

Perilaku Keruangan Konsumen Kafe di Kelurahan Caturtunggal, Kabupaten Sleman pada Masa Pandemi COVID-19 = SPatial Behavior of Cafe Consumers in Caturtunggal Village, Sleman Regency during the COVID-19 Pandemic

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Abstrak

Dewasa ini, kopi menjadi minuman populer tidak hanya dikalangan orang tua melainkan anak muda. Melalui kepopuleran tersebut, semakin banyak pengusaha bisnis kopi yang mendirikan Kafe. Memasuki awal tahun 2022, kasus pandemi COVID-19 kembali meningkat dengan adanya virus varian baru "Omicron". Dampak virus varian ini cukup ringan dibandingkan varian sebelumnya, sehingga masyarakat lebih memberanikan diri untuk keluar rumah. Hal tersebut membentuk perilaku keruangan konsumen kafe yang berbeda dibandingkan saat varian delta. Kelurahan Caturtunggal yang berada di Kabupaten Sleman dijadikan sebagai wilayah penelitian dengan mempertimbangkan banyaknya lokasi perguruan tinggi. Kedekatan dengan perguruan tinggi dijadikan pertimbangan sebagai lokasi yang tepat untuk membangun bisnis kafe. Tujuan penelitian ini untuk menganalisis preferensi konsumen dalam memilih kafe serta menganalisis perilaku konsumen dalam kafe pada masa pandemi COVID-19. Penelitian ini menggunakan metode kualitatif dengan observasi melalui teknik place-centered mapping dan wawancara melalui teknik purposive sampling. Hasil penelitian ini menjelaskan produk yang ditawarkan beserta suasana kafe mempengaruhi preferensi konsumen. Kafe sering dijadikan sebagai working space oleh konsumen terutama di ruang indoor kafe. Meskipun penularan virus lebih besar di ruang indoor, konsumen tetap mematuhi protokol kesehatan dan cenderung menempati area yang sepi. Pemilihan tempat duduk konsumen membentuk pola dimana konsumen cenderung memilih pojok kafe sebagai tempat favorit untuk ditempati.Nowadays, coffee has become a popular drink not only among parents but also young people. Through this popularity, there's more coffee business entrepreneurs are establishing cafes. Entering the beginning of 2022, cases of the COVID-19 pandemic have increased again with the presence of a new variant of the virus "Omicron". The impact of this variant virus is quite mild compared to the previous variant, so that people are more courageous to leave the house. This forms a different spatial behavior of cafe consumers compared to the delta variant. Caturtunggal Village which is located in Sleman Regency is used as a research area by considering the many locations of universities. The proximity to universities is taken into consideration as the right location to build a cafe business. The purpose of this study is to analyze consumer preferences in choosing cafes and analyze consumer behavior in café during the COVID-19 pandemic. This study uses a qualitative method by taking observation data through a place-centered mapping technique and interviews through a purposive sampling technique. The results of this study explain the products offered along with the cafe atmosphere affect consumer preferences. The cafe is often used as a working space by consumers, especially in the cafe's indoor space. Although the transmission of the virus is greater in indoor spaces, consumers still adhere to health protocols and tend to occupy quiet areas. The selection of consumer seats forms a pattern where consumers tend to choose the corner of the cafe as a favorite place to be occupied.