

INTISARI

Kopi Arabika Java Sindoro-Sumbing merupakan kopi Arabika Temanggung yang berlabel Indikasi Geografis. Jenis produk pengolahan kopi yang paling banyak dihasilkan adalah *green bean*. *Green bean* Kopi Arabika Java Sindoro-Sumbing yang berlabel Indikasi Geografis dipasarkan ke konsumen bisnis, yaitu pemilik kedai kopi dan *roastery*. Penelitian ini bertujuan untuk melakukan kategorisasi minat beli konsumen bisnis terhadap Kopi Arabika Java Sindoro-Sumbing yang berlabel Indikasi Geografis. Penelitian dilakukan dengan menggunakan kuesioner yang disebarakan ke pemilik kedai kopi dan *roastery* dengan teknik total sampling. Pengolahan data pada penelitian ini menggunakan metode statistik deskriptif. Variabel-variabel yang digunakan yaitu minat beli, kualitas produk, harga, *perceived value*, promosi dan *product knowledge*. Hasil penelitian menunjukkan bahwa konsumen bisnis mempunyai minat beli yang sangat tinggi terhadap Kopi Arabika Java Sindoro-Sumbing yang berlabel Indikasi Geografis. Dari hasil skor pengkategorisasian, variabel *product knowledge* termasuk kedalam kategori tinggi sedangkan variabel kualitas produk, harga, *perceived value* dan promosi termasuk kedalam kategori sangat tinggi dalam mempengaruhi minat beli konsumen bisnis terhadap Kopi Arabika Java Sindoro-Sumbing yang berlabel Indikasi Geografis. Skor pengkategorisasian paling tinggi yaitu pada variabel kualitas produk.

Kata kunci : indikasi geografis, kategorisasi, konsumen bisnis, kopi, minat beli

ABSTRACT

Arabica Java Sindoro-Sumbing Coffee is Temanggung Arabica coffee with a Geographical Indication label. The most widely produced type of coffee processing product is green beans. Green beans for Arabica Java Sindoro-Sumbing Coffee with a Geographical Indication label are marketed to business consumers, namely coffee shop and roastery owners. This study aimed to determine the categorization of business consumers purchase intention in Arabica Java Sindoro-Sumbing Coffee labelled with Geographical Indications. The study was conducted using a questionnaire distributed to owners of coffee shops and roasteries with total sampling technique. The variables used are purchase intention, product quality, price, perceived value, promotion and product knowledge. Data processing used descriptive statistical methods. The results showed that business consumers for Arabica Java Sindoro-Sumbing Coffee labelled with Geographical Indications had a very high purchase intention. From the categorization score, product knowledge variable included in the high category while product quality, price, perceived value and promotion variables included in the very high category that affecting business consumers purchase intention in Arabica Java Sindoro-Sumbing Coffee with a Geographical Indication label. The highest categorization score is on the product quality variable.

Keywords: *business consumer, categorization, coffee, geographical indication, purchase intention*