**ABSTRACT**

Raymond Hartawan / 72150233 / 2019 / *Analysis of Consumer Preference Factors at Kata Kopi Cafe in North Jakarta* / Rita Eka Setianingsih, S.E., M.M.

*Over time, various brands and coffee shops or cafes sprang up around the community. Many of the growth of cafes in Indonesia are also caused by increasing coffee consumption per year. Consumer preferences are very important to consider when creating a cafe business. This research will find out the characteristics of consumers, the decision-making process, and the factors that influence consumers' preferences of Kata Kopi cafe.*

*In this study, the theories used are marketing mix, consumer perception, consumer preferences, and buyer decision process. Consumer characteristics and buyer decision process will be analyzed descriptively from the data collected. The variables of the marketing mix will be used to look for factors that influence consumer preferences.*

*The sampling technique used is in the form of non-probability sampling with a judgment sampling approach, while the data collection technique used is a communication technique by distributing questionnaires for obtaining data. This study will use factor analysis, which is the method of transforming the original variable into a new variable, the noncorrelation variable, called the factor. Processing data using Microsoft Excel 2007 and SPSS 22 software.*

*Based on the results of factor analysis, out of the 10 dimensions analyzed, there are three factors that influence consumers' preferences of Kata Kopi cafe, namely, product factor, brand factor, and price factor. The product factor consists of two dimensions, namely product quality and price suitability with product benefits. Brand factor consist of four dimensions, namely product style, brand image, advertising, and favorable. The price factor consists of three dimensions, namely price affordability, price compatibility with product quality, and price competitiveness.*

*The conclusion of this study is that the characteristics of consumers who visit the Kafe Kopi coffee shop are people who have an undergraduate education level, aged 15-25 years, have a job as a student / student, and have an income of less than Rp 3 million per month. In the stage of introduction of needs in the decision making process, the main goal of consumers to visit the Kata Kopi cafe is to conduct informal activities, namely chatting and discussion. When visiting consumers of the Kata Kopi cafe for more than an hour. The frequency of buying cafe consumers Kata Kopi on average in a month is 1-2 times. At the information seeking stage in the decision-making process, consumer information sources about Kata Kopi cafe comes from personal sources, namely friends, relatives, and family. At the alternative evaluation stage in the decision-making process, the two cafe brands that are considered by consumers in addition to the Kata Kopi cafe are Starbucks and Coffee Bean. Most consumers feel "neutral", or feel disagree or agree to make the word Kopi their priority when faced with a variety of coffee brand choices. At the post-purchase stage in the decision-making process, some large consumers of consumers agree that they are satisfied after visiting the Kata Kopi cafe. Most consumers agree to recommend the Kata Kopi cafe to others. There are three factors that influence cafe consumer preferences Kata Kopi, product, brand, and price factors. The factor that influence the most is product factor.*