

ABSTRACT

Activities at a coffee shop are a necessity for some people who want to fill their spare time after undergoing a routine. To be able to survive during the current pandemic, coffee shop business people are competing to come up with ideas to attract customers, for that they can stand out in the competition by adjusting the needs and demands of customer preferences and producing goods and services that are in line with these preferences. This study aims to find out and analyze how consumer preferences choose coffee shops during the covid-19 pandemic and what are the most important factors that become consumer preferences in choosing coffee shops during the Covid-19 pandemic. The research method used is a qualitative approach to obtain detailed and in-depth information about the topics raised, with the data collection technique used interviews, to find information according to research needs. The sample selection was carried out based on a purposive sampling technique aimed at students who had visited coffee shops during the Covid-19 pandemic, who were expected to be able to answer all research questions.

From the results of the study, it was found that there were various consumer preferences in choosing a coffee shop during the Covid-19 pandemic, including : application of health protocols, facilities, prices, atmosphere, comfort, good service, cleanliness, coffee quality, price promotions, operating hours, location, as well as payment methods. With the main preference being the implementation of health protocols.

Keywords: Qualitative, Consumer Preference, Coffee shop, Covid-19.