

**ANALYSIS OF LOCAL COFFEE SHOP MARKETING AGILITY AND
CUSTOMER RETENTION AMIDST OF STARBUCKS BOYCOTT IN
PADANG**

THESIS



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MASTER OF MANAGEMENT

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PADANG

2025

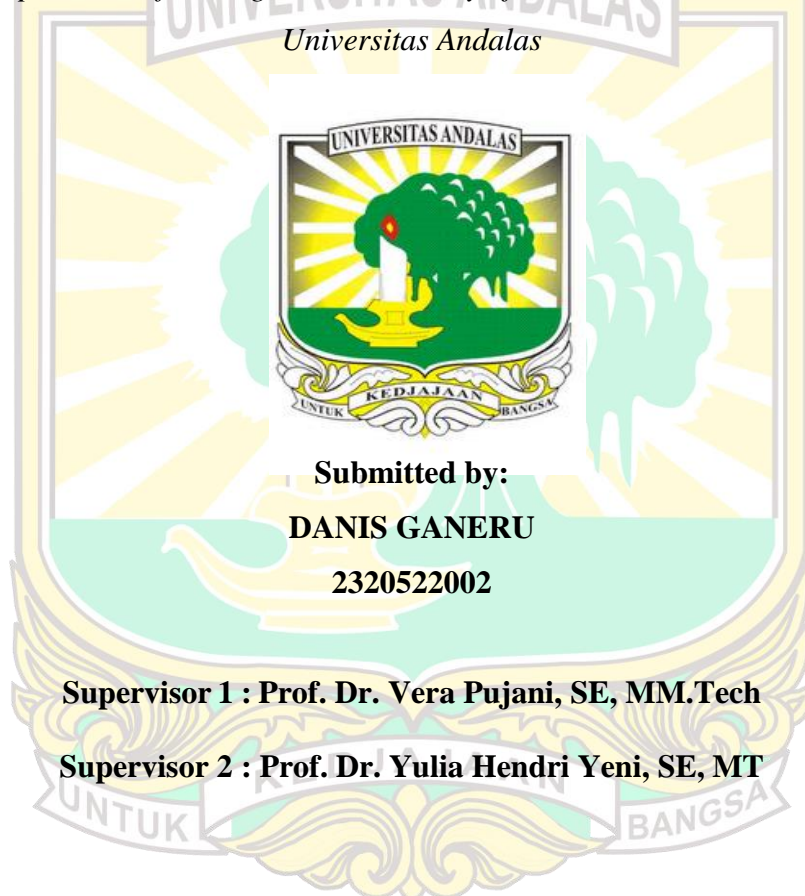
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Submitted as Partial Requirement for a Master Degree in Graduate Program

Department of Management in Faculty of Economics and Business

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Analysis of Local Coffee Shop Marketing Agility and Customer Retention amidst of Starbucks Boycott in Padang

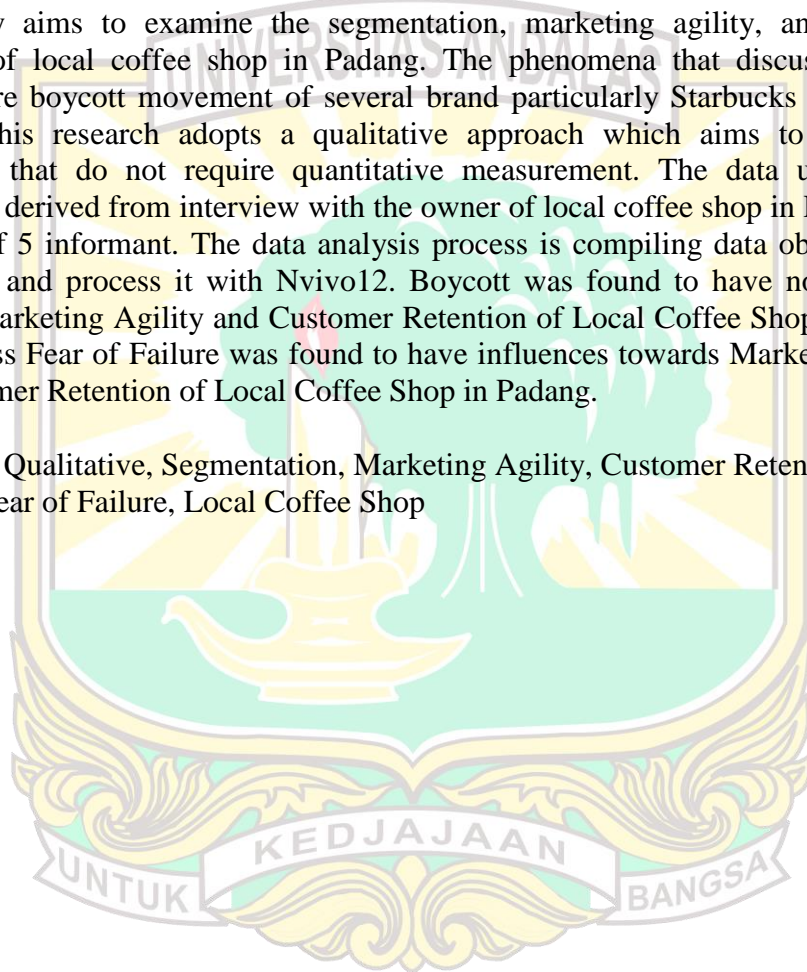
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ABSTRACT

This study aims to examine the segmentation, marketing agility, and customer retention of local coffee shop in Padang. The phenomena that discussed in this research are boycott movement of several brand particularly Starbucks and Fear of Failure. This research adopts a qualitative approach which aims to understand symptoms that do not require quantitative measurement. The data used in this research is derived from interview with the owner of local coffee shop in Padang with the total of 5 informant. The data analysis process is compiling data obtained from interviews and process it with Nvivo12. Boycott was found to have no influences towards Marketing Agility and Customer Retention of Local Coffee Shop in Padang. Nonetheless Fear of Failure was found to have influences towards Marketing Agility and Customer Retention of Local Coffee Shop in Padang.

Keyword: Qualitative, Segmentation, Marketing Agility, Customer Retention, Boycott, Fear of Failure, Local Coffee Shop



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ABSTRACT

Penelitian ini bertujuan untuk mengkaji segmentasi, marketing agility, dan customer retention kedai kopi lokal di Padang. Fenomena yang dibahas dalam penelitian ini adalah gerakan boikot beberapa merek khususnya Starbucks dan Fear of Failure. Penelitian ini menggunakan pendekatan kualitatif yang bertujuan untuk memahami gejala-gejala yang tidak memerlukan pengukuran kuantitatif. Data yang digunakan dalam penelitian ini diperoleh dari wawancara dengan pemilik kedai kopi lokal di Padang dengan jumlah informan sebanyak 5 orang. Proses analisis data dilakukan dengan menghimpun data yang diperoleh dari wawancara dan mengolahnya dengan Nvivo12. Boikot tidak ditemukan memiliki pengaruh terhadap marketing agility dan customer retention kedai kopi lokal di Padang. Namun demikian Fear of Failure ditemukan memiliki pengaruh terhadap marketing agility dan customer retention kedai kopi lokal di Padang.

Kata Kunci: Kualitatif, Segmentasi, Marketing Agility, Customer Retention, Boikot, Fear of Failure, Kedai Kopi Lokal.

