

ABSTRAK

Pandemi COVID-19 mengubah seluruh aspek kehidupan masyarakat termasuk kegiatan perekonomian salah satunya bisnis *coffee shop*. Daerah Istimewa Yogyakarta khususnya Kabupaten Sleman sebagai daerah dengan pertumbuhan bisnis *coffee shop* yang cukup pesat pun turut terdampak dengan adanya pandemi. Pembatasan Sosial Berskala Besar yang diterapkan oleh pemerintah membuat banyak *coffee shop* kesulitan untuk bertahan sehingga beberapa *coffee shop* memutuskan untuk menutup gerainya. Untuk menghadapi situasi tersebut, sebagian besar *coffee shop* menghadirkan kopi literan sebagai inovasi produk yang dapat memenuhi keinginan konsumen untuk minum kopi di rumah. Adapun tujuan dari penelitian ini adalah menganalisis karakteristik konsumen kopi literan, menganalisis faktor-faktor yang mempengaruhi keputusan pembelian kopi literan, serta merancang rekomendasi masukan untuk menyusun strategi pemasaran kopi literan. Analisis dilakukan menggunakan gabungan dari *Theory of Planned Behavior* dan model Perilaku Konsumen untuk selanjutnya dianalisis menggunakan metode *Partial Least Square- Structural Equation Modelling*. Pada penelitian ini, terdapat 30 responden pada kuesioner pendahuluan dan 129 responden pada kuesioner utama yang didapatkan melalui teknik *purposive sampling*. Selain kuesioner, dilakukan wawancara kepada lima manajemen *coffee shop* di Kabupaten Sleman untuk mendapatkan informasi mengenai kopi literan dari perspektif produsen. Hasil dari analisis yang telah dilakukan adalah keputusan pembelian konsumen kopi literan yang sebagian besar merupakan mahasiswa perempuan berusia 18-22 tahun dipengaruhi dengan kuat oleh niat pembelian. Adapun niat pembelian dipengaruhi oleh norma subjektif dan norma subjektif dipengaruhi oleh bauran pemasaran. Berdasarkan hal tersebut dilakukan penyusunan rekomendasi strategi pemasaran kopi literan.

Kata kunci: keputusan pembelian, *theory of planned behavior*, perilaku konsumen, *partial least square- structural equation modelling*, kopi literan.

ABSTRACT

The COVID-19 pandemic has changed all aspects of people's lives, including economic activities, the coffee shop business is one of them. The Special Region of Yogyakarta, especially Sleman Regency as an area with a fairly rapid growth of the coffee shop business, was also affected by the pandemic. Large-Scale Social Restrictions (PSBB) implemented by the government made a difficult condition for many coffee shops to survive, then some coffee shops decided to close their outlets. To deal with this situation, most coffee shops produce bottled-coffee as a product innovation that can fulfill consumers' desire to drink coffee at home. The purpose of this study is to analyze the bottled-coffee consumers characteristics, analyze the factors that influence the purchase decision of bottled-coffee, and design recommendations to develop a bottled-coffee marketing strategy. The analysis was carried out using a combination of Theory of Planned Behavior and the Consumer Behavior Model, then analyzed using the Partial Least Square-Structural Equation Modeling method. In this study, there were 30 respondents in the preliminary questionnaire and 129 respondents in the main questionnaire obtained through purposive sampling technique. Interviews were also conducted with five coffee shops management in Sleman Regency to obtain information about bottled-coffee from the producer's perspective. The result of this study is that the purchasing decisions of bottled-coffee consumers mostly are female college students aged 18-22 years. They are strongly influenced by purchase intention. Meanwhile, purchase intention is influenced by subjective norms and subjective norms is influenced by marketing mix. Based on this study, the author give some recommendations for developing marketing strategy of bottled-coffee.

Keywords: purchase decision, theory of planned behavior, consumer behavior, partial least square-structural equation modelling, bottled coffee.