

ABSTRACT

ANALYSIS OF VISITOR PREFERENCES AT SEMI OUTDOOR THEMED COFFESHOPS IN SOUTH TANGERANG

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Researchers see that cafe businesses in South Tangerang are increasing and developing, some of which use the semi-outdoor concept which is one of the concepts to attract visitors. The research method used is a quantitative survey with respondents randomly drawn from visitors to the coffee shop. Data were analyzed using descriptive statistical analysis to identify the main preferences of visitors. Researchers see something interesting related to the selection of coffee shops by visitors in South Tangerang. Researchers chose 3 semi-outdoor themed coffee shops in several representative areas in South Tangerang, namely BSD, Bintaro, and Pamulang. The coffee shops selected in each area are Kopi nako BSD, Lattebakhouse, kopiluvium. This study aims to analyze visitor preferences for semi-outdoor themed coffee shops in South Tangerang, including factors of attraction, comfort, activities, and services offered. These findings can be used by coffee shop owners to design spaces that are more in line with visitors' desires and improve customer experience in South Tangerang.

Keywords: *Analysis, Visitor Preferences, Coffee Shop, South Tangerang*