

## ***ABSTRACT***

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*Study* : *Hotel Business*

*Title* : *Bubble Tea in The Millennial World*

*This study aims to conduct knowledge on the history of bubble tea and the factors that make millennials like bubble tea. The researchers make some factor choices that make millennials like bubble tea. The results of this study are bubble texture that is chewy and delicious (56%), like bubble tea (44%), and can be enjoyed while doing activities (40%). With this research, it is known the history of bubble tea from Taiwan to Indonesia, and the factors that make millennials like bubble tea.*

***Keywords:*** *bubble tea, outlet, millenials, central park mall, neo soho mall*