

ABSTRACT

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THE EFFECT OF CAFE ATMOSPHERE, PRODUCT QUALITY, PRICE PERCEPTION AND LIFESTYLES ON CUSTOMER PURCHASE DECISION AT HABITAT CAFE

(xv+108 pages; 11 figure; 41 tables; 7 appendices)

Habitat cafe is one of the favourite cafes in Medan. The decline in purchasing decisions is a matter of concern. The number of visits that have decreased shows a decrease in purchasing decisions. This study aims to look at the influence of cafe atmosphere, product quality, price and lifestyle in impacting purchasing decisions. The research method in this study is quantitative and descriptive using a causality study with a sample of 100 consumers. Respondents are customers who are taken using sampling criteria using non probability with snowball sampling. The distribution of questionnaires has passed the validity and reliability tests. The data tested has also passed the normality, multicollinearity, heteroscedasticity, and multiple linear regression tests. The results showed that cafe atmosphere, product quality, price perception, and lifestyles simultaneously had positive and significant effect on purchasing decisions with a coefficient of determination of 74.6%, while partially cafe atmosphere, product quality, price perception, and lifestyles had positive and significant effect on purchasing decisions. It can be recommended to Habitat Cafe to give regular training to employee, increasing creativity in plating techniques, promoting openness in ingredients used, diverse menu options and teach employees to have good communication skills.

Keywords: cafe atmosphere, lifestyles, price perception, product quality, purchase decision

References: 37 (2018-2023)