

ABSTRACT

This research aims to investigate and also understand the reasons and factors that are the reasons for making purchasing decisions for starbucks products. The method used in this research is qualitative research method, through purposive sampling technique obtained six respondents who are divided into X Y and Z generations. Data collection techniques were carried out by means of interviews, observation and documentation.

This study found various kinds of factors underlying purchasing decisions such as respondents knowledge (consistency of taste, product quality, service quality and ambience) then fulfillment of consumer needs (functional products, prestige, personal desires and facilities) and finally based on decision support factors (price, starbucks promos, environmental factors and innovation).

In addition, it also understands the preferences of purchasing decisions in each generation. The research also found interesting things such as differences in the mindset of starbucks customers and those who are not such as price, prestige value, environmental factors and innovation can greatly affect purchasing decision preferences in each generation.

Keywords: *Purcasing Decisions, Generations X, Generations Y, Generations Z, Qualitative Research*

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