

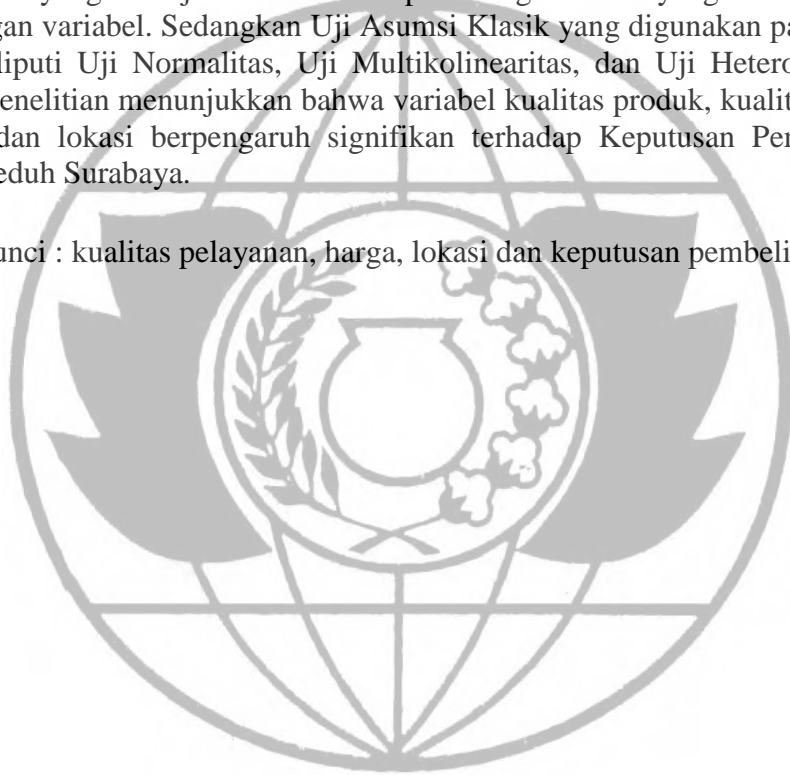
ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas pelayanan, harga, dan lokasi terhadap keputusan pembelian Kafe Kala Seduh Surabaya.

Jenis penelitian ini adalah asosiatif, yaitu bertujuan untuk menghubungkan dua atau lebih variabel untuk melihat ada tidaknya pengaruh berdasarkan data primer yang diperoleh secara sistematis. Populasi meliputi seluruh konsumen yang datang membeli kopi. Jenis data yang digunakan adalah data primer, dengan menyebar kuesioner sebanyak 100 pembeli kopi.

Analisis statistik yang digunakan dalam penelitian ini adalah regresi linier berganda yang bertujuan untuk memperoleh gambaran yang menyeluruh antar hubungan variabel. Sedangkan Uji Asumsi Klasik yang digunakan pada penelitian ini meliputi Uji Normalitas, Uji Multikolinearitas, dan Uji Heteroskedastisitas. Hasil penelitian menunjukkan bahwa variabel kualitas produk, kualitas pelayanan, harga dan lokasi berpengaruh signifikan terhadap Keputusan Pembelian Kafe Kala Seduh Surabaya.

Kata kunci : kualitas pelayanan, harga, lokasi dan keputusan pembelian



ABSTRACT

This research aimed to find out and analyze the effect of service quality, price and location on the customer's purchasing decisions at Laka Sedu Café Surabaya. The research was associative, which aimed to connect two or more variables to see whether there was an effect based on primary data obtained systematically. Moreover, the population was customers who had come and bought coffee at Kala Sedu Café, Surabaya. Furthermore, the data were primary, with questionnaires as the instrument. The questionnaires were distributed to 100 customers as the sample. The data analysis technique used multiple linear regression which aimed to obtain a comprehensive picture of the relationship between variables. Additionally, the classical assumption test used a normality test, multicollinearity test, and heteroscedasticity test. Based on the result of model feasibility test, it shows that the regression models which have been generated is feasible and it can be used for further analysis. Based on the result of data analysis and hypothesis testing, this research concluded that product quality had a significant effect on the customers' purchasing decisions at Kala Seduh Café, Surabaya. Likewise, service quality had a significant effect on the customers' purchasing decisions at Kala Seduh Café, Surabaya. Similarly, both price and location had a significant effect on the purchasing decisions at Kala Seduh Café, Surabaya.

Keywords: service quality, price, location, purchasing decisions

