

ABSTRACT

This study was motivated by the increasing competition among coffee shops in Bandung and the importance of understanding consumer preferences in determining the right marketing strategy. Therefore, a strategy is needed to increase consumer appeal at the Braga branch of Jabarano Coffee in Bandung. The research findings indicate that the most influential factors in consumers' decisions to visit are product and service quality, a comfortable atmosphere, competitive pricing, strategic location, and a strong brand image. These findings suggest that Jabarano Coffee can build appeal through a combination of enjoyable consumption experiences and a positive image as a local coffee shop. Additionally, Jabarano Coffee's identity as "West Java Arabica No. 1," its vintage-style interior design, comprehensive facilities, and its location in the iconic Braga area are also key attractions for visitors. Thus, Jabarano Coffee's success depends not only on the products it offers but also on how it creates a comprehensive experience that meets consumer expectations. This research method is quantitative, involving the distribution of questionnaires to 144 respondents who are visitors to the Braga branch of Jabarano Coffee.

Keywords : Coffeeshop ; Attraction ; Service ; Consumers