

ABSTRAK

PENGARUH SUASANA TOKO, POTONGAN HARGA DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN DI CEKA COFFESHOP DEMANG LEBAR DAUN PALEMBANG

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Penelitian ini berlatar belakang terkait keputusan pembelian pada Ceka coffeshop Demang Lebar Daun Palembang. Penelitian ini juga bertujuan untuk mencari tau bagaimana pengaruh antara Suasana toko, Potongan harga dan Cita rasa terhadap keputusan pembelian. Penelitian ini menggunakan sampel dari pelanggan kedai kopi Ceka Demang Lebar Daun Palembang.

Penelitian ini menggunakan penelitian kuantitatif. Pengambilan sampel menggunakan selebaran kertas kuesioner dan teknik pengumpulan data. Teknik pengambilan sampel dalam penelitian ini menggunakan nonprobability sampling. Teknik pengujian instrumen penelitian ini menggunakan uji validitas dan uji realibilitas. Teknik analisis data dalam penelitian ini menggunakan uji asumsi klasik, analisis regresi berganda, uji T, uji F dan uji R2.

Hasil dalam penelitian menunjukkan bahwa Suasana Toko berpengaruh positif signifikan terhadap keputusan pembelian konsumen Ceka Coffeshop Demang Lebar Daun Palembang, Potongan harga berpengaruh positif signifikan terhadap keputusan pembelian konsumen Ceka Coffeshop Demang Lebar Daun Palembang, dan Cita rasa berpengaruh positif signifikan terhadap keputusan pembelian konsumen Ceka Coffeshop Demang Lebar Daun Palembang

Kata Kunci : Suasana toko, Potongan harga dan Cita rasa

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE, PRICE DISCOUNTS AND TASTE ON PURCHASING DECISIONS AT CEKA COFFESHOP DEMANG LEBAR DAUN PALEMBANG

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The background of this research is related to purchasing decisions at Ceka coffeeshop Demang Lebar Daun Palembang. This research also aims to find out how the store atmosphere, price discounts and taste influence purchasing decisions. This research uses samples from customers of the Ceka Demang Lebar Daun Palembang coffee shop.

This research uses quantitative research. Sampling used a sheet of paper questionnaire and data collection techniques. The sampling technique in this research used purposive sampling with predetermined criteria. The testing technique for this research instrument uses a validity test and a reliability test. The data analysis technique in this research uses the classic assumption test, multiple regression analysis, T test, F test and R2 test.

The results of the research show that shop atmosphere has a significant positive effect on consumer purchasing decisions of Ceka Coffeshop Demang Lebar Daun Palembang, price cuts have a significant positive effect on consumer purchasing decisions of Ceka Coffeshop Demang Lebar Daun Palembang, and taste has a significant positive effect on consumer purchasing decisions of Ceka Coffee Shop.

The results of the research show that shop atmosphere has a significant positive effect on consumer purchasing decisions of Ceka Coffeshop Demang Lebar Daun Palembang, price cuts have a significant positive effect on consumer purchasing decisions of Ceka Coffeshop Demang Lebar Daun Palembang, and taste has a significant positive effect on consumer purchasing decisions of Ceka Coffee Shop Demang Lebar Daun Palembang

Keywords: Store atmosphere, price discounts and taste