

## ABSTRACT

*Currently the coffee-shop business in Indonesia started to emerge since the influx of coffee-shop from Seattle, United States of America namely Starbucks. This phenomenon drives the business people to set up coffee-shop. The market segmentation covers a wide range consumers, includes not only among the elderly, but also young people such a students. The study was conducted in Salwa Coffee House, Coffee Grove, Peacock Coffee and Starbucks Coffee in Semarang. This study aims to determine the preferences of visitors to the menu at the coffee shop, Salwa Coffee House, Coffee Grove, Peacock Coffee and Starbucks Coffee in Semarang. The data in this study were collected by survey method with tools koesioner to 60 respondents . The analysis used is quantitative analysis with Chi - Square test.*

*From the results of Chi-Square test can be seen that the selected variables such as coffee menu and prices at Salwa Coffee House, Coffee Grove, Peacock Coffee and Starbucks Coffee effect on the frequency of respondents visit the coffee-shop, it means the two variables above affect the preferences of visitors coffee-shop. In addition, the results showed that the coffee menu has the greatest influence. Therefore, it can be suggested to Salwa Coffee House , Coffee Grove, Peacock Coffee and Starbucks Coffee to continue to maintain and improve the quality of its products, in line with evolving consumer tastes that will create a visitor's preferences coffee-shop.*

*Keywords : frequency of respondents, menu, facilities and menu prices.*