ANALYSIS OF THE INFLUENCE OF CONSUMER BEHAVIOR ON THE PURCHASE OF STARBUCKS PRODUCTS

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ABSTRACT

Consumer behavior is one part of marketing management that deals with humans as a target market. The behavior of consumers who are not the same at all times, so consumer behavior in buying must be carried out continuously, considering the situation of increasingly competitive market competition conditions. That's why researchers want to learn about consumer behavior toward purchasing Starbucks products, which is one of the largest coffee shops in the world and has opened its stores in all countries around the world. This study aims to determine consumer behavior in the purchasing decision-making process of Starbucks MSU coffee, in Shah Alam, Malaysia. In addition, researchers want to examine how consumers choose Starbucks products to be used as an option in buying coffee products amid competition from other coffee shops. Influencing factors, brand trust, and 'Word of Mouth' were identified as factors that significantly influenced consumers purchasing decisions. The usage of quantitative tools is adopted with the questionnaire dissemination technique is the focus of the study aimed at collecting data distributed to those Starbucks consumers at MSU, Shah Alam, Malaysia. Google Forms is a medium that researchers use as a sampling method. Dissemination of questionnaires to consumers of Starbucks MSU, Shah Alam, Malaysia. The analysis method used is the IBM SPSS version 28.0 method. The findings of this study can help researchers provide input to Starbucks' marketing system to study consumer behavior in choosing Starbucks to be an option among other coffee shops.

Keywords: Consumer Behavior, Influencing Factors, Brand Trust, Word-of-Mouth