

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, PROMOTION, AND PRICE ON PURCHASE DECISION AT LOUISE BOULANGERIE AND PATISSERIE, MEDAN

(xvii+104 pages; 7 figures; 72 tables; 9 appendixes)

The changes in people's lifestyles have driven more people into the patisserie business and led to intense competition. Therefore, each business must have its competitive advantages in order to survive. The research was conducted at Louise Boulangerie and Patisserie which sells a wide variety of artisan bread and croissants. Based on the survey, some customers express that the food quality provided should be improved, only a few numbers of people have noticed the promotion that has been carried out, and the price offered is higher than another patisserie. These variables are expected to influence the purchase decision.

In this research, the writer used the quantitative research method including the descriptive approach and causal approach to determine the relationship between the independent and dependent variables. The data for this research was obtained through the distribution of questionnaires to 97 respondents who were selected using the convenience sampling method and it was analyzed using the IBM SPSS Statistics 25 program. The validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T-test, F-test, and coefficient of determination were all passed in the study.

The result of hypothesis testing indicated that food quality, promotion, and price have partially and simultaneously influenced purchase decisions at Louise Boulangerie and Patisserie, Medan. Hence, it is recommended for the company keep up and improve the quality, adjust the portion of the price, involve more in public events, use more online platforms, provide loyalty programs or giveaways, ensure the price is worth the value, collaborate with banks or food delivery services to give discounts.

Keywords: Food Quality, Promotion, Price, Purchase Decision

References: 31 (2018-2022)

ABSTRAK

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PENGARUH KUALITAS MAKANAN, PROMOSI, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN DI LOUISE BOULANGERIE AND PATISSERIE, MEDAN

(xviii+104 pages; 7 figures; 72 tables; 9 appendixes)

Perubahan gaya hidup masyarakat telah mendorong lebih banyak orang untuk terjun ke bisnis toko roti dan menyebabkan persaingan ketat. Oleh karena itu, setiap bisnis harus memiliki keunggulan kompetitif masing-masing agar dapat bertahan di dalam persaingan. Penelitian dilakukan di Louise Boulangerie and Patisserie yang menjual berbagai macam roti artisan dan croissant. Berdasarkan hasil survei, beberapa pelanggan mengungkapkan bahwa kualitas makanan yang disediakan harus ditingkatkan, hanya beberapa orang yang memperhatikan promosi yang diselenggarakan, dan harga yang ditawarkan lebih mahal dari toko lain. Ketiga variable tersebut diduga dapat mempengaruhi keputusan pembelian.

Dalam penelitian ini, penulis menggunakan metode penelitian kuantitatif termasuk metode deskriptif dan kausal untuk mengetahui hubungan antara variabel bebas dengan variabel terikat. Data penelitian ini diperoleh melalui penyebaran kuesioner kepada 97 responden yang dipilih dengan metode convenience sampling dan dianalisis menggunakan program IBM SPSS Statistics 25. Uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linear berganda, uji T, uji F, dan koefisien determinasi semuanya telah dinyatakan lulus dalam penelitian ini.

Hasil pengujian hipotesis menunjukkan bahwa kualitas makanan, promosi, dan harga berpengaruh secara parsial dan simultan terhadap keputusan pembelian di Louise Boulangerie dan Patisserie, Medan. Oleh karena itu, perusahaan disarankan untuk menjaga dan meningkatkan kualitas, menyesuaikan porsi dengan harga, lebih banyak terlibat dalam acara publik, menggunakan lebih banyak platform online, menyediakan program loyalitas atau hadiah, memastikan

Kata Kunci: Kualiatas Makanan, Promosi, Harga, Keputusan Pembelian

Referensi: 31 (2018-2022)