

ABSTRACT

Analysis of Consumer Preference Factors in Choosing a Coffeeshop in Bandung City

With the development of the times, a new trend in consuming coffee drinks has emerged resulting in a change from consuming coffee drinks as a necessity to eliminate drowsiness into a lifestyle. This study aims to find out the factors on what attributes are the preferences of consumers in choosing a coffeeshop in The City of Bandung. This research uses quantitative method with descriptive research type. Sampling was conducted by Nonprobability sampling with the number of respondents 300 consumer coffee shop in the city of Bandung. The data analysis techniques used are Kaiser-Mayer-Olkin factor test analysis (KMO) and Barlett's Test using SPSS version 24. Based on the technique of factor analysis using 7 attributes, the results of this study produced important factors for consumers in choosing a coffee shop in Bandung, namely factors in product attributes. In this study there are important factors in product attributes when consumers choose coffee shops in the city of Bandung.

Keywords: Consumer Preferences, coffeeshop, attribute.