



**UNIVERSITAS ANDALAS**

**UTILITY THEORY ANALYSIS OF UNIVERSITAS ANDALAS  
STUDENTS WHO CONSUME COFFEE AT PAREWA COFFEE PADANG  
CITY**

**UNDERGRADUATE THESIS**

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**ABSTRACT**

The phenomenon of consuming coffee (drinking coffee) today has shifted from the process of brewing and enjoying coffee individually to becoming a lifestyle. This reality occurs not only in society in general but also spreads to the lifestyle of students, especially college students. Therefore, specifically, this research is aimed at finding out whether there is a significant influence of budget, price, product preferences, place preferences, social preferences, and service preferences on the level of utility or student satisfaction at the Parewa Café, Padang City. Data collection was carried out using a purposive sampling method with a sample size of 200 people using a questionnaire distributed online to active students studying at Universitas Andalas. The research was conducted from December 2023 to February 2024. Data analysis used the Pearson product moment correlation test technique with SPSS. The results of the research show that of the 6 variables there is a relationship between the 5 variables studied, namely budget, product preference, place preference, social preference, and service preference with consumer utility among Universitas Andalas students who consume coffee at Parewa Coffee. For this reason, in this research, it is hoped that in the future the relevant parties can improve factors that can influence the level of consumer utility so that the benefits and satisfaction expected by consumers can be achieved.

Keywords : Coffee, Students, Café Parewa, Utilities.

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