

ABSTRAK

Putra, Yahya Uzet Vradana. 2014 Thesis. Title: "Analysis of Factors of Consumer Behaviour Coffee Shop In Malang (The Case Study Coffee Shop in District Klojen And Lowok Waru Malang)

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Keywords : Consumer Behavior Factors, Coffee Shop

Based on studies conducted by Nielsen (2012) in nine major cities in Indonesia , the number of visitors increased coffee shop nearly tripled in the last three years. In Malang coffee shop business more and more, according to a study Reza Dwiyan Nurazizi (2013) there is a coffee drinking culture in Malang City. Analysis of consumer behavior factors is necessary for the company to be able to determine appropriate marketing strategy.

The purpose of this study is (a) Identifying consumer characteristics coffee shop visitors in Malang (b) To determine the factors that consumers consider visitors coffee shop in Malang .

This study was conducted in 5 coffee shop located in two districts in the city of Malang, namely districts Klojen and Lowok Waru, who goes into the category of such research (Excelso, Ria Djenaka, Doble Dippes, Jungle Cave and IT shops). The analysis tools used are validity, reliability, and factor analysis .

In this study the variables used are the cultural, social, personal and psychological . The results of this study are, by the method of rotation of factor analysis 4 variables into two variables were used as factors of consumer behavior of visitors coffee shop in Malang . That factor 1 [Personal (Item x2.2 Friends, Item x2.3 Job status, Item x3.1 Type of job, items x3.2 Types of Income, Item x3.3 State Economic, x3.4 Item Lifestyle, Item x3.5 Self-Concept, Item x4.1 Convenient, Item x4.2 Self Actualization)] . Factor 2 [Culture covers (Item X1.1 Personal and Social Values, Item X1.2 Desire, Item x1.3 Habit, Item x1.4 Geographic Malang, Item x2.1 Family, Item x2.4 Community, Item x2.5 Role and Status, Item x4.3 Relax)]