

TINGKAT MOTIVASI KONSUMEN KOPI ARABIKA DI KEDAI KLINIK KOPI

*Consumer Motivation Rate of Arabica Coffee
in Klinik Kopi Coffee Shop*

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Abstract

Coffee consumption is increasing and many coffee shops that are present in the community with a variety of innovations, encourage people continue to consume coffee. This study aimed to determine the profile of Klinik Kopi coffee shop, coffee consumer characteristics, and consumer motivation rate of arabica coffee in the Klinik Kopi coffee shop. The basic method of this research using descriptive analysis. Primary data were collected by deep interviews, and collection of secondary data obtained from related parties and documentation during the study. Respondents were taken from 40 coffee consumers who consume arabica coffee at the Klinik Kopi coffee shop with accidental sampling method. Consumer motivation level visits based on motivation theory of Herzberg. The results showed that Klinik Kopi coffee shop, founded with the goal of educating visitors about the coffee so crowded coffee lovers, characteristics of coffee consumer in Klinik Kopi coffee shop majority were in the age range 20-30 years, and the overall consumer motivation rate of arabica coffee at Klinik Kopi coffee shop there is in the high category.

Keywords: *coffee arabica, klinik kopi, consumer coffee, motivation levels.*