

KREATIVITAS DAN KUALITAS *COFFEE PRESENTATION* DI USAHA JASA BOGA *COFFEESHOP* YOGYAKARTA

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ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui sejauh mana penerapan kreativitas dan kualitas *coffee presentation* yang ditunjukkan oleh usaha jasa boga *coffeeshop* di Yogyakarta dan (2) memberikan gambaran tentang dampak kreativitas dan kualitas *coffee presentation* terhadap persaingan usaha jasa boga *coffeeshop* di Yogyakarta

Jenis penelitian ini adalah penelitian deskriptif. Populasi dalam penelitian ini adalah seluruh usaha jasa boga *coffeeshop* di daerah kota Yogyakarta yang dihimpun dari situs tripadvisor pada 26 Februari 2017 yaitu sebanyak 44 *coffeeshop* dengan jumlah sampel sebanyak 10 *coffeeshop*. Teknik pengumpulan data menggunakan metode observasi. Validitas instrumen dilakukan dengan validitas isi. Teknik analisis data menggunakan analisis deskriptif. Penelitian ini dilakukan pada bulan Juli-Desember 2017.

Hasil penelitian menunjukkan bahwa: (1) kreativitas dan kualitas *coffee presentation* di usaha jasa boga *coffee shop* Yogyakarta mendapatkan penilaian dalam kategori cukup baik dan (2) kreativitas dan kualitas *coffee presentation* di usaha jasa boga *coffeeshop* Yogyakarta dapat berdampak pada keunggulan bersaing. Selain itu, adanya kreativitas dan kualitas *coffee presentation* dapat memikat para konsumen karena produknya yang bervariasi dan berbeda dengan menu-menu di *coffeeshop* lainnya, sehingga dapat meningkatkan nilai penjualan.

Kata kunci: Kreativitas, Kualitas, dan *Coffee Presentation*

CREATIVITY AND QUALITY OF COFFEE PRESENTATION AT COFFEESHOP BUSINESS IN YOGYAKARTA

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ABSTRACT

This study aims to: (1) find out the extent to which the application of creativity and quality of coffee presentation shown by coffeeshop business in Yogyakarta and (2) provide an overview of the impact of creativity and quality of coffee presentation to business competition coffeeshop in Yogyakarta.

The type of this research is descriptive research. The population in this research is all coffeeshop business in Yogyakarta city area which collected from tripadvisor website on 26 February 2017 that is as much as 44 coffeeshop with 10 sample of coffeeshop. Technique of collecting data using observation method. Instrument validity is done with content validity. Data analysis techniques using descriptive analysis. This research was conducted in July-December 2017.

The result of the research shows that: (1) the creativity and quality of coffee presentation in coffee shop business Yogyakarta get good category and (2) the creativity and the quality of coffee presentation in catering coffeeshop Yogyakarta can impact on the competitive advantage. In addition, the creativity and quality of coffee presentation can attract consumers because its products are varied and different from the menus in other coffeeshop, so as to increase the value of sales.

Keywords: Creativity, Quality, and Coffee Presentation