

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, kualitas pelayanan, lokasi dan store atmosphere terhadap keputusan pembelian pada Cafe Kopisae.

Populasi yang digunakan dalam penelitian ini yaitu konsumen yang datang dan melakukan pembelian di Cafe Kopisae dengan jumlah sampel sebanyak 97 responden. Penelitian ini menggunakan data primer dan metode pengumpulan data dilakukan dengan cara menyebarkan kuesioner. Hasil regresi linier berganda memiliki hubungan positif antara kualitas produk, harga, kualitas pelayanan, lokasi dan store atmosphere dengan keputusan pembelian.

Bagi Cafe Kopisae diharapkan dapat memperhatikan kualitas produk, harga, kualitas pelayanan, lokasi dan store atmosphere karena dapat mempengaruhi keputusan pembelian. Bagi peneliti selanjutnya agar menambah variabel lain yang belum dicantumkan dalam penelitian ini agar dapat memperluas penelitian dan periode penelitian yang lebih update.

Kata Kunci : Kualitas Produk, Harga, Kualitas Pelayanan, Lokasi, *Store Atmosphere*, dan Keputusan Pembelian.

ABSTRACT

This research aimed to find out the effect of product quality, price, service equality, location and store atmosphere on consumers' buying decision of Kopisae cafe.

The population was consumer who came and bought products at Kopisae cafe with 97 respondents as sample. While, the data were primary. Moreover, the instrument in data collection technique used questionnaires. Meanwhile, the questionnaires were distributed directly to respondents. Furthermore, from the result of data analysis technique which used multiple linier regression, it showed product quality, price, service quality, location and store atmosphere had positive effect on consumers' buying decision of Kopisae cafe.

Therefore, the management of Kopisae cafe had to consider its product quality, price, service quality, location and store atmosphere as they could affect consumers' buying decision. Additionally, for the nexy researchers, they should add other variables which outside the research in order to broaden its scope and had more updated reserch period.

Keywords: Product Quality, Price, Service Quality, Location, Store Atmosphere, Buying Decision

