

ABSTRAK

Wahyudi, Keputusan Pembelian Atas Dasar Suasana Cafe & Harga Pada Cafe Al Madani Tanjung Bumi (Studi Pada Konsumen Cafe Al Madani). Dibawah bimbingan Dr. A. Yahya Surya Winata, SE., M.Si.

Penelitian ini bertujuan untuk menganalisis: (1) Menjelaskan secara deskriptif Suasana Cafe dan Harga terhadap Keputusan Pembelian di cafe Al Madani, (2) Menjelaskan pengaruh suasana cafe terhadap keputusan pembelian di cafe Al Madani, (3) Menjelaskan pengaruh harga terhadap keputusan pembelian di cafe Al Madani

Jenis penelitian ini merupakan penelitian dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen cafe Al Madani. Teknik pengambilan sampel menggunakan non probability sampling, dan diperoleh jumlah sampel sebanyak 97 responden. Teknik pengumpulan data menggunakan kuisisioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa seluruh hipotesis dapat diterima dan diperoleh hasil: Suasana cafe, dan Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, dan adjusted R^2 menjelaskan bahwa variabel suasana cafe dan harga dapat menjelaskan variabel keputusan pembelian sebesar 67,1%.

Kesimpulan pada penelitian ini yaitu: (1) Suasana cafe di cafe Al Madani nyaman, dan harga di cafe Al Madani ditentukan terjangkau, dan keputusan pembelian di cafe Al madani secara keseluruhan tepat; (2) Terdapat pengaruh positif Suasana cafe terhadap Keputusan pembelian pada Cafe Al Madani; (3) Terdapat pengaruh positif Harga terhadap Keputusan Pembelian pada cafe Al Madani.

Kata kunci: Suasana Cafe, Harga, Keputusan Pembelian

ABSTRACT

Wahyudi, *Purchasing Decisions Based on Cafe Atmosphere & Price at Al Madani Cafe Tanjung Bumi (Study of Cafe Al Madani Consumers)*. Under the guidance of Dr. A. Yahya Surya Winata, SE., M.Si.

This study aims to analyze: (1) Descriptively Cafe Atmosphere and Price towards Purchase Decisions at Al Madani cafe, (2) The influence of cafe atmosphere towards purchase decisions at Al Madani cafe, (3) The influence of price towards purchase decisions at the cafe Al Madani.

This type of research is research with a quantitative approach. The population in this study is Al Madani cafe consumers. The sampling technique uses non probability sampling, and the number of samples is 97 respondents. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used is multiple linear regression.

The results showed that all hypotheses could be accepted and obtained results: Cafe atmosphere, and price partially had a positive and significant effect on purchasing decisions, and adjusted R^2 explained that cafe atmosphere and price variables could explain the purchase decision variable by 67.1%.

The conclusions of this study are: (1) The atmosphere of the cafe at Al Madani cafe is comfortable, and the price at the Al Madani cafe is determined to be affordable, and the purchasing decision at the Al Madani cafe as a whole is right; (2) There is a positive influence of the atmosphere of the cafe on the decision to buy at Cafe Al Madani; (3) There is a positive effect of Price on Purchasing Decisions at Al Madani cafe.

Keywords: Cafe atmosphere, Price, Purchase Decision