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## THE EFFECT OF ATMOSPHERE STORE AND VISITOR'S PREFERENCE ON THE INTEREST OF SINGLE ORIGIN COFFEE BUY ON COFFEE SHOP IN TEBING TINGGI CITY (CASE STUDY IN THE STIE BINA KARYA STUDENTS TEBING TINGGI)

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### ABSTRACT

Coffee shop business has entered Indonesia since the 2000s, whose presence is not only to meet the functional needs but has led to emotional needs. People tend to enjoy coffee by relaxing and not just because they need coffee. This is the impact of changes in the lifestyle of people affected by the atmosphere of the place (store Atmosphere) of coffee shops such as layout, room design, texture, sound (music). People's desire to come to the coffee shop is also influenced by the image of the products offered, such as coffee originating from coffee-producing areas in Indonesia, especially in North Sumatra such as Takengon coffee (Aceh), Gayo coffee (Aceh), Sidikalang coffee, coffee Siborong-borong, coffee Dolok bun, and others. People come to coffee shop not only need coffee, but also need to socialize when in coffee shop. Therefore, the competition of the coffee shop business world is increasingly tight in influencing the buying interest of the people, with the presence of various coffee shop business especially in Tebing Tinggi area with variation of the various store atmosphere offered by the coffee shop. This research aims to know The Interest with analysis marketing Coffee Shop in Tebing Tinggi City Field consisted of Atmosphere Store and Visitor's Preference Case Study In The STIE Bina Karya Students Tebing Tinggi. Research Method used is quantitative research with Regression Analysis. As reference sum up the population taken away from a consumer as STIE Bina Karya Students during Agustus month come up with the September 2017, so that obtained by amount sample as much 35 responder, with the method of withdrawal sample that is consumer which is visiting Coffee Shop which incidentally meet used by responder. To test the validity and reliability used an application program of computer SPSS 23.0 for Windows. Result of research obtained that Atmosphere Store variable with the indicator of Atmosphere quality represent the single indicator owning consumer interest "Very Whether" namely equal to 10,5, while other indicator only own the consumer perception which is "Whether" namely equal to 3,1. Atmosphere store Variable own the best consumer interest compared to [by] a visitor's preference. Consumer interest to strategy of atmosphere store and visitor's preference of coffee shop in Tebing Tinggi City Field pertained by a goodness and positive

**Keywords :** *store atmosphere, visitor's preference, the interest, coffee shop*