

ABSTRACT

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THE INFLUENCE OF LOCATION, PRICE PERCEPTION, AND CAFÉ ATMOSPHERE ON CUSTOMER PURCHASE INTENTION AT CAFÉ HOUSE BINJAI

(xviii+111 pages; 12 figures; 32 tables; 12 appendixes)

The food and beverage industry currently has a very strong appeal due to the very large market in Indonesia. Café House Binjai got complaints on Google reviews about the location, price perception, and café atmosphere. The problem of location is about limited parking space, price perception is about overpricing, and café atmosphere is about the atmosphere and cleanliness. This study aims to find out the influence of location, price perception, and café atmosphere on customer purchase intention. This research was conducted using quantitative, descriptive, and causal methods. The population chosen is all Café House Binjai customers, with a sample size of 96 respondents using convenience sampling. Data is collected by interviewing and distributing questionnaires. Classical assumption test showed that the data is normally distributed, multicollinearity does not occur and heteroscedasticity does not occur. The Hypothesis test revealed that location, price perception, and café atmosphere had a positive and significant influence on customer purchase intention, partially and simultaneously, allowing the hypothesis H1, H2, H3, and H4 to be accepted. According to the coefficient of determination adjusted R², the influence of the three independent variables is 52.6%, while the remaining 47.4% is influenced by other variables that are not mentioned in this study. Recommendations for Café House Binjai need to improve promotion and marketing through social media, be more conscientious with the market price and the quality of food, put up clear signages, pay attention to cleanliness, and do promotions using various advertising channels on social media.

Keywords: Location, Price Perception, Café Atmosphere, Customer Purchase Intention

References: 51 (2013-2023)

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Industri makanan dan minuman saat ini memiliki daya tarik yang sangat kuat karena pasar yang sangat besar di Indonesia. Café House Binjai mendapat keluhan di Google review tentang lokasi, persepsi harga dan suasana kafe. Masalah lokasi adalah tentang ruang parkir yang terbatas, persepsi harga tentang overpricing dan suasana kafe tentang suasana dan kebersihan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh lokasi, persepsi harga dan suasana café terhadap minat beli konsumen. Penelitian ini dilakukan dengan menggunakan metode kuantitatif, deskriptif, dan kausal. Populasi yang dipilih adalah seluruh pelanggan Café House Binjai, dengan jumlah sampel 96 responden dengan menggunakan convenience sampling. Pengumpulan data dilakukan dengan wawancara dan menyebarkan kuesioner. Uji asumsi klasik menunjukkan bahwa data berdistribusi normal, tidak terjadi multikolinearitas dan tidak terjadi heteroskedastisitas. Hasil uji hipotesis menunjukkan bahwa lokasi, persepsi harga dan suasana kafe berpengaruh positif dan signifikan terhadap minat beli konsumen secara parsial dan simultan sehingga hipotesis H1, H2, H3 dan H4 diterima. Berdasarkan koefisien determinasi adjusted R2 pengaruh ketiga variabel bebas tersebut sebesar 52,6%, sedangkan sisanya sebesar 47,4% dipengaruhi oleh variabel lain yang tidak disebutkan dalam penelitian ini. Rekomendasi untuk Café House Binjai perlu meningkatkan promosi dan pemasaran melalui media sosial, lebih teliti dengan harga pasar dan kualitas makanan, memasang signage yang jelas, memperhatikan kebersihan, dan melakukan promosi menggunakan berbagai saluran iklan di media sosial.

Kata Kunci: Lokasi, Persepsi Harga, Suasana Kafe, Minat Beli Konsumen

Referensi: 51 (2013-2023)