ABSTRACT

The problem of this research begins when in big cities a lot of popping place cafe

that is built according to the tastes and needs of young people. In the city of Semarang, the

number of cafes suitable for hangout spread throughout the city, one of which is phenomenal

Han's Coffee Coffee Han on Kusumawardani Street, Pleburan Village. Facilities and

menu Han's Coffee Semarang quite diverse, ranging from drinks, snacks and have a concept

free of drugs and liquor, so no wonder Han's Coffee Semarang crowded from morning to

night, let alone Han's Coffee Semarang open for 24 hours.

The purpose of this study is to determine the effect of product, service quality,

facilities and price on the displacement behavior. The method of this research is quantitative

with the data instrument that got the questionnaire distributed to 100 respondents by using

proportional random sampling technique, because the researcher divide the date on Tuesday

(quiet) and crowded (Saturday) according to the proportion.

The results of this study used multiple linear regression formula with the help of

SPSS; product, service quality and facilities partially or simultaneously. Furthermore, the

variables of facilities, prices and purchasing decisions partially to the movement of the

gathering place. Product variables and quality of partial service are not migratory to the

shifting place of assembly. Simultaneously the product variables, service quality, facilities,

price and purchase decisions affect the movement of the gathering place.

Keywords: brand drivers, shifting places of assembly and purchase decisions

V