

## ABSTRACT

*The trend of young people today is hanging out and relaxing together with friends in coffee shops making this coffee drinking activity a lifestyle and means of showing their existence. Based on the gap phenomenon, the results of previous research so that buying interest is mainly thought to be caused by price perceptions, perceptions of product quality, lifestyle, service quality and brand image. The purpose of this study was to analyze the effect of perceived price, perceived product quality, lifestyle, service quality and brand image on consumer buying interest in coffee shop in Semarang. The population of this study were all coffee shop consumers in Semarang. This study used a sample of 96 people, all coffee shop consumers in Semarang with student status and over 17 years of age with a purposive sampling method. Research data obtained from distributing questionnaires. The analysis used in testing this hypothesis is quantitative analysis with statistical methods using multiple regression. The results of the study found that price perceptions, product quality perceptions, lifestyle, service quality and brand image have a positive effect on consumer buying interest in coffee shops in Semarang, while product quality has no effect on consumer buying interest in coffee shops in Semarang.*

*Keywords: price perception, perceived product quality, lifestyle, service quality, brand image, purchase interest*

## ABSTRAKSI

Trend anak muda saat ini adalah nongkrong dan bersantai bersama dengan teman-teman di *coffee shop* membuat kegiatan minum kopi ini merupakan lifestyle dan sarana dalam menunjukkan eksistensi mereka. Berdasarkan fenomena gap, hasil dari penelitian yang dilakukan sebelumnya sehingga minat beli ini terutama diduga disebabkan oleh persepsi harga, persepsi kualitas produk, gaya hidup, kualitas layanan dan brand image. Tujuan penelitian ini untuk menganalisis pengaruh persepsi harga, persepsi kualitas produk, gaya hidup, kualitas layanan dan brand image terhadap minat beli konsumen *coffee shop* di Semarang. Populasi dari penelitian ini adalah seluruh konsumen *coffee shop* di Semarang. Penelitian ini menggunakan sampel sebanyak 96 orang seluruh konsumen *coffee shop* di Semarang dengan status mahasiswa dan berusia lebih dari 17 tahun dengan metode *purposive sampling*. Data penelitian didapat dari penyebaran kuesioner. Analisis yang digunakan dalam uji hipotesis ini adalah analisis kuantitatif dengan metode statistik dengan menggunakan regresi berganda. Hasil penelitian menemukan bahwa persepsi harga, persepsi kualitas produk, gaya hidup, kualitas layanan dan brand image berpengaruh positif terhadap minat beli konsumen *coffee shop* di Semarang sedangkan kualitas produk tidak berpengaruh terhadap minat beli konsumen *coffee shop* di Semarang.

Kata kunci: persepsi harga, persepsi kualitas produk, gaya hidup, kualitas layanan, brand image, minat beli.