

The New Phenomena in Kediri, Indonesia :
Hedonic and Utilitarian Motives of Coffee Shop Customer

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ABSTRAK

Penelitian ini di latar belakang fenomena baru karena adanya perubahan *lifestyle* di kota Kediri. Sehingga bisnis di bidang ritel yaitu *Coffeeshop* semakin menjamur di Kota Kediri. Peneliti ingin mengetahui apa tujuan dari motif belanja tersebut sehingga membuat kota Kediri semakin ramai akan *Coffeeshop*. Motif belanja terbagi menjadi dua motif yaitu *Motive Hedonik* dan *Motive Utilitarianism*. Dengan adanya fenomena baru tersebut semakin menjamurnya pelaku usaha *Coffeeshop ini*, berdasarkan fenomena baru di Kota Kediri, peneliti melakukan penelitian *Motive Hedonik* dan *Motive Utilitarianism* yang dapat mempengaruhi onsumen mengunjungi *Coffeeshop*.

Dalam penelitian ini peneliti menggunakan metode penelitian kuantitatif.. Penelitian ini diawali dengan mengambil sampel sebanyak 100 responden yang berada di *Coffeeshop* yang melayani jasa *take away* di Kota Kediri pada pukul 18.00 – 21.00 dan terencana pada saat dilakukannya penelitian.

Kata kunci : Fenomena Baru, *Lifestyle* ,*Coffeeshop Take Away* Kota Kediri, Motif Belanja, Motif Hedonik, Motif Utilitarian, Keputusan Pembelian

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ABSTRACT

This research is based on a new phenomenon due to changes in lifestyle in the city of Kediri. So that the retail business, coffeeshop is increasingly growing in Kediri City. Researchers want to find out what the purpose of the shopping motive is so that the city of Kediri will be more crowded with Coffeeshop. Shopping motives are divided into two motives namely Motive Hedonic and Motive Utilitarianism. With the existence of this new phenomenon, the proliferation of Coffeeshop businessmen is growing, based on a new phenomenon in the City of Kediri, researchers conducted Motive Hedonic and Motive Utilitarianism research that could influence consumers visiting Coffeeshop.

In this study researchers used quantitative research methods. The research began by taking a sample of 100 respondents who were in Coffeeshop who served take away services in Kediri City at 18:00 to 21:00 and planned at the time of the research.

Keywords : New Phenomena, Lifestyle, Take Away Coffeeshop, Kediri City, Shopping Motives, Hedonic Motives, Utilitarian Motives, Purchasing Decisions