

Umar Khasan. NIM110321100055. Pemetaan *Image* Konsumen Terhadap Produk *White Coffee* di Hypermart Bangkalan. Dibawah bimbingan Dr. Elys Fauziah, SP., MP.

ABSTRAK

Tujuan penelitian ini adalah mengidentifikasi proses keputusan pembelian, menganalisis faktor-faktor yang mempengaruhi pembelian dan peta image konsumen terhadap produk kopi putih (White Coffee). Penelitian ini dilaksanakan di Hypermart Bangkalan. Sampel diambil dengan metode Accidental Sampling. Data dianalisis dengan metode diskriptif kualitatif dan korespondensi. Hasil penelitian menunjukkan bahwa proses keputusan pembelian kopi putih (White Coffee) terdiri dari lima tahap yaitu pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, proses keputusan pembelian, dan perilaku pasca pembelian. Sedangkan faktor yang mempengaruhi keputusan pembelian kopi putih adalah situasi atau waktu dan usia. Berdasarkan analisis korespondensi didapatkan kemiripan beberapa atribut pada produk-produk kopi putih

Kata Kunci : Preferensi Konsumen, Kopi Putih, Korespondensi

Umar Khasan. NIM110321100055. Consumer *Image* Mapping to *White Coffee* Production Bangkalan Hypermart. Supervised by Dr. Elys Fauziah, SP., MP.

ABSTRACT

The Goals of this research are to identify the purchase decision process, analyze factors affect to purchase and map consumers image to products White Coffee. Research was carried out in Hypermart Bangkalan. Sample was taken by accidentalsampling method. Data were analyzed by qualitative diskriptif and correspondence methods. The result of this research shows thatthe purchase decision processof White Coffee consists five steps namely the introduction of the need, search information, alternative evaluation, the purchase decision process, and behavior after purchasing. While the factors affect the purchase decision of White Coffee are situation or time and age. Based on Correspondence analyze was found white coffee atributs similarity.

Keywords : Consumer preference, white coffee, correspondence