

## ABSTRACT

*The emergence of a coffee shop-coffee shop in the middle of city of Bandung makes the culture of drinking coffee inherent in various circles. For business people in this field, it requires having a strategy to advance their business so they can survive in the midst of business competition. Behind the appearance of the coffee shop-coffee shop, there is a coffee shop business that until now still persists, it can even have several branches in the city of Bandung and outside the city of Bandung. This makes coffee shop business players can continue to expand their business and can compete with coffee shops in the city of Bandung.*

*This study aims to analyze indicators of success factors in the coffee shop business in the city of Bandung. Indicators of business success factors include Start up planning, Managing Risk, Learning, Networking, Managing Human Resource, and Managing Finance.*

*In this study using a qualitative research methods with a descriptive and multi-case presentation to find similarities and differences in success factors in the three coffee shops. The data source used in this study is the coffee shop businessman, whose business has been long-lasting and has several branches. For data obtained by interviews, observations, and documentation. In the data validity technique in this study using triangulation of sources to test the credibility of the data is done by checking the data that has been obtained through several different sources using the same technique.*

*From the result of research obtained from the indicator of Start Up Planning, Managing Risk, Learning, Networking, Managing Human Resources, and Managing Finance, the three coffee shop business actors have implemented stages well from the six attributes above, so the success factors the business that is in the coffee shop business has been implemented with the persistence of the coffee shop business in the middle of emergence of the coffee shop. The six indicator above the most dominant factor according to the first and second business actors is Start up planning, while according to the third business actor is Networking.*

*Based on the application of the success factors method in the three coffee shop businesses, the suggestion of the researcher, that for every coffee shop businessman, it is necessary to pay attention to the success factors, because from the initial planning, marketing, finance, HR, if it has been set correctly then the business will be run will be in accordance with the process. Researchers suggest especially on online marketing which can be further increased for sales, because for now social media is a place to access information, so that coffee shops can be more intense in using social media such as websites, instagram and ecommerce.*

*Keywords : Coffee, Coffee shop, Business Success Factors*