

ABSTRACT

The growth of the national coffee consumption rate which is getting higher every year makes the coffee beverage industry more competitive, as happened with Kopi Kenangan. At this time, Kopi Memories has not been maximized in its performance in providing services to prospective customers based on the number of outlets, quality based on Top Brand institutions and popularity.

So it is necessary to do this research which will help to improve the performance, by conducting this research aims to determine the factors that influence consumers in deciding to buy products at Kopi Kenangan Indonesia.

Data collection in this study will be carried out through the distribution of online questionnaires through social media to 400 respondents who are calculated using the Slovin formula. The questionnaire scale used is a 4 Likert scale. Once collected, it will be processed using statistical software, namely SPSS with Principal Component Analysis.

It was concluded that there were four new factor groups formed with factor 1 or Health Reasonable Limit consisting of habits and health reasons. Then a new factor is formed with a factor of 2 or Cafe Quality which consists of taste, quality and percentage in the store. Then, a new factor is formed with factor 3 or Cafe Strategy which consists of advertising and convenience. Then, a new factor is formed with a factor of 4 or Testimonials consisting of the opinion of friends.

So it is suggested that the new factor 1 or Health Reasonable Limit has a value of 28.098% which is higher than factor 2 or Cafe Quality, factor 3 or Cafe Strategy, and factor 4 or Testimonials so that Kopi Kenangan Indonesia can focus on building and developing factors that contain factors 1 or Health Reasonable Limit which consists of health habits and reasons so that it will form good consumer buying decisions with the right marketing strategy

Keywords: *Purchase Decision Factors, Memories Coffee and Main Component Analysis*