

Memahami perilaku konsumen di kedai kopi lokal Indonesia: peran dari self-congruity dan functional congruity. = Understanding consumer behavior in local Indonesian coffee shop the role of self congruity and functional congruity

Ragil Caitra Larasati, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20431232&lokasi=lokal>

Abstrak

Dari tahun 2014, kedai kopi spesialis menjadi tren di Jakarta. Penelitian ini menggunakan teori image congruity untuk menganalisis tren meminum kopi di Jakarta. Peneliti menganalisis pengaruh dari self-congruity dan functional congruity terhadap attitude dan repurchase intention dan pengaruh moderasi dari prior-knowledge mengenai kopi. Sampel terkumpul adalah 256 pelanggan Wisang Kopi di Jakarta Selatan dan 284 pelanggan Tanamera Coffee & Roastery di Jakarta Pusat. Structural Equation Modeling digunakan dalam riset. Dari hasil statistik, functional congruity adalah pendahulu dari attitude dan repurchase intention. Functional congruity memiliki efek lebih besar dalam mempengaruhi attitude di kelompok dengan prior-knowledge rendah dibandingkan kelompok dengan prior-knowledge tinggi.

.....From 2014, the specialist coffee shops are trending in Jakarta. This study used image congruity theory to analyze the coffee-drinking trend in Jakarta. The researcher analyzed the influence of self-congruity and functional congruity on attitude and repurchase intention and the moderating effect of prior-knowledge on coffee. The collected sample is 256 Wisang Kopi customers in South Jakarta and 284 Tanamera Coffee & Roastery customers in Central Jakarta. Structural Equation Modeling was used in the research. The output showed functional congruity as antecedent of attitude and repurchase intention. Functional congruity has more impact on attitude on customers that obtained low prior-knowledge.