

ABSTRACT

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THE EFFECT OF SERVICE QUALITY, FOOD QUALITY, AND STORE ATMOSPHERE TOWARD CONSUMER PURCHASE DECISION AT MANO RISTORANTE MEDAN

Mano Ristorante is a new cafe with a cozy feel that is suitable as an Instagramable place with a wide selection of western-themed food and is located on Jalan Teuku Umar No. 7, Medan. At the beginning of its establishment, Mano Ristorante received a positive response from its visiting customers so that as time went on, Mano Ristorante was increasingly visited by new customers. However, for the following year, the level of consumer visits to visit again began to decrease, causing the level of consumer purchases to decrease. Although overall Mano Ristorante received positive reviews from customers, there are still some negative reviews which show that Mano Ristorante must focus on the variables of service quality, food quality and store atmosphere to improve purchasing decisions from Mano Ristorante Customers.

The research population is all consumer of Mano Ristorante which total is unknown. Because of the unknown population, Lemeshow formula are being used to determine the number of samples in the research which is as much as 96 samples. The distribution of the questionnaires has passed the validity and reliability tests. The tested data also passed the normality test.

The results of the study indicate that partially or simultaneously there is a positive and significant influence of Service Quality, Food Quality, and Store Atmosphere on Purchase Decision at Mano Ristorante.

It can be suggested that Mano Ristorante is advised to be able to increase its service quality, food quality and store atmosphere in order to increase the purchase decision of consumer.

Keywords: Service Quality, Food Quality, Store Atmosphere, Purchase Decision

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PENGARUH KUALITAS PELAYANAN, KUALITAS MAKANAN, DAN SUASANA TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI MANO RISTORANTE MEDAN

Mano Ristorante merupakan kafe baru dengan nuansa nyaman yang cocok dijadikan tempat Instagramable dengan berbagai pilihan makanan bertema western dan berlokasi di Jalan Teuku Umar No.7 Medan. Pada awal berdirinya, Mano Ristorante mendapat respon positif dari para pelanggan yang berkunjung sehingga seiring berjalannya waktu, Mano Ristorante semakin banyak dikunjungi pelanggan baru. Namun pada tahun berikutnya, tingkat kunjungan konsumen kembali mulai menurun sehingga menyebabkan tingkat pembelian konsumen menurun. Meskipun secara keseluruhan Mano Ristorante mendapat review positif dari pelanggan, namun masih terdapat beberapa review negatif yang menunjukkan bahwa Mano Ristorante harus fokus pada variabel kualitas pelayanan, kualitas makanan dan suasana toko untuk meningkatkan keputusan pembelian dari Pelanggan Mano Ristorante.

Populasi penelitian ini adalah seluruh konsumen Mano Ristorante yang tidak diketahui jumlahnya. Karena populasinya tidak diketahui maka digunakan rumus Lemeshow untuk menentukan jumlah sampel dalam penelitian yaitu sebanyak 96 sampel. Penyebaran kuesioner telah lolos uji validitas dan reliabilitas. Data yang diuji juga lolos uji normalitas.

Hasil penelitian menunjukkan bahwa secara parsial maupun simultan terdapat pengaruh positif dan signifikan Kualitas Pelayanan, Kualitas Makanan, dan Suasana Toko terhadap Keputusan Pembelian di Mano Ristorante.

Disarankan kepada Mano Ristorante untuk dapat meningkatkan kualitas pelayanan, kualitas makanan dan atmosfir toko agar dapat meningkatkan keputusan pembelian konsumen.

Kata Kunci : Kualitas Pelayanan, Kualitas Makanan, Suasana Toko, Keputusan Pembelian