

## **ABSTRACT**

This research was conducted in Takengon City, Central Aceh Regency in May 2024. Takengon City has a phenomenon, namely the decision to purchase Arabica Specialty Coffee Powder at the Tiara Global Coffee Business, giving rise to different perceptions by consumers. This research aims to find out how consumers perceive the quality of Arabica coffee powder in the Tiara Global Coffee business. The method used is the Likert scale method. The results of research using a Likert scale show that five indicators including packaging, taste, aroma, color and texture are categorized as very good (taste, aroma, color) and good (packaging, texture) influencing consumer purchasing decisions.

**Keywords ; Consumer perceptions, Quality**