

**FACTORS AFFECTING THE INTEREST IN BUYING
CONTEMPORARY DRINKS IN CAFE
(CASE STUDY DI BENGKALIS COMMUNITY)**

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Abstract

Purchase intention is a behavior that appears in response to a object that shows a consumer's desire to make a purchase. This study aims to determine the interest in buying contemporary cafe-style drinks among adolescents in the Bengkalis community. The population in this study were the people or youth of Bengkalis who had an interest in contemporary cafe-style drinks. Data were collected through a questionnaire method to 100 respondents. The sampling technique in this study was carried out by using purposive sampling technique. The data type is a questionnaire. The analysis technique used is interactive analysis. The descriptive summary of the variable interest in buying cafe drinks can be seen that the mean score of each Transactional indicator is 3.99 on the average and is included in the high category. While the results of the descriptive analysis of Referential indicators can be seen that the mean average score is 3.72 and is included in the high category. While from the Preferential indicator, it can be seen that the average mean score is 3.72 and is included in the high category. And also from the Explorative indicator it can be seen that the mean score is 3.73 on average and is included in the high category. The most dominant factor determining consumer buying interest in cafe drinks is the Transactional factor with a mean value of 3.99 being in the first rank, while the smallest factor is the Referential factor and the Preferential factor which have the same mean value, namely 3.72 and are in the lowest ranking.

Keywords : Buying interest, Transactional, Referential, Preferential, Explorative.