



INTISARI

Penelitian ini bertujuan untuk : (1) mengetahui persepsi konsumen terhadap atribut-atribut Ethikopia Coffebay (2) mengetahui faktor yang menjadi faktor utama konsumen ketika memilih Ethikopia Coffebay (3) mengetahui korelasi antara karakteristik konsumen dengan faktor utama penentu pemilihan Ethikopia Coffebay. Lokasi penelitian ditentukan dengan metode *purposive sampling* di Ethikopia Coffebay. Populasi dalam penelitian ini adalah semua konsumen Ethikopia Coffebay sementara itu sampel berjumlah 50 orang yang merupakan konsumen Ethikopia Coffebay yang diwawancarai dengan kuesioner. Pemilihan responden menggunakan *incidental sampling*. Metode analisis yang digunakan adalah uji persepsi, uji Wilcoxon dan rank spearman. Hasil penelitian menunjukkan bahwa konsumen Ethikopia Coffebay memiliki persepsi yang baik terhadap produk yang dijual di Ethikopia Coffebay. Prioritas utama konsumen ketika membeli produk di Ethikopia Coffebay adalah produk. Terdapat korelasi antara karakteristik umur dengan produk serta korelasi antara pendidikan dengan fasilitas.

Kata kunci : Persepsi, Konsumen, Ethikopia Coffebay



ABSTRACT

This study aims to: (1) determine consumer perceptions of the attributes of Ethikopia Coffeabay (2) determine which factors are the main factors of consumers when choosing Ethikopia Coffeabay (3) determine the correlation between consumer characteristics and the main determining factors for choosing Ethikopia Coffeabay. The research location was determined by the purposive sampling method at Ethikopia Coffeabay. The population in this study were all consumers of Ethikopia Coffeabay, while the sample consisted of 50 people who were Ethikopia Coffeabay consumers who were interviewed by questionnaire. Selection of respondents using incidental sampling. The analytical method used is the perception test, Wilcoxon test and rank spearman. The results showed that Ethikopia Coffeabay consumers have a good perception of the products sold at Ethikopia Coffeabay. The main priority of consumers when buying products at Ethikopia Coffeabay is products. There is a correlation between the age characteristics and the product and the correlation between education and facilities.

Key words: Perception, Consumers, Ethikopia Coffeabay