

## ABSTRAK

Prospek bisnis kedai kopi di Indonesia semakin besar. Riset yang dilakukan oleh Toffin mengungkapkan bahwa di tahun 2019 bisnis kedai kopi mencapai nilai pasar Rp4,8 triliun per tahun. Di Yogyakarta, Komunitas Kopi Nusantara mencatat bahwa di tahun 2022 terdapat lebih dari 3.000 kedai kopi dengan perputaran uang lebih dari Rp360 miliar per tahun. Fore Coffee sebagai salah satu bisnis dan brand kedai kopi yang ada di Yogyakarta menduduki peringkat 4 Top Brand Index di tahun 2022. Vico Lomar memiliki misi bagi Fore Coffee untuk mempertegas keberadaan brand-nya di berbagai kalangan. Di tengah ketatnya persaingan berbagai *brand* kedai kopi, hal ini menjadi tantangan tersendiri bagi Fore Coffee untuk mewujudkan misinya. Untuk mempertegas *brand*, Fore Coffee perlu memahami *brand personality* yang dimiliki. Berangkat dari sini, peneliti melakukan penelitian yang bertujuan untuk menentukan pengaruh *brand personality* terhadap keputusan pembelian konsumen di Fore Coffee Yogyakarta. Pengumpulan data dilakukan pada 103 responden melalui penyebaran kuesioner secara luring di gerai Fore Coffee yang terletak di Jalan Kaliurang KM 5, Karangwuni, Caturtunggal, Depok, Sleman, Daerah Istimewa Yogyakarta. Analisis data menggunakan metode regresi linier berganda dengan uji F ANOVA, uji koefisien determinasi, dan uji parsial t dengan *software* IBM SPSS Statistics 26. Hasil uji F ANOVA menunjukkan bahwa kelima dimensi *brand personality* secara simultan memberikan pengaruh yang signifikan terhadap keputusan pembelian konsumen di Fore Coffee Yogyakarta dengan R square pada uji koefisien determinasi sebesar 0,65. Uji parsial t menunjukkan bahwa dimensi *brand personality* yang berpengaruh signifikan terhadap keputusan pembelian konsumen di Fore Coffee Yogyakarta adalah *sincerity* dan *competence*.

Kata Kunci : *Brand Personality*, Perilaku Konsumen, Keputusan Pembelian, Fore Coffee Yogyakarta, Regresi Linier Berganda

## **IMPACT ON CONSUMER PURCHASE DECISION OF FORE COFFEE IN YOGYAKARTA**

### **ABSTRACT**

The business prospects of coffee shops in Indonesia are growing larger. Research conducted by Toffin revealed that in 2019, the coffee shop business reached a market value of Rp4.8 trillion per year. In Yogyakarta, the Kopi Nusantara Community noted that in 2022, there were more than 3,000 coffee shops with a turnover of over Rp360 billion per year. Fore Coffee, as one of the coffee shop businesses and brands in Yogyakarta, ranked 4th in the Top Brand Index in 2022. Vico Lomar has a mission for Fore Coffee to strengthen its brand presence among various groups. In the midst of intense competition among various coffee shop brands, this poses a challenge for Fore Coffee to realize its mission. To strengthen the brand, Fore Coffee needs to understand its brand personality. Based on this, the researcher conducted a study aimed at determining the influence of brand personality on consumer purchasing decisions at Fore Coffee Yogyakarta. Data collection was conducted on 103 respondents through offline distribution of questionnaires at the Fore Coffee outlet located on Jalan Kaliurang KM 5, Karangwuni, Caturtunggal, Depok, Sleman, Yogyakarta Special Region. Data analysis was performed using multiple linear regression with the F ANOVA test, coefficient of determination test, and partial t-test using IBM SPSS Statistics 26 software. The results of the F ANOVA test showed that all five dimensions of brand personality together have a significant influence on consumer purchasing decisions at Fore Coffee Yogyakarta, with an R square value of 0.65 in the coefficient of determination test. The partial t-test showed that the brand personality dimensions that have a significant influence on consumer purchasing decisions at Fore Coffee Yogyakarta are sincerity and competence.

**Keywords :** Brand Personality, Consumer Behavior, Purchase Decision, Fore Coffee Yogyakarta, Multiple Linear Regression