

## ABSTRACT

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### **PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, HARGA PRODUK, DAN ATMOSFER RESTORAN TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN MCDONALDS LIPPO KARAWACI**

(xiii + 114 halaman: 8 gambar; 22 tabel, 3 lampiran)

Tujuan dari penelitian ini adalah untuk menguji: 1. Apakah Kualitas Produk berpengaruh terhadap Keputusan Pembelian, 2. Apakah Kualitas Pelayanan berpengaruh terhadap Keputusan Pembelian, 3. Apakah Harga Produk berpengaruh terhadap Keputusan Pembelian, 4. Apakah Atmosfer Restoran berpengaruh terhadap Keputusan Pembelian, 5. Apakah Keputusan Pembelian berpengaruh terhadap Kepuasan Konsumen. Penelitian ini dilakukan dengan metode penarikan sampel *incidental sampling*, dari seluruh konsumen McDonalds Lippo Karawaci, yang dilakukan selama bulan Oktober 2021. Penelitian ini dilakukan dengan menggunakan program Smart PLS-SEM 3.0 dalam pengujian validitas dan reliabilitas, serta menguji hipotesis dari kuesioner yang telah disebarakan kepada 220 responden. Hasil penelitian ini menunjukkan bahwa kualitas produk dan atmosfer restoran berpengaruh terhadap keputusan pembelian, lalu keputusan pembelian juga berpengaruh terhadap kepuasan konsumen. Akan tetapi, kualitas pelayanan dan harga produk tidak berpengaruh terhadap keputusan pembelian.

Kata Kunci: McDonalds, kualitas produk, kualitas pelayanan, harga produk, atmosfer restoran, keputusan pembelian, kepuasan konsumen.

## ABSTRACT

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***THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRODUCT PRICES, AND RESTAURANT ATMOSPHERE TO PURCHASE DECISION AND CUSTOMER SATISFACTION OF MCDONALDS LIPPO KARAWACI***  
(xiii + 114 pages: 8 pictures; 22 tables, 3 appendices)

*The purpose of this research is to test: 1. Does Product Quality affect Buying Decisions, 2. Does Service Quality affect Buying Decisions, 3. Does Product Price affect Buying Decisions, 4. Does Restaurant Atmosphere affect Buying Decisions, 5. Does Buying Decisions affect Customer Satisfaction. This research was conducted using incidental sampling method, from all McDonalds Lippo Karawaci costumers, during October 2021. This research was conducted using the Smart PLS-SEM 3.0 program in testing validity and reliability, as well as testing hypotheses from a questionnaire that had been distributed to 220 respondents. The results of this study indicate that product quality and restaurant atmosphere affect buying decisions, then buying decisions also affect consumer satisfaction. But, the service quality and product prices have no effect on buying decisions.*

*Keywords: McDonalds, product quality, service quality, product prices, restaurant atmosphere, buying decisions, consumer satisfaction.*