

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui *consumption value* dan *customer experience* pada kedai kopi konsep *slow bar* dan *non slow bar* serta perbedaan yang terdapat diantara keduanya. Desain penelitian kualitatif, menggunakan metode pengumpulan data wawancara semi terstruktur dengan metode *convenience*, menggunakan metode analisis data yaitu *thematic analysis*. Informan pada penelitian ini adalah pelanggan kedai kopi konsep *slow bar* dan kedai kopi konsep *non slow bar*. Jumlah informan pada penelitian ini adalah 26 orang informan yang terdiri dari 13 orang informan pada kedai kopi konsep *slow bar* dan 13 orang informan pada kedai kopi konsep *non slow bar* yang telah memenuhi kriteria yaitu pelanggan yang melakukan kunjungan ke kedai kopi konsep *slow bar* dan *non slow bar* dan yang berusia minimal 18 tahun. Teknik pengambilan data menggunakan *non-probability sampling* dengan metode *purposive*, sedangkan uji validitas triangulasi menggunakan teori, wawancara, dokumentasi dan observasi lapangan. Uji reliabilitas data penelitian dengan menggunakan *second interpreter* atau penafsir kedua, yaitu peneliti lain yang memahami teknik analisis penelitian kualitatif dengan 75% tingkat kemiripan *interrater reliability (IRR)*.

Hasil penelitian ini menunjukkan adanya perbedaan *consumption value* dan *customer experience* pada kedai kopi konsep *slow bar* dan *non slow bar*. Selain itu, ditemukan juga hubungan kesamaan antara nilai *epistemic* pada *consumption value* dengan dimensi *think* pada *customer experience* dan nilai *emotional* pada *consumption value* dengan dimensi *feel* pada *customer experience*. Hasil penelitian juga menunjukkan dimensi *sense* memberikan pengaruh munculnya dimensi *feel* baik pada kedai kopi konsep *slow bar* dan *non slow bar*. Melalui penelitian ini diharapkan dapat menambah wawasan dan pengetahuan terkait *consumption value* dan *customer experience* pada kedai kopi konsep *slow bar* dan *non slow bar*.

**Kata Kunci:** *Consumption Value, Customer Experience, Kedai Kopi Konsep Slow Bar, Kedai Kopi Konsep Non Slow Bar.*

## ABSTRACT

This research was conducted to find out the consumption value and customer experience in slow bar and non-slow bar concept coffee shops and the differences between them. Qualitative research design, using semi-structured interview data collection methods with convenience methods, using data analysis methods, namely thematic analysis. The informants in this study were customers of slow bar concept coffee shops and non-slow bar concept coffee shops. The number of informants in this study was 26 informants consisting of 13 informants at slow bar concept coffee shops and 13 informants at non-slow bar concept coffee shops who met the criteria, namely customers who visited slow bar and non-slow bar concept coffee shops and who were at least 18 years old. The data collection technique uses non-probability sampling with purposive method, while the triangulation validity test uses theory, interviews, documentation and field observations. Test the reliability of research data using a second interpreter, namely other researchers who understand qualitative research analysis techniques with 75% interrater reliability (IRR).

The results of this study show that there are differences in consumption value and customer experience in slow bar and non-slow bar coffee shops. In addition, there is also a similarity relationship between the epistemic value of consumption value and the think dimension of customer experience and the emotional value of consumption value and the feel dimension of customer experience. The results also show that the sense dimension influences the emergence of the feel dimension in both slow bar and non slow bar concept coffee shops. Through this research, it is hoped that it can add insight and knowledge related to consumption value and customer experience in slow bar and non slow bar concept coffee shops.

**Keywords:** Consumption Value, Customer Experience, Slow Bar Concept Coffee Shop , Non Slow Bar Concept Coffee Shop .