

## ***ABSTRACT***

*Armor Kopi is a coffee shop that is much loved by all people in the city of Bandung. The Armor Kopi customer segment is among teenagers. The coffee served has its own brand and Armor is a supplier to other cafes. Customer relationships that are built through the program held by Armor Kopi on every Tuesday will be done by barista classes where customers will make coffee from the coffee beans to coffee that is ready to drink.*

*This study aims to determine the dominant factors that form consumers' preferences in choosing Armor Kopi. Consumer preference can be done by measuring the level of usability and the most appropriate price. This research was conducted from September 2018 to December 2018.*

*The object of this research is Armor Kopi. Data collection was obtained through distributing questionnaires to 100 respondents. The sampling technique using nonprobability sampling is a purposive sampling technique with a population that is all consumers of Armor Kopi. This data analysis uses Principal Component Analysis (PCA). The results of the study state that the new factors formed are two components of the factor. The dominant factor that shapes consumer preferences in choosing Armor Kopi is the factor of service quality, product quality (taste and variance), atmosphere, promotion, and packaging.*

***Keywords: Consumer Preference, Armor Kopi, Principal Component Analysis (PCA)***