

***Analysis Of Factors Affecting The Decision To Purchase
BAKEROLD Bakery In Lubang Buaya, Kayu Manis And Cinere***

By Muhammad Fikri Iswara

Abstract

This study was conducted to determine and analyze the effect of differences in price, location and service quality on consumer purchasing decisions at Bakerold bakery outlets in Lubang Buaya, Kayu Manis and Cinere. With this type of quantitative research, the sample used is 100 respondents with probability sampling. Data were collected by questionnaire and using SPSS 26.00. The results show: (1) Outlet at Lubang Buaya has a value, variable price tcount 2,231 > ttable 1,687, location tcount 3,235 > ttable 1,687 and service quality tcount 4,016 > ttable 1,687. (2) Cinnamon has a value, the price variable tcount 4.018 > ttable 2.026, location variable 0.735 which is lower ttable 2.0262 and service quality variable tcount 5.542 > ttable 2.0262. (3) Cinere has a value, the price variable tcount 3,890 > ttable 1,692, location variable tcount 3,035 > ttable 1,692 and service quality tcount 3,141 > ttable 1,692. The results of Kruskal-Wallis show: (4) There is no effect of the price difference with the outlet value at Lubang Buaya 0.254, Kayu Manis 0.180 and Cinere 0.076. (5) There is an effect of location differences with outlet values in Lubang Buaya 0.057, Kayu Manis 0.002 and Cinere 0.093. (6) There is no difference in the effect of service quality with the Kruskal-Wallis value at the outlet at Lubang Buaya 0.804, Kayu Manis 0.183 and Cinere 0.568.

Keywords: BakerOld, Bread, Location, Price, Purchase Decision, Service Quality.

Analisis Faktor Yang Mempengaruhi Keputusan Pembelian Roti BakerOld Di Lubang Buaya, Kayu Manis Dan Cinere

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Abstrak

Penelitian dilakukan untuk mengetahui dan menganalisis pengaruh perbedaan harga, lokasi dan kualitas pelayanan terhadap keputusan pembelian konsumen pada outlet toko roti *Bakerold* di Lubang Buaya, Kayu Manis dan Cinere. Dengan jenis penelitian kuantitatif, sampel yang digunakan sebanyak 100 responden dengan *probability sampling*. Data dikumpulkan dengan kuesioner dan menggunakan SPSS 26.00. Hasil menunjukkan: (1) Outlet di Lubang Buaya memiliki nilai, variabel harga $t_{hitung} 2,231 > t_{tabel} 1,687$, lokasi $t_{hitung} 3,235 > t_{tabel} 1,687$ dan kualitas pelayanan $t_{hitung} 4,016 > t_{tabel} 1,687$. (2) Pada Kayu Manis memiliki nilai, variabel harga $t_{hitung} 4,018 > t_{tabel} 2,026$, variabel lokasi 0,735 yang lebih rendah $t_{tabel} 2,0262$ dan variabel kualitas pelayanan $t_{hitung} 5,542 > t_{tabel} 2,0262$. (3) Pada Cinere memiliki nilai, variabel harga $t_{hitung} 3,890 > t_{tabel} 1,692$, variabel lokasi $t_{hitung} 3,035 > t_{tabel} 1,692$ dan kualitas pelayanan $t_{hitung} 3,141 > t_{tabel} 1,692$. Hasil Kruskal-Wallis menunjukkan: (4) Tidak terdapat pengaruh perbedaan harga dengan nilai outlet di Lubang Buaya 0,254, Kayu Manis 0,180 dan Cinere 0,076. (5) Terdapat pengaruh perbedaan lokasi dengan nilai outlet di Lubang Buaya 0,057, Kayu Manis 0,002 dan Cinere 0,093. (6) Tidak terdapat perbedaan pengaruh kualitas pelayanan dengan nilai Kruskal-Wallis pada outlet di Lubang Buaya 0,804, Kayu Manis 0,183 dan Cinere 0,568.

Kata Kunci : *BakerOld*, Harga, Kualitas Pelayanan, Keputusan Pembelian, Lokasi, Roti.