

Ainaya Alfatihah Fikrulhaq. 2025. Faktor-Faktor yang Memengaruhi Keputusan Pembelian Kopi Rebus Robusta Merapi (Studi Kasus di Warung Kopi Merapi Sleman Yogyakarta). Dibawah arahan Indah Widowati dan Budiarto.

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan persepsi konsumen, pengetahuan produk, kelompok acuan, lingkungan dan situasi konsumen, serta keputusan pembelian terhadap kopi rebus robusta Merapi di Warung Kopi Merapi, (2) menganalisis pengaruh persepsi konsumen, pengetahuan produk, kelompok acuan, serta lingkungan dan situasi konsumen terhadap keputusan pembelian kopi rebus robusta Merapi di Warung Kopi Merapi. Penelitian menggunakan metode deskriptif kuantitatif dengan pendekatan studi kasus. Metode pengambilan sampel menggunakan *accidental sampling* sebanyak 60 responden. Data yang digunakan merupakan data primer dan sekunder dengan metode pengumpulan data yang dilakukan dengan cara wawancara, kuesioner, dokumentasi, dan studi pustaka. Metode analisis yang digunakan dalam penelitian ini menggunakan analisis deskriptif dan regresi linier berganda. Hasil penelitian menyatakan bahwa (1) Konsumen memiliki persepsi positif terhadap kopi rebus robusta Merapi terkait kualitas rasa dan kesesuaian harga. Pengetahuan produk mencerminkan bahwa konsumen memiliki pemahaman yang baik mengenai kopi rebus robusta Merapi. Kelompok acuan, seperti teman, keluarga, dan komunitas, berperan dalam memengaruhi keputusan pembelian kopi rebus robusta Merapi melalui rekomendasi maupun pengalaman bersama. Selain itu, faktor lingkungan dan situasi, seperti suasana dan kenyamanan di Warung Kopi Merapi turut memberikan pengaruh terhadap keputusan konsumen saat membeli kopi rebus robusta Merapi. Konsumen Warung Kopi Merapi telah memiliki keyakinan dalam membeli kopi rebus robusta Merapi, yang ditunjukkan melalui keputusan pembelian yang didasari pengalaman dan kepuasan terhadap produk, (2) Persepsi konsumen, pengetahuan produk, kelompok acuan, serta lingkungan dan situasi konsumen berpengaruh terhadap keputusan pembelian kopi rebus robusta Merapi di Warung Kopi Merapi.

Kata kunci: Keputusan Pembelian, Kelompok Acuan, Kopi Merapi, Lingkungan dan Situasi, Pengetahuan Produk, Persepsi Konsumen.

Ainaya Alfatihah Fikrulhaq. 2025. *Factors Influencing the Purchase Decision of Merapi Robusta Boiled Coffee (A Case Study at Warung Kopi Merapi Sleman Yogyakarta)*. Supervised by Indah Widowati and Budiarto.

ABSTRACT

This study aimed to (1) describe the consumer perception, product knowledge, reference group, consumer environment and situation, as well as purchase decision regarding Merapi robusta boiled coffee at Warung Kopi Merapi, and (2) analyze the influence of consumer perception, product knowledge, reference group, and consumer environment and situation on the purchase decision of Merapi robusta boiled coffee at Warung Kopi Merapi. The study employed a quantitative descriptive method with a case study approach. The sampling method used was accidental sampling with a total of 60 respondents. The data consisted of primary and secondary data collected through interviews, questionnaires, documentation, and literature study. The analysis methods applied were descriptive analysis and multiple linear regression analysis. The results showed that (1) consumers had a positive perception of Merapi robusta boiled coffee in terms of taste quality and price suitability. Product knowledge reflected that consumers had a good understanding of Merapi robusta boiled coffee. Reference groups, such as friends, family, and communities, played a role in influencing the purchase decision of Merapi robusta boiled coffee through recommendations and shared experiences. In addition, environmental and situational factors, such as the atmosphere and comfort at Warung Kopi Merapi, also influenced consumers' decisions when purchasing Merapi robusta boiled coffee. Consumers of Warung Kopi Merapi had confidence in purchasing Merapi robusta boiled coffee, as indicated by purchase decisions based on experience and satisfaction with the product. (2) Consumer perception, product knowledge, reference group, and consumer environment and situation significantly influenced the purchase decision of Merapi robusta boiled coffee at Warung Kopi Merapi.

Keywords: Purchase Decision, Reference Group, Merapi Coffee, Environment and Situation, Product Knowledge, Consumer Perception