

CHAPTER I

INTRODUCTION

1.1 Background

Coffee has been known since ancient times as a very popular drink, from Alaska to Ambarawa, from Mexico to Mongolia. That's why coffee shops have sprung up everywhere. Among these are known as cafes or coffee houses. Coffee is one of the plantation commodities that has a high economic value among other plantation crops. Coffee not only plays an important role as a source of foreign exchange but is also a source of income for no less than one and a half million coffee farmers in Indonesia.

Coffee then continues to grow until today it is one of the most popular drinks in the world which is consumed by various groups of people. Various health effects of coffee are generally related to the activity of caffeine in the body, namely increasing psychomotor work so that the body is maintained and provides a physiological effect in the form of increased energy.

The effect is usually seen a few hours later after consuming coffee. Drinking coffee has now become a culture for most people, so coffee shop business opportunities are arguably promising. Therefore, coffee shop entrepreneurs must be able to compete and offer the advantages or uniqueness of the coffee shops they own. The existence of very tight competition is beneficial for consumers / coffee connoisseurs. Consumers can choose which coffee shop is right for their needs, purchasing power and tastes.

In the current era of globalization, developments in the world of technology and culture affect people's attitudes and lifestyles, especially in social issues and places to hang out. To meet these new needs people are willing to spend extra time, energy and costs.

Tabel 1.1 List Make Shift Coffee House In Bengkalis

Name	Address
Kopi Kap (Milk,Tea)	Jl. Antara
Coklat Coffee Nyopeee (Kopi SusuKekinian)	Jl.GatotSubroto
Seduhan Rindu	Jl. Ahmad Yani
Koffie Ide	Jl. Antara
Porta Koffie.Id(Galeri vape store)	Jl. Antara
Kopitiam	Jl. Antara
Janji Jiwa	Jl. Ahmad Yani

Source : Data Processed by research 2020

This research was conducted to determine the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis. Because the coffee house is now a lifestyle trend. The dynamics of the times have changed the dimensions of global society that have an impact on a person's lifestyle, including meeting needs. Routines that are high enough result in minimal opportunities to think about entertainment, while this is very important in obtaining a promising life balance, so that many coffee houses that offer the concept of one stop shopping visitors can get their desires at once in one place, for example visitors can enjoy the coffee house. Houses in cities in industrial areas or cities where a lot of the middle class is located, including students and university students, the presence of the make shift coffee hosue also creates new social and cultural phenomena. Coffee lovers who regularly visit the coffee house, see that there are many opportunities and benefits that they can get when visiting the coffee house.

This is proven by several coffee houses, especially those in Bengkalis, coffee houses are currently competing to offer a variety of products. As well as the quality of the coffee house which is always being improved to get as many customers as possible to make it superior to other coffee houses. The definition of coffee house in this study is a place that provides soft drinks. The aim of make shift coffee house is to understand each other's political views.

Make shift coffe is a place that provides soft drinks such as live music and is equipped with attractive facilities. The increase in the number of coffe houses has made the position of consumers more important for business people. The

definition of coffee house in this study is a place that provides soft drinks. Nowadays, Make Shift Coffee House has started to mushroom to meet the needs of young people. You don't have to use a large space and are like a cafe, make a coffee shift house like a merchant who uses a cart but packaged in a more contemporary form.

1.2. Formulation Of The Problem

Increase in the number of coffee houses has made the position of consumers more important for business people. This makes a research or research on consumers important to do. From the background description described above, "How the effect consumer perception on purchasing decision at the make shift coffee house in Bengkalis".

1.3. Purpose Of The Study

Based on the background of these problem, the research objectives that want to be achieved in this study is to know are, "To find out the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis"

1.4. Significance Of The Study

The benefits to be achieved in a study entitled The effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis are:

1. For researchers, Add insight into how to the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis. Furthermore, as a reference for further researchers in conducting research.
2. For the community Providing information about how the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis.

1.5. Scope and Limitation Of The Problem

Because there are so many problems that must be rooted, this research needs problems. This is, research so that the results of the research get more focused results and understand the problem. This study focuses on the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis.

1. The study is only the effect of consumer perceptions on purchasing decisions at the make shift coffee house in bengkalis.
2. The research was conducted on consumers who purchase the shift coffee house in bengkalis

1.6. Writing System

Order to provide a clear picture of the writing of this project, a writing system has been compiled containing information on the material discussed in each chapter. The systematics of this writing are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the authors describe the background, formulation of the problem, purpose of the study, significance of this study, the scope and limitations of the problem and the systematics of writing in the final report.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the authors describe the theoretical basis that will be used in the completion of both general and specific theoretical research which consists of Related Theory, literature review, and framework.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter the authors explain various things, including: location, time and object of the study, types and sources of data, population and sample, sampling techniques, data collection techniques, data processing techniques, measurement scale, test validity and reliability, data analysis methods. data, research

hypotheses, research models, types of the study, concept definitions and operational variable, and schedule and budget of the study.

CHAPTER 4 : RESULT AND DISCUSSION

In Chapter 4 explaining the result of testing, discussion and limitations of research results, discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

CHAPTER 5 : CONCLUSION

In chapter 5 explains the conclusions and suggestions from the research that has been carried out.

REFERENCES

WRITER BIOGRAPHY

