

ABSTRACT

WIRYANTO

03013180118

THE EFFECT OF LOCATION, FOOD QUALITY, AND PRICE TOWARD CUSTOMER PURCHASE DECISION AT NO BRAND CAFE

(xvii+75 pages; 5 figures; 30 tables; 9 appendices)

The culinary business has been the most profitable business out of the many existing businesses at this time. But the competition between food restaurant businesses is getting tougher, which is marked by the number of restaurants growing and developing. Therefore to be able to maintain its business and customers, the company must be able to provide more value than its competitors, through creative and innovative efforts. No Brand Cafe offers a variety of foods which is fusion category of cuisine.

There are four hypotheses used in this research in order to examine the effect of location, food quality, and price toward customer purchase decision at No Brand Cafe.

Descriptive and causal studies were used to analyze a sample of 96 consumers. Respondents are consumers of No Brand Cafe who were taken using non-probability sampling criteria using accidental sampling.

The distribution of the questionnaires has passed the validity and reliability tests. Then the data is also tested by using descriptive statistics, classical assumption test, multiple linear regression analysis, coefficient of determination test, T-test, and F-test.

The results of the study indicate that partially or simultaneously there is a positive and significant influence of location, food quality, and price toward customer purchase decision at No Brand Cafe.

Keywords: Location, Food Quality, Price, Customer Purchase Decision

References: 46 (1990-2021)

ABSTRAK

WIRYANTO

03013180118

PENGARUH LOKASI, KUALITAS MAKANAN DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA NO BRAND CAFE

(xvii+75 halaman; 5 figur; 30 tabel; 9 lampiran)

Bisnis kuliner menjadi bisnis yang paling menguntungkan dari sekian banyak bisnis yang ada saat ini. Namun persaingan antar bisnis restoran makanan semakin ketat yang ditandai dengan semakin banyaknya restoran yang tumbuh dan berkembang. Oleh karena itu untuk dapat mempertahankan bisnis dan pelanggannya, perusahaan harus mampu memberikan nilai lebih dari para pesaingnya, melalui upaya-upaya kreatif dan inovatif. No Brand Cafe menawarkan berbagai macam makanan fusion.

Ada empat hipotesis yang digunakan dalam penelitian ini untuk menguji pengaruh lokasi, kualitas makanan dan harga terhadap keputusan pembelian pelanggan di No Brand Cafe.

Studi deskriptif dan kausal digunakan untuk menganalisis sampel dari 96 konsumen. Responden adalah konsumen No Brand Cafe yang diambil dengan kriteria non probability sampling menggunakan accidental sampling.

Penyebaran kuesioner telah lolos uji validitas dan reliabilitas. Kemudian data juga diuji dengan menggunakan statistik deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji koefisien determinasi, uji T dan uji F.

Hasil penelitian menunjukkan bahwa secara parsial atau simultan terdapat pengaruh yang positif dan signifikan antara lokasi, kualitas makanan dan harga terhadap keputusan pembelian pelanggan pada No Brand Cafe.

Kata Kunci: Lokasi, Kualitas Makanan, Harga, Keputusan Pembelian Pelanggan
Referensi: 46 (1990-2021)