

ABSTRAK

WAPA AZKA, 2026. Analisis Preferensi Konsumen Terhadap Produk Kopi Susu Di Kedai Kopi (*Coffee Shop*) Kecamatan Ciamis. Di bawah bimbingan **IWAN SETIAWAN** dan **MOCHAMAD ARIEF RIZKI MAULADI**.

Perkembangan usaha kedai kopi di Kecamatan Ciamis semakin pesat seiring meningkatnya gaya hidup masyarakat dalam mengonsumsi kopi. Kondisi tersebut menyebabkan persaingan antar pelaku usaha semakin kompetitif sehingga diperlukan pemahaman mengenai preferensi konsumen sebagai dasar dalam pengembangan produk dan strategi pemasaran. Penelitian ini bertujuan untuk menganalisis preferensi konsumen terhadap produk kopi susu, mengukur tingkat kepuasan konsumen, serta mengidentifikasi makna kedai kopi bagi konsumen di Kecamatan Ciamis. Penelitian menggunakan metode studi kasus dengan pendekatan deskriptif kuantitatif. Pengambilan lokasi penelitian dilakukan secara purposive di lima kedai kopi di Kecamatan Ciamis, sedangkan responden dipilih menggunakan teknik *accidental sampling* sebanyak 50 orang. Data primer diperoleh melalui penyebaran kuesioner, wawancara, dan observasi, sedangkan data sekunder diperoleh dari Badan Pusat Statistik, buku, jurnal, dan literatur lainnya. Analisis data dilakukan secara deskriptif menggunakan Microsoft Excel dengan pengukuran menggunakan Skala Likert. Hasil penelitian menunjukkan bahwa preferensi konsumen terhadap produk kopi susu dipengaruhi oleh lima atribut, yaitu produk, harga, tempat, dan promosi. Tempat sebesar 60%, harga sebesar 40%, produk sebesar 56,99%, dan promosi sebesar 49,33%. Secara umum, tingkat kepuasan konsumen berada pada kategori puas. Selain sebagai tempat menikmati kopi, kedai kopi juga dimaknai sebagai ruang interaksi sosial, ruang produktivitas, dan tempat berkumpul bersama keluarga maupun teman, dengan mayoritas responden (58%) berkunjung untuk berkumpul bersama teman. Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas pelayanan dan kenyamanan tempat merupakan faktor utama yang dipertimbangkan konsumen dalam memilih kedai kopi. Oleh karena itu, pelaku usaha perlu mempertahankan kualitas pelayanan serta meningkatkan strategi promosi dan kualitas produk agar mampu meningkatkan kepuasan dan daya saing usaha.

Kata kunci: bauran pemasaran, kopi susu, kedai kopi, kepuasan konsumen, preferensi konsumen

ABSTRACT

WAPA AZKA, 2026. *Consumer Preference Analysis of Milk Coffee Products at Coffee Shops in Ciamis District. Under the supervision of IWAN SETIAWAN and MOCHAMAD ARIEF RIZKI MAULADI*

The rapid growth of coffee shops in Ciamis District has been driven by changes in people's lifestyles, where coffee consumption has become part of daily social activities. This development has intensified competition among coffee shop businesses, making it essential for business owners to understand consumer preferences as a basis for product development and marketing strategies. This study aimed to analyze consumer preferences for milk coffee products, measure consumer satisfaction, and identify the meaning of coffee shops from the consumers' perspective in Ciamis District. This study employed a case study method with a descriptive quantitative approach. The research locations were selected purposively from five coffee shops in Ciamis District, while 50 respondents were selected using an accidental sampling technique. Primary data were collected through questionnaires, interviews, and observations, while secondary data were obtained from Statistics Indonesia (BPS), books, journals, and other relevant literature. The data were analyzed descriptively using Microsoft Excel, and respondents' perceptions were measured using a Likert scale. The results showed that consumer preferences for milk coffee products were influenced by five attributes: product, price, place, and promotion. Place at 60%, price at 40%, product at 56.99%, and promotion at 49.33%. Overall, consumers expressed a satisfactory level of satisfaction with the milk coffee products. Furthermore, coffee shops were perceived not only as places to enjoy coffee but also as spaces for social interaction, productivity, and gathering with family and friends. Most respondents (58%) visited coffee shops primarily to spend time with friends. The study concludes that service quality and the comfort of the coffee shop are the most important factors influencing consumers' preferences when choosing a coffee shop. Therefore, coffee shop owners are encouraged to maintain service quality while improving promotional strategies and product quality to enhance customer satisfaction and strengthen business competitiveness.

Keywords: *consumer preference, milk coffee, coffee shop, consumer satisfaction, marketing mix*

