

**MOTIVASI ORANG BERKUMPUL DI *COFFEE SHOP*  
SEBUAH STUDI DESKRIPTIF**

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2009**

**ABSTRAK**

Motivasi adalah suatu proses psikologi yang menghasilkan suatu intensitas, arah, dan ketekunan individual dalam usaha untuk mencapai satu tujuan. *Coffee shop* adalah tempat yang menjual kopi sebagai minuman utama, baik itu kopi murni yang berasal dari bermacam jenis dan daerah, maupun kopi yang telah diolah padukan dengan bahan lain, serta tambahan menu minuman dan makanan kecil. Kehadiran *coffee shop* telah marak di Yogyakarta, dan masing-masing menawarkan keunikannya masing-masing. Maka daripada itu tidak jarang orang-orang berkunjung terutama anak muda dan menjadi tren diantara mereka. Penelitian ini bermaksud untuk mengungkap motivasi apa yang mendasari mereka datang ke *coffee shop* lewat teori hirarki motivasi dari Abraham Maslow.

Data diperoleh dengan pemberian angket kepada 91 responden di 3 *coffee shop* ternama yang ada di Yogyakarta. Validitas dan reliabilitasnya telah diujikan dengan menggunakan metode try out terpakai kepada 30 responden dan data penelitian dianalisis dengan menggunakan metode statistik deskriptif dengan program SPSS. 10 for windows.

Hasil penelitian ini menggambarkan bahwa sebanyak 91 responden (100%) memilih ke *coffee shop* karena aspek *safety needs* dengan total deskriptif tanggapan sebesar 53,8%.

Kata Kunci : Motivasi dan *Coffee Shop*.

**MOTIVATION OF PEOPLE SPENDING TIME IN  
COFFEE SHOP  
DESCRIPTIVE STUDY**

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**ABSTRACT**

*Motivation is a psychological process resulting an intensity, direction, and personal achievement as the efforts to reach a goal. Coffee shop is a place that sales coffee as a main menu, either numerous originating coffee from different variety and areas or coffee that has been mixed with other ingredients, and also other drinks and snack menus. The existence of coffee shop has already been in a grown number in Yogyakarta, and each of them has shown their own uniqueness. That's the reason lots of people frequently visit coffee shops especially teenagers and has become a trend among them. This research is aimed to reveal what motivation triggering people who spend their time in coffee shop according Maslow's Hierarchical Theory.*

*The data was acquired by giving questionnaire to 91 respondents at 3 leading coffee shops in Yogyakarta. The validity and reliability has been tested by using try-out method through 30 respondents and the research data was analyzed by using statistical description method with SPSS. 10 for windows program.*

*The result of this research describes that all the 91 research subjects (100%), prefer going to coffee shop due to the safety needs aspect with the total description response 53,8%.*

**Key Word : Motivation, Coffee Shop.**