

INTISARI

TINGKAT LOYALITAS KONSUMEN KOPI ARABIKA DI KEDAI DONGENG KOPI KECAMATAN KALASAN KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA. 2018. NAJIB IKHSAN (Skripsi dibimbing oleh SUSANAWATI & DIAH RINA KAMARDIANI). Penelitian ini bertujuan untuk mendeskripsikan profil Kedai Dongeng Kopi, profil konsumen, tingkat loyalitas dan evaluasi produk yang dilakukan konsumen terhadap kopi arabika di Kedai Dongeng Kopi Yogyakarta . Metode yang digunakan dalam penelitian ini adalah deskriptif. Teknik pengambilan sampel menggunakan metode *accidental sampling* dengan jumlah responden sebanyak 100 orang. Hasil penelitian menunjukkan, rata-rata konsumen kopi arabika di Kedai Dongeng Kopi berusia antara 22-26 tahun dengan persentase responden laki-laki sebanyak 66 % dan perempuan sebanyak 34 %. Rata-rata status pekerjaan dari konsumen yaitu mahasiswa dan wiraswasta dengan pendapatan antara Rp 1.500.000 – Rp 3.000.000. Kedai Dongeng Kopi didirikan pada tanggal 7 Oktober 2012 dengan visi yaitu menjadi pemimpin pasar regional kopi yang terintegrasi dari kebun sampai ke konsumen. Fasilitas yang ada di kedai Dongeng Kopi antara lain ruang bacaan, kelas seduh kopi dan meja bar. Struktur organisasi di Kedai Dongeng Kopi antara lain pemilik kedai, manajer keuangan, manajer operasional, karyawan dapur, karyawan bar dan pramusaji. Menu minuman di Kedai Dongeng Kopi dibedakan menjadi tiga kategori antara lain *espresso based*, *manual brew* dan *non coffee*. Apabila dilihat dari tingkat loyalitas, maka konsumen dapat digolongkan menjadi switcher 72 %, habitual buyer 84 %, satisfied buyer 32 %, likes the brand 83 % dan committed buyer 77 %. Kepentingan atribut produk yang digunakan dalam penelitian ini antara lain kualitas, rasa, kemasan, menu, penyajian, pelayanan, sarana edukasi dan kenyamanan tempat yang semuanya termasuk dalam kategori penting dalam keputusan pembelian kopi arabika di Kedai Dongeng Kopi.

Kata kunci: Konsumen, Kopi Arabika, Tingkat Loyalitas

**TINGKAT LOYALITAS KONSUMEN KOPI ARABIKA
PADA KEDAI DONGENG KOPI DI KECAMATAN KALASAN
KABUPATEN SLEMAN**

*Loyalty Of Arabica Coffee Consumers In Dongeng Coffeeshop Kalasan District
Sleman Regency Regional Yogyakarta*

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ABSTRACT

The purpose of this research is to describe profile of consumer and profile of Dongeng Coffeeshop Yogyakarta, the level of loyalty and product evaluation of consumers against arabica coffee in Kedai Dongeng Kopi Yogyakarta. The methods used in this research is a descriptive. The technique of sampling method using accidental sampling by the number of respondents as many as 100 people. The results showed, arabica coffee consumer at the Dongeng Coffeeshop Yogyakarta between the ages of 22-26 years with the percentage of respondents are male as much as 66% and women by as much as 34%. The average consumer's employment status as a students and self-employed with income between Rp 1.5 million – Rp 3 million. Dongeng Coffeeshop is founded on October 7 2012 with the vision is becoming a regional market leader coffee that's integrated from the garden right through to the consumer. The existing facilities at the Dongeng Coffeeshop among other reading room, brewing class, and bar table. The organizational structure at the Dongeng Coffeeshop among others, the owner, finance manager, operations manager, kitchen crew, bar crew and waiters. Drinks menu in Dongeng Coffeeshop differentiated into three categories among other espresso based, manual and non-brew coffee. Levels of consumer loyalty is divided into five levels, namely switcher 72%, 84%, habitual buyers satisfied buyer 32%, likes the brand 83% and 77% cummitted buyer. The interests of product attributes that are used in this research include the quality, taste, packaging, menus, presentation, service, education and comfort means a place that they are included in the category are important in the buying decision arabica coffee in Dongeng Coffeeshop.

Keywords: Arabica Coffee, Consumer, Level of Consumer Loyalty