

ABSTRAK

Pengaruh Orang, Bukti Fisik dan Proses Terhadap Keputusan Pembelian Pada Candu Coffee Bar

Tanti Sukmawati

Perkembangan zaman yang semakin modern menyebabkan pertumbuhan bisnis di Indonesia khususnya di Kota Bandung berkembang sangat pesat. Salah satu contoh perkembangannya yaitu di bidang kuliner. Kuliner merupakan salah satu bisnis yang banyak diminati, terutama bisnis coffee shop. Berbagai variasi makanan dan minuman baru dapat kita temui di sekitar kita. Untuk bertahan di tengah persaingan bisnis ini, perihal ini juga dirasakan oleh Candu Coffee Bar yang mana harus memiliki strategi yang baik agar bisa bersaing dengan pesaing lainnya. Salah satu strategi yang harus diperhatikan yaitu strategi bauran pemasaran jasa diantaranya Orang, Bukti Fisik dan Proses. Dari penelitian yang dilakukan ini bertujuan untuk mengetahui, mendeskripsikan dan menganalisis Orang, Bukti Fisik, Proses dan Keputusan Pembelian di Candu Coffee Bar. Metode yang digunakan dalam penelitian ini yaitu metode analisis deskriptif dan verifikatif (uji validitas, uji reliabilitas, uji asumsi klasik, MSI, uji regresi linier berganda, koefisien korelasi, koefisien determinasi, uji f dan uji t. Maka dari itu dapat disimpulkan bahwa variabel Orang secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel Bukti Fisik secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, dan proses secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan hasil yang telah diuji simultan bahwa variabel Orang, Bukti Fisik dan Proses secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian yang artinya dalam penelitian ini H_0 ditolak dan H_a diterima.

Kata Kunci : Orang, Bukti Fisik, Proses, Keputusan Pembelian

ABSTRACT

The Effect of People, Physical Evidence and Process, on Purchasing Decisions at Candu Coffee Bar

Tanti Sukmawati

The development of an increasingly modern era has caused business growth in Indonesia, especially in the city of Bandung, to grow very rapidly. One example of its development is in the culinary field. Culinary is one of the most popular businesses, especially the coffee shop business. Various variations of new foods and drinks can be found around us. To survive in the midst of this business competition, this matter is also felt by Candu Coffee Bar, which must have a good strategy in order to compete with other competitors. One of the strategies that must be considered is the service marketing mix strategy including People, Physical Evidence and process. From the research conducted, it aims to find out, describe and analyze People, Physical Evidence, Process and Purchasing Decisions at Candu Coffee Bar. The methods used in this study are descriptive and verification analysis methods (validity test, reliability test, classical assumption test, MSI, multiple linear regression test, correlation coefficient, coefficient of determination, f test and t test. So from that it can be concluded that the People variable partially has a positive and significant effect on purchasing decisions, the physical evidence variable partially has a positive and significant effect on purchasing decisions, and the process partially has a positive and significant effect on purchasing decisions. Based on the results that have been tested simultaneously, the people, physical evidence and process variables simultaneously have a positive and simultaneous effect on purchasing decisions, which means that in this study H_0 is rejected and H_a is accepted.

Keywords: People, Physical Evidence, Process, Purchasing Decision