

ABSTRAK

Salah satu kebutuhan mendasar manusia adalah makan dan minum, yang dapat dipenuhi dengan memasak sendiri atau membeli di warung, restoran, maupun kafe. Keberadaan *cafe* di Surabaya mengalami perkembangan yang cukup pesat. Tidak hanya di pusat kota, keberadaan *cafe* di penjuru kota Surabaya. Hal ini mendorong pelaku bisnis *cafe* berlomba melahirkan konsep - konsep bisnis yang kreatif, menarik dan mempunyai nilai jual yang tinggi. Tujuan penelitian ini yakni untuk mengetahui pengaruh variasi produk, *store atmosphere*, dan kualitas pelayanan terhadap keputusan pembelian di Zamandulu.Cafe di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan populasi yakni konsumen Zamandulu.Cafe di Surabaya. Teknik pengambilan sampel pada penelitian ini yakni dengan teknik *purposive sampling* dengan menyebar kuesioner menggunakan *google form*. Teknik analisis data pada penelitian ini yakni analisis regresi berganda.

Hasil pengujian hipotesis pada penelitian ini dapat disimpulkan bahwa variasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian di Zamandulu Cafe Surabaya. *Store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Zamandulu Cafe Surabaya. Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian pada Zamandulu Cafe Surabaya.

Kata Kunci : *variasi Produk, store atmosphere, kualitas pelayanan, keputusan pembelian*



ABSTRACT

One of the basic human needs is eating and drinking, which can be fulfilled by cooking by own or buying at some restaurants or cafes. Since the restaurants or cafes in Surabaya have developed quite rapidly, they not only exist at the center of Surabaya, but also grow in every corner. This situation encourages cafe business players to compete to create creative, attractive business concepts that have high sales value. Therefore, the research aims to determine the effect of product variation, store atmosphere, and service quality on the purchasing decisions at Zamandulu.Cafe, in Surabaya.

This study applies quantitatively. Furthermore, the population consists of customers of Zamandulu.Cafe in Surabaya. The data collection technique used was purposive sampling, with a questionnaire as the instrument. The questionnaires were distributed through Google Forms. Moreover, the data analysis technique used multiple regression.

The result of the hypothesis test concludes that product variation has a positive and significant effect on the purchasing decisions at Zamandulu Cafe, in Surabaya. Likewise, store atmosphere has a positive and significant effect on the purchasing decisions at Zamandulu Cafe, in Surabaya. Similarly, service quality has a positive and significant effect on the purchasing decisions at Zamandulu Cafe, in Surabaya.

Keywords: *product variation, store atmosphere, service quality, and purchasing decisions.*

 I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 29/4/25

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