

ABSTRACT

Café is used to relax with friends or family, socialize with business partner, or even to find the solitude atmosphere. Currently, spending some times in café becomes a habitude or lifestyle to do some assignment, meeting with client, or just relaxing after a full day activity. Bandung is known as one of the tourism town that has many cafés, either a foreign brand café with international concepts or local brand café that rely on Indonesia's coffee. On the other hand, Indonesia has laws that regulate the naming of a trademark by using foreign language. Nevertheless there are still a lot of cafes in Bandung, which uses foreign language as their trademark. It is based on the needs of consumers to get their social recognition. By becoming foreign brand café's consumer, seems to be able to determine the level of consumer social life. The purpose of this study was to analyze the consumers' attitude and perception of foreign brand café and local brand café's attributes in Bandung. The method used was descriptive quantitative method. The data obtained was analyzed using Fishbein Multi attributes model and perceptual mapping. Results from this study showed that consumers prefers foreign brand café compared to local ones. It is seen from the consumer attitudes score toward foreign brand café (337.3) is greater than those of local brand cafes (322.9). Researcher hopes that for the next research will discuss more on this topic so that it can help entrepreneurs to understand their costumers better.

Keyword: Attitudes, Perception, café, Multiatribut Fishbein, Perceptual Mapping, brand.