

ABSTRAK

Perkembangan teknologi yang semakin maju, menjadikan munculnya beberapa inovasi baru di bidang makanan dan minuman yang cukup menarik minat masyarakat Indonesia. Produk minuman *bubble tea* merupakan salah satu minuman yang cukup *tren* dalam beberapa tahun terakhir dan banyak diminati. Fenomena ini mengakibatkan munculnya berbagai macam gerai minuman *bubble tea* baru di Indonesia. Generasi *milenial* juga berlomba-lomba untuk mencoba berbagai *varian* yang ditawarkan dari beberapa *merk* berbeda. Menurut pengamat ekonomi dan bisnis Indef, permintaan masyarakat yang terus meningkat akan minuman praktis dan lebih sedikit mengandung bahan pengawet menjadi salah satu alasan mengapa minuman ini eksis.

Tujuan penelitian ini adalah untuk mendapatkan karakteristik konsumen minuman *bubble tea* di Daerah Istimewa Yogyakarta (DIY) dan mengetahui apakah faktor kebudayaan, sosial, pribadi, dan psikologis mempengaruhi perilaku konsumen dalam keputusan pembelian minuman *bubble tea*. Variabel yang digunakan meliputi faktor kebudayaan, sosial, pribadi, dan psikologis.

Metode analisis yang digunakan adalah metode analisis regresi linier berganda. Pengambilan sampel dilakukan menggunakan metode *purposive sampling* dan didapatkan jumlah sampel sebanyak 200 orang. Hasil penelitian ini menunjukkan bahwa faktor kebudayaan, sosial, pribadi, dan psikologis berpengaruh secara simultan dan signifikan terhadap keputusan pembelian minuman *bubble tea*. Sementara itu, berdasarkan hasil uji t didapatkan hasil bahwa faktor kebudayaan tidak memiliki pengaruh secara parsial dan signifikan terhadap keputusan pembelian minuman *bubble tea* sedangkan, faktor sosial, pribadi dan psikologis memiliki pengaruh secara parsial dan signifikan terhadap keputusan pembelian. Didapatkan nilai koefisien determinasi (*adjusted R square*) sebesar 28,5% yang menunjukkan bahwa kontribusi faktor kebudayaan, sosial, pribadi, dan psikologis terhadap keputusan pembelian minuman *bubble tea* di DIY cukup kecil. Persamaan regresi yang di dapatkan adalah $KP = 10,702 + 0,048B + 0,252S + 0,193P + 0,164PS$. Pada penelitian ini, didapatkan hasil bahwa faktor sosial paling berpengaruh terhadap keputusan pembelian minuman *bubble tea*. Kesimpulan yang dapat diambil, yaitu penelitian ini memberi rekomendasi terhadap industri bidang makanan dan minuman untuk mempertimbangkan faktor sosial dalam penerapan strategi bisnis.

Kata Kunci: *Bubble tea*, DIY, Keputusan Pembelian, Regresi Linier Berganda, Perilaku Konsumen.

ABSTRACT

The advancement of technology has resulted in the emergence of several new innovations in the food and beverage sector that are quite appealing to the Indonesian people's interest. Bubble tea beverage products are one of the drinks that have become very popular in recent years. This phenomenon has led to the establishment of numerous new bubble tea beverage outlets in Indonesia, particularly in the Special Region of Yogyakarta. People, particularly the millennial generation, are also competing to try various variants offered by various brands. According to economic and business observer Indef, one of the reasons for the existence of boba drinks is the growing public demand for practical drinks with fewer preservatives.

In order to determine whether cultural factors, social factors, personal factors, or psychological factors affect consumer behavior when making bubble tea drink purchases in the Special Region of Yogyakarta, this research aims to collect consumer characteristics of bubble tea beverages in that area. Cultural, social, personal, and psychological aspects are among the variables used.

A multiple linear regression analysis method was used for the analysis. Respondents were given questionnaires as part of the sampling process, which used the purposive sampling technique. There were as many as 200 respondents in this survey. The findings of this research show that cultural factors, social factors, individual characteristics, and psychological aspects all simultaneously and significantly affect the choice to purchase a bubble tea drinks. On the other side, according to the findings of the t-test, cultural variables did not have a partial and significant impact on consumers decisions to buy bubble tea drinks, although social factors, individual factors, and psychological factors did. After that, a value of 28.5% for the coefficient of determination (adjusted R square) was found, indicating that only a minor amount of cultural, social, individual, and psychological aspects contributed to people's decisions to purchase bubble tea in Yogyakarta Special Region. $KP = 10.702 + 0.048B + 0.252S + 0.193P + 0.164PS$ is the regression equation that was found. According to this research, social variables had the biggest impact on participants' choices about bubble tea purchases. The research's main finding, that social aspects should be taken into consideration while implementing business strategies, is the conclusion that can be formed from it.

Keywords: Bubble Tea, Consumer Behavior, DIY, Multiple Linear Regression, Purchasing Decision.