

ABSTRAK

Usaha cafe di Indonesia, termasuk di Jember, telah berkembang pesat dengan meningkatnya jumlah gerai dan persaingan yang ketat, mendorong inovasi dalam layanan dan produk. Penerapan konsep *free breakfast* dan *self-service* di Cafe Puspa Rasa Kopi terbukti meningkatkan daya tarik dan kepuasan konsumen, serta meningkatkan efisiensi operasional. Melalui strategi pemasaran yang inovatif, cafe ini berhasil memperkuat posisinya di pasar dan meningkatkan loyalitas pelanggan di industri kuliner yang semakin kompetitif. Penelitian ini bertujuan untuk mengetahui pengaruh dan penerapan konsep *free breakfast* serta *self-service* terhadap keunggulan bersaing pada Cafe Puspa Rasa Kopi di Jember, serta faktor-faktor yang menentukan keputusan pembelian oleh calon konsumen di cafe tersebut. Metode penelitian ini menggunakan pendekatan kualitatif deskriptif untuk menggambarkan dan menjelaskan pengaruh serta penerapan konsep *free breakfast* dan *self-service* terhadap keunggulan bersaing di Cafe Puspa Rasa Kopi di Jember, dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Penelitian ini juga menerapkan triangulasi sumber dan waktu untuk memastikan keabsahan dan akurasi data yang diperoleh. Hasil penelitian menunjukkan bahwa penerapan konsep *free breakfast* dan *self-service* di Cafe Puspa Rasa Kopi secara signifikan meningkatkan keunggulan bersaing, menarik perhatian konsumen, dan menciptakan pengalaman yang unik, kemudian untuk faktor lokasi strategis serta kehadiran media sosial berkontribusi pada keputusan pembelian mereka. Kesimpulan penelitian menunjukkan bahwa penerapan konsep *free breakfast* dan *self-service* di Cafe Puspa Rasa Kopi secara signifikan meningkatkan daya tarik dan kepuasan pelanggan, terutama di kalangan mahasiswa, serta didukung oleh lokasi strategis dan kehadiran media sosial yang memperkuat loyalitas konsumen dan membangun citra positif cafe di pasar yang kompetitif.

Kata kunci: cafe, keunggulan bersaing, *free breakfast*, *self-service*

ABSTRACT

The cafe business in Indonesia, including in Jember, has rapidly developed with an increasing number of outlets and intense competition, driving innovation in services and products. The implementation of the free breakfast and self-service concepts at Cafe Puspa Rasa Kopi has proven to enhance consumer appeal and satisfaction, as well as improve operational efficiency. Through innovative marketing strategies, this cafe has successfully strengthened its position in the market and increased customer loyalty in the increasingly competitive culinary industry. This study aims to examine the influence and application of the free breakfast and self-service concepts on competitive advantage at Cafe Puspa Rasa Kopi in Jember, as well as the factors that determine purchasing decisions by prospective consumers at the cafe. The research method employs a descriptive qualitative approach to describe and explain the influence and application of the free breakfast and self-service concepts on competitive advantage at Cafe Puspa Rasa Kopi in Jember, with data collection through interviews, observations, and documentation. This study also implements triangulation of sources and time to ensure the validity and accuracy of the data obtained. The research findings indicate that the application of the free breakfast and self-service concepts at Cafe Puspa Rasa Kopi significantly enhances competitive advantage, attracts consumer attention, and creates a unique experience, while strategic location and social media presence contribute to their purchasing decisions. The conclusion of the study shows that the implementation of the free breakfast and self-service concepts at Cafe Puspa Rasa Kopi significantly increases customer appeal and satisfaction, especially among students, supported by a strategic location and social media presence that reinforces consumer loyalty and builds a positive image of the cafe in a competitive market.

Keywords: *cafe, competitive advantage, free breakfast, self-service*