

**IDENTIFIKASI STRUKTUR PASAR PADA BISNIS *COFFEE SHOP* DI  
KOTA BANDUNG : Studi Pada Pelaku Bisnis Generasi Muda**

***ABSTRACT***

This research aims to identify the market structure, conduct, and performance of coffee shop businesses in Bandung and the factors contributing to the formation of young entrepreneurs in this industry. The study uses a qualitative phenomenological approach, with data collected through interviews, observations, and documentation. The objects of this research were five coffee shop owners in Bandung with an age range of 21-32 years. The research reveals that Bandung, a city with rapid economic growth, is an ideal place for coffee shop businesses. However, the industry faces challenges such as intense competition, dependence on lifestyle trends, and limited product innovation. The research concludes that the coffee shop business in Bandung has the characteristics of a monopolistic competition market. It's because each coffee shop having its unique features and menu choices, promotion is still necessary to attract customers. The study suggests that coffee shop businesses consider location carefully, develop unique concepts, pay attention to product and service quality, and conduct regular market research.

***Keywords : Market structure, coffee shop, young entrepreneurs.***