

**ANALYSIS OF FACTORS THAT AFFECTING YOUTH PREFERENCES IN
CONSUMING COFFEE(YOUTH PREFERENCES IN CONSUMING
COFFEE IN JEMBER DISTRICT (CASE STUDY AT TEMEN KOPI
JEMBER)**

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ABSTRACT

Indonesia is an agricultural country that is rich in potential for its natural resources, especially the agricultural sector. The agricultural sector contributes to Indonesia's economic growth, one of the agricultural subsectors that play a role in Indonesia's economy is coffee. According to BPS Indonesia data from 2017 to 2018, national coffee production has fluctuated. The growth in national coffee production is directly proportional to national coffee consume. In the past, consuming coffee was identical with fathers, there was an increase in the standard of living, and a shift in lifestyle made the youth make drinking coffee as a lifestyle and the tools for showing their existence. This research aims to determine and analyze the effect of service quality on youth preferences in consuming coffee at Temen Kopi. The number of samples used in this study was 60 respondents. The sampling technique is nonprobability sampling using an accidental sampling technique. The data analysis technique used is multiple linear regression analysis, determination coefficients, F tests, and t-tests using SPSS 21 for windows software tools. Testing carried out on service quality variables consisting of independent variables such as Reliability, Responsiveness, Assurance, Emphaty, and tangible variables as independent variables while the dependent variable is Preferences. Based on the results of data analysis and discussion, it can be concluded that the variable service quality simultaneously has a significant effect on youth preferences in consuming coffee, and partial regression testing obtained the responsiveness and assurance had no significant effect while reliability and tangible variable has no significant effect. he assurance variable has the least significant value compared to variable responsiveness thus the guarantee variable has a dominant influence on youth preference in consuming coffee at Temen Kopi.

Keywords: Service Quality, Reliability, Responsivenes, Assurance, Emphaty, Tangible and Preference.