

ABSTRACT

DENZEL LINARDO
03013200105

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND STORE ATMOSPHERE TOWARDS PURCHASE DECISION AT ALLIGATOR ROASTERY MEDAN

(xv+141 pages; 10 figures; 34 tables; 9 appendices)

Alligator Roastery, a popular café in Medan, is known for its coffee and ambiance. However, customers have reported dissatisfaction with food quality and difficulties in securing reservations due to the café's limited seating capacity, typical of a slow-bar concept. These challenges impact the overall customer experience and their purchase decisions.

This study has been done to evaluate the influence of product quality, service quality, and store atmosphere towards purchase decisions at Alligator Roastery Medan. In this study, the writer used four hypotheses to evaluate the results.

The research design includes a quantitative, descriptive, and causal research approach with a sample of 97 respondents, selected using non-probability convenience sampling. The causal element examines the influence of product quality, service quality, and store atmosphere on purchase decisions. The questionnaire data passed validity and reliability tests and met all assumptions for multiple linear regression analysis. The writer is using SPSS to analyze and proceed with the data.

The results indicate that product quality, service quality, and store atmosphere have a simultaneous influence on purchase decisions, with a coefficient of determination of 46.1%. Each variable also shows a positive influence on purchase decisions when analyzed individually.

The writer recommended that the cafe improve product quality by focusing on taste, texture, appearance, and hygiene. Simplifying the reservation process and optimizing the store atmosphere with better seating arrangements and lighting can also strengthen the factors influencing customer purchase decisions and maintain the café's competitiveness.

Keywords: product quality, service quality, store atmosphere, purchase decision
References: 33 (2015-2024)

ABSTRAK

DENZEL LINARDO
03013200105

PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN SUASANA TOKO TERHADAP KEPUTUSAN MEMBELI DI ALLIGATOR ROASTERY MEDAN

(xv+141 halaman; 10 gambar; 34 tabel; 9 lampiran)

Alligator Roastery, sebuah kafe populer di Medan, dikenal karena kopi dan suasananya. Namun, pelanggan melaporkan ketidakpuasan terhadap kualitas makanan dan kesulitan dalam melakukan reservasi akibat kapasitas tempat duduk yang terbatas, yang merupakan ciri khas konsep slow-bar. Tantangan ini memengaruhi pengalaman pelanggan secara keseluruhan dan keputusan pembelian pelanggan.

Penelitian ini dilakukan untuk mengevaluasi pengaruh kualitas produk, kualitas layanan, dan suasana toko terhadap keputusan pembelian di Alligator Roastery Medan. Dalam penelitian ini, penulis menggunakan empat hipotesis untuk mengevaluasi hasil.

Desain penelitian mencakup pendekatan kuantitatif, deskriptif, dan kausal dengan sampel sebanyak 97 responden yang dipilih menggunakan teknik non-probability convenience sampling. Elemen kausal meneliti pengaruh kualitas produk, kualitas layanan, dan suasana toko terhadap keputusan pembelian. Data kuesioner telah lulus uji validitas dan reliabilitas serta memenuhi semua asumsi untuk analisis regresi linier berganda. Penulis menggunakan SPSS untuk menganalisis dan memproses data.

Hasil penelitian menunjukkan bahwa kualitas produk, kualitas layanan, dan suasana toko secara bersamaan memengaruhi keputusan pembelian dengan koefisien determinasi sebesar 46,1%. Masing-masing variabel juga menunjukkan pengaruh positif terhadap keputusan pembelian ketika dianalisis secara individu.

Penulis merekomendasikan agar kafe meningkatkan kualitas produk dengan fokus pada rasa, tekstur, penampilan, dan kebersihan. Menyederhanakan proses reservasi dan mengoptimalkan suasana toko dengan tata letak tempat duduk dan pencahayaan yang lebih baik juga dapat memperkuat faktor-faktor yang memengaruhi keputusan pembelian pelanggan dan menjaga daya saing kafe.

Kata kunci: kualitas produk, kualitas layanan, suasana toko, keputusan membeli
Referensi: 33 (2015-2024)