PENGARUH *PERCEIVED VALUE* DAN *STORE ATMOSPHERE* TERHADAP *BEHAVIORAL INTENTION* DI *COFFEE SHOP* BANDUNG PADA ERA *NEW NORMAL*
(Survei Terhadap Generasi Z yang Pernah Mengunjungi *Coffee Shop* di Bandung)

SKRIPSI

Diajukan untuk persyaratan penelitian dan penulisan skripsi sebagai tugas akhir
Studi S1 Program Studi Manajemen Pemasaran Pariwisata

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Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh
gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
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LEMBAR PENGESAHAN

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(Survei terhadap Generasi Z yang Pernah Mengunjungi *Coffee Shop* di Bandung)

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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul "Pengaruh *Perceived Value* dan *Store Atmosphere* terhadap *Behavioral Intentions* pada *Coffee Shop* di Bandung pada Era *New Normal*" (Survei terhadap Generasi Z yang Pernah Mengunjungi *Coffee Shop* di Bandung) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai etika yang berlaku dalam masyarakat keilmuan. Atas penyataan ini, saya siap menanggung risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 4 April 2022
Yang Membuat Pernyataan

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ABSTRAK

Nurul Huda Ruminsyah, 1800917, "**Pengaruh *Perceived Value* dan *Store Atmosphere* terhadap *Behavioral Intentions* Pada *Coffee Shop* di Bandung Pada Era *New Normal"*** (Survei terhadap Generasi Z yang Pernah Mengunjungi *Coffee Shop* di Bandung) di bawah bimbingan Bapak Dr. Bambang Widjajanta., MM. dan Bapak Rijal Khaerani, S.Si., M.Stat.

Pandemi *COVID-19* yang terjadi sejak awal tahun 2019 membawa fenomena dimana berbagai sektor lumpuh sebab tidak diperbolehkan adanya kerumunan. Termasuk sektor pariwisata yang salah satunya ialah *coffee shop*. Penurunan kuantitas outlet atau gerai *coffee shop* yang terjadi dalam kurun waktu singkat dan jumlah yang signifikan, mendorong *coffee shop* yang masih bertahan untuk menemukan cara bagaimana usahanya tetap bertahan pada kondisi ini. Oleh karena itu, peneliti melalui temuan-temuan terdahulu mengidentifikasi mengenai inti permasalahan yang tengah dihadapi *coffee shop* beserta solusi yang dapat ditawarkan. Penelitian ini bertujuan untuk mengetahui gambaran pengaruh *perceived value* terhadap *behavioral intentions* pada *coffee shop* di Bandung pada era new normal, gambaran pengaruh *store atmosphere* terhadap *behavioral intentions* pada *coffee shop* di Bandung pada era new normal, dan gambaran pengaruh *perceived value* dan *store atmosphere* terhadap *behavioral intentions* pada *coffee shop* di Bandung pada era new normal. Metode penelitian yang digunakan adalah metode deskriptif dan verifikaif. Adapun teknik pengumpulan data yang digunakan adalah kuesioner daring. Populasi dari penelitian ini adalah generasi Z yang pernah mengunjungi *coffee shop* di Bandung pada era *new normal* dengan sampel sebanyak 200 responden. Teknik analisis yang digunakan adalah SEM (*structural equational model*) dengan bantuan aplikasi Amos 20.0 dan SPSS 25.0. Berdasarkan pengujian yang telah dilakukan diperoleh hasil bahwa *perceived value* dan *store atmosphere* berpengaruh secara signifikan terhadap *behavioral intentions*. Sehingga peneliti merekomendasikan *coffee shop* di Bandung untuk mempertahankan nilai-nilai *perceived value* dan *store atmosphere* agar menciptakan *behavioral intentions* yang positif dari konsumen

ABSTRACT

Nurul Huda Ruminsyah, 1800917, "*The Influence of Perceived Value and Store Atmosphere on Behavioral Intentions at Coffee Shops in Bandung in the New Normal Era*" *(Survey to Generation Z Who Have Visited Coffee Shops in Bandung) under the guidance of* Mr. Dr. Bambang Widjajanta., MM. and Mr. Rijal Khaerani, S.Si., M.Stat.

Pandemic COVID-19, which began in January 2019, resulted in a phenomena in which several areas were immobilized because no crowds were permitted. This includes the tourism industry, which includes a coffee shop. outlets or coffee shop outlets that occurred in a short period of time and in large numbers spurred coffee shops that were still surviving to develop ways to stay afloat in this situation. As a result, researchers use prior data to identify the main issues that coffee shops face and possible solutions. This study aims to describe the impact of perceived value on behavioral intentions in Bandung coffee shops in the new normal era, as well as the impact of store atmosphere on behavioral intentions in Bandung coffee shops in the new normal era. The descriptive and verification methodologies were utilized in the research. An online questionnaire was used to collect information. With a sample of 200 respondents, the demographic of this study was Generation Z who had visited a coffee shop in Bandung in the new normal. With the help of the Amos 20.0 and SPSS 25.0 software, the analysis technique employed was SEM (structural equational model). According to the findings of the experiments, perceived value and store atmosphere have a substantial impact on behavioral intentions. As a result, researchers advise coffee shops in Bandung to maintain perceived value and store atmosphere in order to elicit consumer behavioral intentions.

Keyword: *Pandemic, COVID-19, New Normal, Bandung, Coffee Shop, Behavioral intents, Perceived Value, Store Atmosphere, Generation Z*

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