

ABSTRACT

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THE INFLUENCE OF FOOD QUALITY, PRICES, LOCATION, AND PROMOTIONS ON PURCHASING DECISIONS AT ZAC URBAN, MEDAN

(xvi+82 pages; 6 figures; 24 tables; 23 appendices)

The food and service industry becoming very popular nowadays in Indonesia, especially cafe. In this research, the writer is desire to find out whether the food quality, price, location, and promotion can influence purchasing decision at ZAC Urban Cafe, Medan. This research uses quantitative method approach with descriptive research design. The population of this research is customers who have visited or eaten at ZAC Urban Cafe, Medan. The sample used is 51 respondents who were collected from distributing questionnaires through snowball sampling technique. The data analysis methods used in this research are normality test, multicollinearity, heteroscedasticity, multiple linear regression analysis, coefficient of determination, and hypothesis testing.

The results of hypothesis testing indicate that the food quality, price, location, and promotion simultaneously influence purchasing decisions. The results of the coefficient of determination show that the variables X1, X2, X3, and X4 have an influence of 63.1% on variable Y. From the results of the analysis, ZAC Urban Cafe must be able to improve the food quality, change or lower the prices of food and drinks, expand the parking space, promote more on social media platform.

Keywords: Food Quality, Price, Location, Promotion, Purchasing Decision

References: (2018-2023)

ABSTRAK

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PENGARUH KUALITAS MAKANAN, HARGA, LOKASI, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN DI ZAC URBAN CAFE, MEDAN

(xvi+82 halaman; 6 figur; 24 tabel; 23 lampiran)

Industri makanan dan jasa menjadi sangat populer saat ini di Indonesia khususnya kafe. Dalam penelitian ini penulis ingin mengetahui apakah kualitas makanan, harga, lokasi, dan promosi dapat mempengaruhi keputusan pembelian di kafe ZAC Urban Medan. Penelitian ini menggunakan pendekatan metode kuantitatif dengan desain penelitian deskriptif. Populasi penelitian ini adalah pelanggan yang pernah berkunjung atau makan di ZAC Urban Cafe Medan. Sampel yang digunakan adalah 51 responden yang dikumpulkan dari penyebaran kuesioner melalui teknik snowball sampling. Metode analisis data yang digunakan dalam penelitian ini adalah uji normalitas, multikolinearitas, heteroskedastisitas, analisis regresi linier berganda, koefisien determinasi, dan pengujian hipotesis.

Hasil dari pengujian hipotesis menunjukkan bahwa kualitas makanan, harga, lokasi dan promosi secara simultan berpengaruh terhadap keputusan pembelian. Hasil koefisien determinasi menunjukkan bahwa variabel X1, X2, X3, X4 memiliki pengaruh sebesar 63.1% terhadap variable Y. Dari hasil analisis, kafe ZAC Urban harus dapat meningkatkan kualitas makanan, mengubah atau menurunkan harga makanan dan minuman, memperluas lahan tempat parkir, meningkatkan promosi di sosial media.

Kata Kunci: Kualitas Makanan, Harga, Lokasi, Promosi, Keputusan Pembelian Pelanggan

Referensi: (2018-2023)