

ABSTRACT

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FACTORS AFFECTING THE DECISION CONSUMER PURCHASES IN THE BUSINESS OF ZISEL CAFÉ MEDAN

(xvii + 99 pages; 5 figures; 61 tables; 10 appendixes)

One of the world's fastest-growing business areas is the food and beverage service industry. One of the distinguishing characteristics that differentiates this industry from others is that it has a profound connection to not only the sale of things, but also the delivery of those products, resulting in the customer's feedback on the overall experience of the products and services. The study was carried out at Zisel café Medan, which serves a variety of foods. The survey found that some customers believe that the pricing slightly higher, the service need to be improve that effect to the customer decision purchases. The purpose of this study was to determine the effect of the influence of prices on purchasing decisions, the effect of product quality on purchasing decisions, the influence of location on purchasing decisions.

To determine the relationship between the independent and dependent variables, the writer employed the quantitative research method, which included the descriptive approach and the causal approach. This study uses SPSS, the type and source of data are primary data and secondary data, the sampling technique is simple random sampling. The data for this study was gathered by distributing questionnaires to randomly selected respondents using the convenience sampling approach, and it was analyzed using the IBM SPSS Statistics. The study passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T-test, F-test, and coefficient of determination.

The outcomes of hypothesis testing revealed that price fairness, service quality all had a partial and simultaneous influence on decision consumer purchases at Zisel Café. As a result, it is recommended that companies are to maintain the cleanliness and freshness of food, more variety of food menus, pay attention to the air inside to maintain customer comfort.

Keywords: *Price, Word of Mouth, Location, Customers Purchasing Decisions*

References: Vol 2 (2018)

ABSTRAK

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FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN KONSUMEN DI BISNIS ZISEL CAFÉ MEDAN

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Salah satu area bisnis dengan pertumbuhan tercepat di dunia adalah industri jasa makanan dan minuman.. Penelitian dilakukan di Zisel cafe Medan, yang menyajikan berbagai makanan. Survei menemukan bahwa beberapa pelanggan percaya bahwa harga sedikit lebih tinggi, layanan perlu ditingkatkan yang efeknya terhadap keputusan pembelian pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh harga terhadap keputusan pembelian, pengaruh kualitas produk terhadap keputusan pembelian, pengaruh lokasi terhadap keputusan pembelian.

Untuk mengetahui hubungan antara variabel bebas dan terikat, penulis menggunakan metode penelitian kuantitatif yang meliputi pendekatan deskriptif dan pendekatan kausal. Penelitian ini menggunakan SPSS, jenis dan sumber datanya adalah data primer dan data sekunder, teknik pengambilan sampelnya adalah simple random sampling. Data untuk penelitian ini dikumpulkan dengan menyebarkan kuesioner kepada responden yang dipilih secara acak menggunakan pendekatan convenience sampling, dan dianalisis menggunakan SPSS Statistics. Penelitian lulus uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linier berganda, uji-T, uji-F, dan koefisien determinasi.

Hasil pengujian hipotesis menunjukkan bahwa price fairness, service quality semuanya berpengaruh secara parsial dan simultan terhadap keputusan pembelian konsumen di Zisel Café. Oleh karena itu disarankan agar perusahaan menjaga kebersihan dan kesegaran makanan, memperbanyak variasi menu makanan, memperhatikan udara di dalam untuk menjaga kenyamanan pelanggan..

Kata Kunci: Harga, Word of Mouth, Lokasi, Keputusan Pembelian Pelanggan

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