

ABSTRAK

Tingkat konsumsi kopi di Indonesia semakin meningkat. Hal ini dibarengi juga dengan maraknya kedai kopi di Indonesia. Lalu, Starbucks Coffee merupakan salah satu kedai kopi di Indonesia yang ikut berkompetisi di antara kedai kopi yang ada. Meskipun kompetisi kopi di Indonesia semakin panas, pihak Starbucks Coffee di Indonesia tetap bersikap positif terhadap perkembangan kompetisi kedai kopi di Indonesia. Maraknya kedai kopi di Indonesia justru dianggap sebagai minat minum kopi yang meningkat. Lalu, melihat beberapa sumber serta referensi, Starbucks Coffee mengandalkan Kualitas Produk, Harga, Atmosfer, *Word of mouth* dalam menjalankan bisnis mereka di bidang kedai kopi. Keterlibatan produk juga mempengaruhi minat beli. Lalu, salah satu pihak dari gerai Starbucks *Drive Thru* Hayam Wuruk yang berlokasi di Jakarta Pusat menyatakan bahwa kunjungan pelanggan menurun sebesar 50% sejak kemunculan COVID-19 di Indonesia pada Maret tahun 2020. Maka itu, penelitian ini ingin melihat apakah kualitas produk, harga, keterlibatan produk, atmosfer, *word of mouth* masih berpengaruh positif terhadap minat beli pelanggan di Starbucks *Drive Thru* Hayam Wuruk Jakarta Pusat setelah kemunculan COVID-19 di Indonesia. Terdapat 5 hipotesis yang penelitian ini yaitu: (1) Kualitas Produk berpengaruh positif terhadap minat beli pelanggan; (2) Harga berpengaruh positif terhadap minat beli; (3) *Product Involvement* berpengaruh positif terhadap purchase intention; (4) Atmosfer berpengaruh positif terhadap minat beli; (5) *Word of mouth* berpengaruh positif terhadap produk ataupun jasa. Penelitian ini merupakan penelitian kuantitatif dengan pengumpulan data menggunakan survei kuisisioner secara online yang didistribusikan kepada sampel yang telah ditentukan. Penelitian ini telah memperoleh 200 responden. Data yang telah diperoleh diolah menggunakan SPSS versi 24 serta SEM-AMOS. Lalu, hasil penelitian menunjukkan bahwa kelima hipotesis tersebut didukung. *Word of mouth* memiliki efek paling signifikan diantara kelima hipotesis yang ada. Dengan penelitian ini, diharapkan para pembaca dapat mengerti lebih dalam bagaimana pengaruh kualitas produk, harga, keterlibatan produk, atmosfer, *word of mouth* terhadap minat beli. Meskipun penelitian ini telah berhasil menyimpulkan hasil, diharapkan peneliti lain dapat mengembangkan penelitian lebih baik lagi. Hal ini dikarenakan penelitian ini terbatas baik secara biaya serta tenaga.

Kata Kunci: Kualitas, Harga, Keterlibatan, Atmosfer, *Word of Mouth*, Minat

ABSTRACT

Indonesia's Coffee consumption keeps increasing. This is also complemented by the increasing number of coffeeshops in Indonesia. Starbucks is one of the competing force in Indonesia's coffee market. Although Indonesia's coffeeshop competition is getting higher, Starbucks Coffee keeps it's positive attitude towards the increase of coffeeshops in Indonesia. They consider this as the increasing number of coffee drinkers. As the researcher gathered few sources and references, Starbucks Coffee relies on its product quality, atmosphere, price, word of mouth. Product involvement is also affecting purchase intention. But, a source from Starbucks Drive Thru Hayam Wuruk on Central Jakarta stated that visitors had declined for 50% after the appearance of COVID-19 in Indonesia on March of 2020. Thus, this research would like to learn are product quality, price, atmosphere, word of mouth, product involvement still positively affects customer's purchase intention upon Starbucks Drive Thru Hayam Wuruk post-COVID-19 appearance in Indonesia. There are 5 hypotheses on this research: (1) there is a positive effect of product quality upon purchase intention; (2) there is a positive effect of price upon purchase intention; (3) there is a positive effect of product involvement upon purchase intention; (4) there is a positive effect of atmosphere upon purchase intention; (5) there is a positive effect of word of mouth upon purchase intention. This research is a quantitative research. The data has been gained through the distribution of online questionnaire to sample that has been determined by this research. This research has gained 200 respondents and the data has been processed using 24th version of SPSS and SEM-AMOS. The result of the study showed that all five of the hypotheses were supported. Word of mouth is the most significant independent variable from all of the five hypotheses. This research hopes that the readers will understand once they've read on how product quality, price, product involvement, atmosphere, word of mouth affects purchase intention. But even though this research has gathered result, the researcher would like future researchers to improve a better research compared to this research. This is caused by the limitations of energy and funding.

Keywords: *Quality, Price, Involvement, Atmosphere, Word of Mouth, Intention*