

# **PENGARUH ATRIBUT CAFE TERHADAP MOTIF BELANJA HEDONIK, MOTIF BELANJA UTILITARIAN DAN PEMBELIAN ULANG PADA CAFE PIT-STOP KOPI GRESIK**

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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh atribut cafe terhadap motif belanja hedonik dan motif belanja utilitarian, serta untuk mengetahui pengaruh atribut cafe, motif belanja hedonik dan motif belanja utilitarian terhadap pembelian ulang. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan asosiatif kausal. Populasi pada penelitian ini adalah konsumen yang pernah berkunjung di Cafe Pit-Stop Kopi Gresik. Teknik pengumpulan data menggunakan kuesioner yang disebar secara *online* kepada konsumen Cafe Pit-Stop Kopi Gresik. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria sampel yaitu konsumen yang telah melakukan pembelian minimal 2 kali di Cafe Pit-Stop Kopi Gresik. Jumlah sampel diperoleh sebanyak 100 responden. Metode yang digunakan dalam penelitian ini adalah SEM-PLS. Berdasarkan hasil pengujian hipotesis diperoleh bahwa atribut cafe berpengaruh terhadap motif belanja hedonik dan motif belanja utilitarian. Motif belanja hedonik dan motif belanja utilitarian berpengaruh terhadap pembelian ulang, sedangkan atribut cafe diperoleh hasil tidak berpengaruh terhadap pembelian ulang.

Kata kunci: atribut cafe, motif belanja hedonik, motif belanja utilitarian dan pembelian ulang.

# **THE INFLUENCE OF CAFE ATTRIBUTES ON HEDONIC SHOPPING MOTIVES, UTILITARIAN SHOPPING MOTIVES AND REPURCHASE AT CAFE PIT-STOP KOPI GRESIK.**

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## **ABSTRACT**

This study aims to determine the effect of cafe attributes on hedonic shopping motives and utilitarian shopping motives, as well as to determine the effect of cafe attributes, hedonic shopping motives and utilitarian shopping motives on repeat purchases. This research is a quantitative research with a causal associative approach. The population in this study were consumers who had visited the Cafe Pit-Stop Kopi Gresik. The data collection technique used a questionnaire which was distributed online to the consumers of Cafe Pit-Stop Kopi Gresik. The sampling technique used is purposive sampling with sample criteria, namely consumers who have made purchases at least 2 times at Cafe Pit-Stop Kopi Gresik. The number of samples obtained as many as 100 respondents. The method used in this research is SEM-PLS. Based on the results of hypothesis testing, it is found that cafe attributes affect hedonic shopping motives and utilitarian shopping motives. Hedonic shopping motives and utilitarian shopping motives have an effect on repeat purchases, while the cafe attribute has no effect on repeat purchases.

**Keywords:** cafe attributes, hedonic shopping motives, utilitarian shopping motives and repurchases.