

ABSTRACT

Coffee is a very popular drink for some people. This is because coffee has a distinctive flavor. In addition, milk iced coffee is popular because of its smooth taste, and is less concentrated than iced coffee without milk. With the increasing number of consumption of iced coffee drinks, coffee shops in Kualasimpang city have increased. The diversity of consumers in choosing iced coffee drinks is certainly influenced by several factors, so this study aims to analyze the factors that influence consumer decisions on iced coffee drinks in Kualasimpang City, Aceh Tamiang Regency. This research was located in Kualasimpang City and was conducted from May 2023 to June 2023. Sampling was carried out using accidental sampling method and the sample size was 100 respondents. The analysis method used in this study is the binary logistic analysis method with the consumer decision variable (Y) having two categories, namely Y1 = Consumers buy milk iced coffee drinks and Y0 = Consumers buy iced coffee drinks without milk, which will be processed using Microsoft Excel and SPSS 18. The results of this study are the age variable (X1) has a significant effect on consumer decisions in purchasing iced coffee drinks with a significant value of $0.000 < \alpha (0.05)$, product quality (X4) has a significant effect on consumer decisions in purchasing iced coffee drinks with a significant value of $0.038 < \alpha (0.05)$. Meanwhile, income (X2) has not significant effect on consumer decisions in purchasing iced coffee drinks with a significant value of $0.002 < \alpha (0.05)$, motivation (X3) has no significant effect on consumer decisions in purchasing iced coffee because its significant value is $0.081 > \alpha (0.05)$.

Keywords: binary logistics, consumer behavior, factor analysis, iced coffee purchasing decisions