

## LIST OF TABLES

|  |    |
|--|----|
| Table 1. 1 Coffee and Chill Product .....                      | 2  |
| Table 1. 2 List of Coffee Shops in Bandar Lampung .....        | 6  |
| Table 2. 1 Previous Research Local Journal .....               | 10 |
| Table 2. 2 Previous Research Local Journal .....               | 11 |
| Table 2. 3 Previous Research Local Journal .....               | 12 |
| Table 2. 4 Previous Research Local Journal .....               | 13 |
| Table 2. 5 Previous Research Local Journal .....               | 14 |
| Table 2. 6 Previous Research International Journal .....       | 15 |
| Table 2. 7 Previous Research International Journal .....       | 16 |
| Table 2. 8 Previous Research International Journal .....       | 17 |
| Table 2. 9 Previous Research International Journal .....       | 18 |
| Table 2. 10 Previous Research International Journal .....      | 19 |
| Table 3. 2 Research Charatecristic .....                       | 21 |
| Table 3. 3 Internal Environment Operational Variable .....     | 22 |
| Table 3. 4 External Evironmental Operational Variable .....    | 27 |
| Table 3. 5 Interviewees.....                                   | 32 |
| Table 3. 6 IFE Matrix .....                                    | 38 |
| Table 3. 7 EFE Matrix .....                                    | 39 |
| Table 3. 8 CPM Matrix .....                                    | 40 |
| Table 3. 9 IE Matrix .....                                     | 42 |
| Table 3. 10 QSPM (Quantitative Strategic Planning Matrix)..... | 43 |
| Table 4. 1 Characteristics of Resource Person .....            | 44 |
| Table 4. 2 Summary of interview results.....                   | 47 |
| Table 4. 3 Summary of interview results.....                   | 48 |
| Table 4. 4 Summary of interview results .....                  | 49 |
| Table 4. 5 Summary of interview results .....                  | 50 |
| Table 4. 6 Summary of interview results .....                  | 51 |
| Table 4. 7 Summary of interview results .....                  | 53 |
| Table 4. 8 Summary of interview results .....                  | 54 |
| Table 4. 9 Summary of interview results .....                  | 55 |
| Table 4. 10 Summary of interview results .....                 | 55 |

|  |    |
|--|----|
| Table 4. 11 Coffee and Chill Segmentation..... | 56 |
| Table 4. 12 Summary of interview results.....  | 57 |
| Table 4. 13 Menus and Prices .....             | 58 |
| Table 4. 14 Summary of interview results.....  | 59 |
| Table 4. 15 Summary of interview results.....  | 60 |
| Table 4. 16 Summary of interview results ..... | 61 |
| Table 4. 17 Summary of interview results ..... | 62 |
| Table 4. 18 Summary of interview results ..... | 63 |
| Table 4. 19 Summary of interview results ..... | 64 |
| Table 4. 20 Summary of interview results ..... | 66 |
| Table 4. 21 Summary of interview results ..... | 66 |
| Table 4. 22 Summary of interview results ..... | 67 |
| Table 4. 23 Summary of Interview Results.....  | 68 |
| Table 4. 24 Summary of Interview Results.....  | 69 |
| Table 4. 25 Summary of Interview Results.....  | 70 |
| Table 4. 26 Summary of Interview Results.....  | 70 |
| Table 4. 27 Summary of Interview Results.....  | 71 |
| Table 4. 28 Summary of Interview Results.....  | 72 |
| Table 4. 29 Summary of Interview Results.....  | 72 |
| Table 4. 30 Summary of Interview Results.....  | 73 |
| Table 4. 31 Summary of Interview Results.....  | 74 |
| Table 4. 32 Summary of Interview Results.....  | 74 |
| Table 4. 33 Summary of Interview Results.....  | 75 |
| Table 4. 34 IFE Matrix .....                   | 78 |
| Table 4. 35 Summary of Interview Results.....  | 83 |
| Table 4. 36 Summary of Interview Results.....  | 84 |
| Table 4. 37 Summary of Interview Results.....  | 85 |
| Table 4. 38 Summary of Interview Results.....  | 87 |
| Table 4. 39 Summary of Interview Results.....  | 88 |
| Table 4. 40 Summary of Interview Results.....  | 89 |
| Table 4. 41 Inflation 2020 - 2022.....         | 90 |
| Table 4. 42 Summary of Interview Results.....  | 91 |

|   |     |
|---|-----|
| Table 4. 43 Summary of Interview Results..... | 93  |
| Table 4. 44 Summary of Interview Results..... | 95  |
| Table 4. 45 Summary of Interview Results..... | 96  |
| Table 4. 46 Summary of Interview Results..... | 97  |
| Table 4. 47 Summary of Interview Results..... | 98  |
| Table 4. 48 Summary of Interview Results..... | 100 |
| Table 4. 49 Summary of Interview Results..... | 101 |
| Table 4. 50 Summary of Interview Results..... | 101 |
| Table 4. 51 Summary of Interview Results..... | 103 |
| Table 4. 52 Summary of Interview Results..... | 105 |
| Table 4. 53 Summary of Interview Results..... | 106 |
| Table 4. 54 Summary of Interview Results..... | 107 |
| Table 4. 55 Summary of Interview Results..... | 108 |
| Table 4. 56 EFE Matrix .....                  | 111 |
| Table 4. 57 Competitive Profile Matrix.....   | 114 |
| Table 4. 58 IE Matrix.....                    | 117 |
| Table 4. 59 QSPM MATRIX .....                 | 119 |
| Table 4. 60 Summary of Interview Results..... | 122 |
| Table 4. 61 Summary of Interview Results..... | 123 |

