

## ABSTRAK

HENDRI

02619220001

### **ANALISIS PENGARUH *FOOD QUALITY*, *MENU VARIETY*, *HEALTH ORIENTED*, *CONVENIENCE* DAN *REASONABLE PRICE* TERHADAP *REPURCHASE INTENTION* MELALUI *PERCEIVED VALUE* PADA *COFFEE CROWD* DI MEDAN**

(xvii+97 Halaman; 6 gambar; 29 tabel; 18 lampiran)

Sekarang ini perkembangan dunia bisnis makin pesat baik usaha kuliner sangat bermacam-macam mulai dari *cafe*, atau *coffee shop*, restoran, *food court* sampai pedagang kaki lima di Kota Medan. *Cafe*, rumah makan dan warung kecil ini sebagai kuliner yang berlomba untuk menyediakan beraneka ragam makanan maupun minuman mudah dihidangkan bagi konsumen berkunjung. Pada *coffee crowd* ini sebagai tempat bagi para pekerja, para mahasiswa-mahasiswi menghabiskan waktu untuk sekedar nongkrong dengan teman-temannya ataupun mengerjakan tugasnya.

Penelitian ini ditujukan untuk mengetahui Analisis Pengaruh *Food Quality*, *Menu Variety*, *Health Oriented*, *Convenience* Dan *Reasonable Price* Terhadap *Repurchase Intention* Melalui *Perceived Value* Pada *Coffee Crowd* Di Medan. Populasi penelitian ini sebanyak 65 orang Mahasiswa-mahasiswi kalangan UPH pada *Coffee Crowd* Medan. Sampel dari penelitian ini adalah sebanyak 65 orang Mahasiswa-mahasiswi kalangan UPH pada *Coffee Crowd* Medan. Pengolahan dan penganalisisan data dalam penelitian ini yaitu dengan menggunakan Eviews Versi 13 sebagai software untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa *Food quality* (kualitas produk) berpengaruh signifikan Terhadap *perceived value* pada konsumen *Coffee Crowd* Medan. *Menu Variety* berpengaruh signifikan Terhadap *perceived value* pada konsumen *Coffee Crowd* Medan. *Health oriented* berpengaruh signifikan Terhadap *perceived value* pada konsumen *Coffee Crowd* Medan. *Convenience* tidak berpengaruh signifikan Terhadap *perceived value* pada konsumen *Coffee Crowd* Medan. *Reasonable Price* tidak berpengaruh signifikan Terhadap *perceived value* pada konsumen *Coffee Crowd* Medan. *Perceived value* berpengaruh signifikan Terhadap minat beli pada konsumen *Coffee Crowd* Medan.

**Kata Kunci :** *Food quality* (kualitas produk), *Menu Variety*, *Health oriented*, *Convenience*, *Reasonable Price*, *Perceived value* dan Minat Beli.

## **ABSTRACT**

**HENDRI**

**02619220001**

### ***ANALYSIS OF THE INFLUENCE OF FOOD QUALITY, MENU VARIETY, HEALTH ORIENTED, CONVENIENCE AND REASONABLE PRICE ON REPURCHASE INTENTION THROUGH PERCEIVED VALUE IN THE COFFEE CROWD IN MEDAN***

(xvii+97 page; 6 figures; 29 tablea; 18 appendices)

*Currently, the development of the business world is increasingly rapid, both culinary businesses are very diverse, from cafes or coffee shops, restaurants, food courts to street vendors in the city of Medan. These cafes, restaurants and small stalls are culinary delights that compete to provide a variety of easy-to-serve foods and drinks for visiting consumers. This coffee crowd is a place for workers, students spend time just hanging out with their friends or doing their assignments.*

*This research aims to determine the analysis of the influence of food quality, menu variety, health oriented, convenience and reasonable price on repurchase intention through perceived value in the coffee crowd in Medan. The population of this study was 65 UPH students at Coffee Crowd Medan. The sample for this research was 65 UPH students at Coffee Crowd Medan. Processing and analyzing data in this research is by using Eviews Version 13 as software for processing data.*

*These empirical findings indicate that food quality (product quality) has a significant effect on the perceived value of Coffee Crowd Medan consumers. Menu Variety has a significant effect on perceived value among Coffee Crowd Medan consumers. Health oriented has a significant effect on the perceived value of Coffee Crowd Medan consumers. Convenience does not have a significant effect on perceived value among Coffee Crowd Medan consumers. Reasonable Price does not have a significant effect on perceived value among Coffee Crowd Medan consumers. Perceived value has a significant effect on purchasing interest among Coffee Crowd Medan consumers.*

***Keywords: Food quality (product quality), Menu Variety, Health oriented, Convenience, Reasonable Price, Perceived value and Purchase Interest.***