

## **ABSTRACT**

**Name** : Ria Thalia

**Study Program** : Hotel Business Program

**Title** : "Analysis Of Consumer Behaviour At Starbucks Daan Mogot"

The purpose of this study is to find out and get information about consumer behaviour at Starbucks Daan Mogot. The data collection technique used was descriptive qualitative by conducting interviews with several informants, with the following criteria: 1) Informants had bought products at Starbucks, 2) Informants had consumed Starbucks products 3) and at least 19 years old (because they were considered capable of providing permanent information).

The conclusion of this study is: Internal factors that affect consumer purchasing decisions in Starbucks Daan Mogot are job factors, experience, wealth, hobby, taste, and because they like the product. Internal factors that do not affect Starbucks consumer purchasing decisions are age factors, educational factors, characteristics or personality factors, and sympathy. External factors that affect consumer purchasing decisions are cultural, lifestyle, friend, family, product, promotion, price, product availability, product quality and service quality. The last is external factors that do not affect consumer purchasing decisions are social status.

**Keyword:** Consumer Behavior, Internal Factor, External Factor