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Faktor – Faktor Yang Mempengaruhi Perubahan Perilaku Konsumen Dalam Memilih Gerai Kopi Di Jakarta Pada Masa Pandemi Covid-19

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Abstract

This study aims to analyze the extent to which perceptions of health risks, innovation capabilities, and the atmosphere of coffee shops can influence changes in consumer behavior in choosing coffee outlets in Jakarta during the Covid-19 pandemic. This study uses a descriptive quantitative approach. The sample size was taken as many as 100 respondents, with a non-probability sampling technique with purposive sampling method. The data collection technique used an online questionnaire with a Likert scale of 1 to 5

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