ABSTRAK

BENFICA SANPRIMA SINAGA. *Pengaruh Harga, Variasi Produk, dan Kualitas Pelayanan terhadap Keputusan Pembelian di Kedai Kopi Kebun Cemara*. Dibimbing oleh Muhammad Roestian Fahmi, S.I.Kom, M.M. dan Enty Evasari Simanjuntak, SE, M.S.M

Kedai kopi merupakan salah satu usaha yang berkembang seiring dengan meningkatnya kebutuhan masyarakat terhadap makanan dan minuman serta tempat untuk bersantai dan berkumpul. Dalam menghadapi persaingan usaha, harga, variasi produk, dan kualitas pelayanan menjadi beberapa aspek yang dapat dipertimbangkan konsumen dalam melakukan keputusan pembelian. Kedai Kopi Kebun Cemara memiliki karakteristik produk dengan konsep vegetarian 99% serta menawarkan berbagai pilihan makanan dan minuman. Penelitian ini bertujuan untuk menganalisis pengaruh harga, variasi produk, dan kualitas pelayanan terhadap keputusan pembelian konsumen di Kedai Kopi Kebun Cemara, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Penelitian dilakukan pada Kedai Kopi Kebun Cemara dengan jumlah sampel sebanyak 100 responden yang merupakan konsumen Kedai Kopi Kebun Cemara. Pengumpulan data dilakukan menggunakan kuesioner. Analisis data menggunakan uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,004 < 0,05 dan nilai t hitung 2,972 > 1,984. Variasi produk tidak berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,999 > 0,05 dan nilai t hitung -0,001. Sementara itu, kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,001 < 0,05 dan nilai t hitung 4,309 > 1,984. Secara simultan, harga, variasi produk, dan kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian, dengan nilai F hitung 18,222 > 2,698 dan signifikansi 0,001 < 0,05. Nilai R Square sebesar 0,363 menunjukkan bahwa harga, variasi produk, dan kualitas pelayanan mampu menjelaskan 36,3% variasi keputusan pembelian, sedangkan 63,7% lainnya dijelaskan oleh faktor lain di luar model penelitian.

Kata kunci: Harga, Variasi Produk, Kualitas Pelayanan, Keputusan Pembelian.

ABSTRACT

BENFICA SANPRIMA SINAGA. The Effect of Price, Product Variety, and Service Quality on Purchasing Decisions at Kedai Kopi Kebun Cemara. Supervised by Muhammad Roestian Fahmi, S.I.Kom., M.M. and Enty Evasari Simanjuntak, S.E., M.S.M.

Coffee shops are one of the growing business sectors in line with the increasing needs of consumers for food and beverages as well as places for relaxation and socializing. In facing business competition, price, product variety, and service quality are among the factors that consumers may consider in making purchasing decisions. Kedai Kopi Kebun Cemara has a distinctive product concept, namely 99% vegetarian products, and offers a variety of food and beverages. This study aims to analyze the effect of price, product variety, and service quality on consumers' purchasing decisions at Kedai Kopi Kebun Cemara, both partially and simultaneously. This study employed a quantitative approach using a causal associative research design. The research was conducted at Kedai Kopi Kebun Cemara with a sample of 100 respondents who were consumers of the coffee shop. Data were collected using questionnaires. Data analysis was conducted using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2). The results showed that price had a positive and significant effect on purchasing decisions, with a significance value of 0.004 < 0.05 and a calculated t-value of 2.972 > 1.984. Product variety did not have a significant effect on purchasing decisions, with a significance value of 0.999 > 0.05 and a calculated t-value of -0.001. Meanwhile, service quality had a positive and significant effect on purchasing decisions, with a significance value of 0.001 < 0.05 and a calculated t-value of 4.309 > 1.984. Simultaneously, price, product variety, and service quality had a significant effect on purchasing decisions, with a calculated F-value of 18.222 > 2.698 and a significance value of 0.001 < 0.05. The R Square value of 0.363 indicates that price, product variety, and service quality jointly explain 36.3% of the variation in purchasing decisions, while the remaining 63.7% is explained by other factors outside the research model.

Keywords: Price, Product Variety, Service Quality, Purchasing Decisions.