

Budaya minum kopi merupakan suatu *trend* baru yang muncul di berbagai kalangan masyarakat pada saat ini khususnya bagi anak muda. Hal tersebut memancing para pebisnis mendirikan kedai kopi, khususnya kedai kopi lokal yang tumbuh pesat beberapa tahun belakangan khususnya di daerah Sleman, D.I. Yogyakarta, namun perkembangan tersebut tidak diiringi oleh kenaikan jumlah konsumen yang signifikan. Berdasarkan fenomena yang ditimbulkan maka konsumen semakin dihadapkan pada pilihan kedai kopi yang bervariasi, sehingga persaingan usaha kedai kopi semakin ketat, dengan dibuktikannya terdapat beberapa kedai kopi di daerah Sleman yang tutup, untuk itu pelaku usaha harus mengetahui suara konsumen, seperti kriteria- kriteria yang menjadi faktor yang berpengaruh terhadap minat beli konsumen agar pelaku usaha yang mendirikan kedai kopi dapat bersaing dengan pelaku usaha lainnya, sehingga dapat menyusun strategi dengan mengetahui faktor- faktor yang mempengaruhi minat beli di kedai kopi yang dikhususkan pada kelas kedai kopi lokal di daerah Sleman, D.I. Yogyakarta yang hanya menjual minuman kopi, non kopi dan makanan ringan saja.

Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran dan lingkungan fisik terhadap minat beli baik secara bersamaan, maupun secara parsial. Metode pengolahan data yang digunakan dalam penelitian ini yaitu metode deskriptif kuantitatif, pengumpulan data dengan *non probability sampling* dengan teknik *purposive sampling*. Responden penelitian ini sejumlah 100 yang merupakan konsumen kedai kopi yang telah ditentukan, dan sudah pernah membeli produk kopi dari kedai kopi tersebut minimal 2 kali. Analisis data yang digunakan dalam penelitian ini secara urut yaitu uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji simultan (uji F), uji parsial (uji t), dan uji kelayakan model.

Berdasarkan dari hasil penelitian, didapatkan bahwa bauran pemasaran dan lingkungan fisik berpengaruh positif signifikan terhadap minat beli kedai kopi di Sleman D.I. Yogyakarta. Total kontribusi untuk keseluruhan faktor (*adjusted R²*) sebesar 52,4%. Secara parsial, berdasarkan 4 variabel bauran pemasaran yang diujikan terdapat 2 variabel bauran pemasaran yang berpengaruh positif signifikan terhadap minat beli yaitu, variabel harga dan promosi, berdasarkan 2 variabel lingkungan fisik yang diujikan didapatkan keseluruhan variabel berpengaruh positif signifikan terhadap minat beli yaitu variabel *interior* dan *ambiance*.

Kata kunci : Bauran pemasaran, lingkungan fisik, kedai kopi, minat beli, regresi linier berganda.

The culture of coffee drinking is a new trend that has been in various circles of society at this time especially for young people. It is fishing business people set up coffee shops, especially local coffee shops that grew rapidly in recent years, especially in the area of Sleman, D.I. Yogyakarta, but the developments are not accompanied by an increase in the number of consumers significant. Based on the phenomenon posed, consumers are increasingly faced with the selection of coffee shops that vary, so that the coffee shop business competition is increasingly tight, with the evidence there are several coffee shops in the area of Sleman which is closed (bankrupt), For that business actors must know the voice of consumers, such as the criteria that are the factors that influence the interest of buying consumers so that businesses who set up coffee shops can compete with other businesses, so that it can Strategize by knowing the factors that influence the interest of buying in coffee shops that are devoted to the class of local coffee shops in the area of Sleman, D.I. Yogyakarta which only sells coffee drinks, non-coffee and snacks. This research aims to determine the influence of the marketing mix and physical environment of the buying interest both simultaneously, and partially.

The data processing methods used in this study are quantitative descriptive methods, data collection with non-probability sampling with purposive sampling techniques. Respondents to this study several 100 that are consumers of pre-designated coffee shops, and have already purchased coffee products from the coffee shop at least 2 times. The analysis of the data used in this study in order is the validity test, reliability test, classical assumption test, multiple linear regression test, simultaneous test (F test), Partial test (t-test), and model feasibility test.

Based on the research, it is found that the marketing mix and physical environment significantly positively influence the interest in the purchase of coffee shops in Sleman D.I. Yogyakarta. Total contributions for the overall factor (adjusted R²) amounted to 52.4%. Partially, based on 4 variables the marketing mix is tested there are 2 variables of marketing mix that have significant positive effect on the buying interest ie, the variable price and promotion, based on 2 variables of the physical environment tested obtained by the overall variable of positive significance to the buying interest of the interior variables and ambiance.

Keywords : Buying interest, coffee shop, marketing mix, multiple linear regression, physical environment