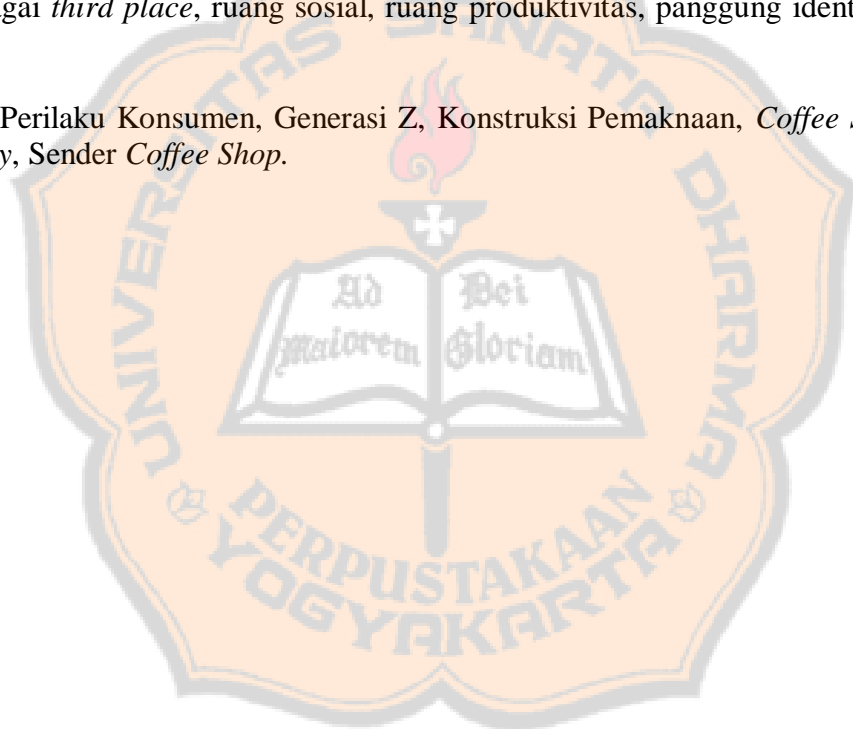


ABSTRAK

Penelitian bertujuan menganalisis perilaku konsumen Generasi Z dan konstruksi makna terhadap *coffee shop*, dengan menggunakan *Sender Coffee Shop* cabang Kael di Yogyakarta sebagai studi kasus. Penelitian dilatarbelakangi oleh pesatnya pertumbuhan industri *coffee shop* di Indonesia dan meningkatnya peran Generasi Z sebagai segmen konsumen yang tidak hanya ditandai oleh pembelian produk untuk memenuhi kebutuhan fungsional, tetapi juga oleh penggunaan *coffee shop* sebagai sarana ekspresi diri, interaksi sosial, pembentukan identitas, dan eksistensi digital. Pendekatan kualitatif dengan metode studi kasus digunakan dalam penelitian. Data dikumpulkan dari tiga konsumen aktif Generasi Z melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Kerangka teori mencakup teori perilaku konsumen, *Consumer Culture Theory*, *conspicuous consumption*, dan konsep Generasi Z sebagai *digital native*. Temuan menunjukkan bahwa perilaku konsumen dipengaruhi oleh kualitas produk, harga, suasana estetik, lokasi, pelayanan, promosi media sosial, komunitas, dan *influencer*. *Sender Coffee Shop* dimaknai sebagai *third place*, ruang sosial, ruang produktivitas, panggung identitas, dan simbol gaya hidup.

Kata Kunci: Perilaku Konsumen, Generasi Z, Konstruksi Pemaknaan, *Coffee Shop*, *Consumer Culture Theory*, *Sender Coffee Shop*.



ABSTRACT

The study aims to analyze Generation Z consumer behavior and meanings constructed toward coffee shops, using Sender Coffee Shop Kael branch in Yogyakarta as a case study. The research is grounded in the rapid growth of Indonesia's coffee shop industry and the rising role of Generation Z as a consumer segment characterized not merely by product purchasing for functional needs, but also by coffee shop use for self-expression, social interaction, identity formation, and digital existence. A qualitative approach with a case study method is applied. Data were collected from three active Generation Z consumers through in-depth interviews, observation, and documentation, then analyzed through data reduction, data presentation, and conclusion drawing. The theoretical framework includes consumer behavior theory, Consumer Culture Theory, conspicuous consumption, and the concept of Generation Z as digital natives. Findings show that consumer behavior is shaped by product quality, price, aesthetic atmosphere, location, service, social media promotion, communities, and influencers. Sender Coffee Shop is interpreted as a third place, social space, productivity space, identity stage, and lifestyle symbol.

Keywords: *Consumer Behavior, Generation Z, Construction of Meaning, Coffee Shop, Consumer Culture Theory, Sender Coffee Shop.*

