafira Dwi Sekarwangi. 2025. *Analysis of the Influence of Internal Factors and External Factors on Purchasing Decisions for Matcha Drinks at MatchaTi Pogung Branch Yogyakarta.* Under direction by Nanik Dara Senjawati.

ABSTRACT

This study aims to examine the characteristics of matcha drink consumers at the MatchaTi branch in Pogung, as well as to analyze the influence of internal factors (motivation, lifestyle, perception) and external factors (social class and reference groups) on the purchasing decisions of matcha drinks at the MatchaTi branch in Pogung. The research employs a descriptive quantitative research method with a case study approach. The consumer sampling method used nonprobability sampling with a purposive sampling approach. The data used were primary and secondary data. Data collection methods include questionnaires, interviews, observations, and literature reviews. The data analysis techniques involve logistic regression analysis and descriptive analysis. The total number of respondents was 99 consumers, divided into 48 people who made more than one purchase and 51 people who made only one purchase and did not want to buy again. The results showed that internal factors in the form of motivation and perception affect the decision to purchase matcha drinks, while internal factors of lifestyle and external factors (social class and reference group) have no effect on the decision to purchase matcha drinks MatchaTi Pogung Branch.

Keywords: Purchase Decisions, Consumers, Matcha Drinks