

***Analysis of Fast Food Purchasing Decisions Influenced by Customer Perceptions, Purchase Intention, Multiattribute Attitudes***

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***ABSTRACT***

*This study shows how customer perceptions, purchase intentions, and multiattribute attitudes influence purchasing decisions. 100 respondents who frequently visit Hokben restaurants in the DKI Jakarta area became the sample of this study. This research uses quantitative methodology. Purposive sampling was used as the method for data collection, and the SmartPLS 4.0 tool was used for descriptive and inferential analysis. The findings of data processing show that: (1) Customer perceptions significantly and positively influence the purchase decision of Hokben Jakarta; (2) Purchase intention has a negative and insignificant effect on the purchase decision of Hokben Jakarta; (3) Multiattribute attitude significantly and positively influences the purchase decision of Hokben Jakarta.*

***Keywords:*** *Purchase Decision, Customer Perception, Purchase Intention, Multiattribute Attitude*

# **Analisa Keputusan Pembelian Fast Food yang Dipengaruhi oleh Persepsi Pelanggan, Minat Beli, Sikap Multiatribut**

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## **ABSTRAK**

Penelitian ini menunjukkan bagaimana persepsi pelanggan, minat beli, dan sikap multiatribut mempengaruhi keputusan pembelian. 100 responden yang sering mengunjungi restoran Hokben di wilayah DKI Jakarta menjadi sampel penelitian ini. Penelitian ini menggunakan metodologi kuantitatif. *Purposive Sampling* digunakan sebagai metode untuk pengumpulan data, dan alat SmartPLS 4.0 digunakan untuk analisis deskriptif dan inferensial. Temuan pengolahan data menunjukkan bahwa: (1) Persepsi pelanggan secara signifikan dan positif mempengaruhi keputusan pembelian Hokben Jakarta; (2) Minat beli berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian Hokben Jakarta; (3) Sikap multiatribut secara signifikan dan positif mempengaruhi keputusan pembelian Hokben Jakarta

**Kata Kunci:** Keputusan Pembelian, Persepsi Pelanggan, Minat Beli, Sikap Multiatribut