

ABSTRAK

Mario Putra Fahrizal

Analisis Pengaruh Produk,Harga,Promosi dan Tempat Terhadap Keputusan Konsumen Membeli Kopi di Waroeng Kopi Bin Di Pondok Aren Tangerang Selatan.

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh produk terhadap keputusan pembelian Kopi di Waroeng Kopi Bin, (2) pengaruh harga terhadap keputusan pembelian Kopi di Waroeng Kopi Bin (3) pengaruh promosi terhadap keputusan pembelian Kopi di Waroeng Kopi Bin, (4) pengaruh lokasi terhadap keputusan pembelian Kopi di Waroeng Kopi Bin dan (5) pengaruh produk, harga, promosi dan lokasi terhadap keputusan pembelian Kopi di Waroeng Kopi Bin di Pondok Aren Tangerang Selatan. Penelitian ini merupakan penelitian survei. Populasi pada penelitian ini adalah seluruh Waroeng Kopi Bin di Pondok Aren Tangerang Selatan. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 155 orang. Teknik pengumpulan data menggunakan kuesioner.

Kata kunci: Keputusan Pembelian, Produk, Harga, Promosi, Lokasi

Penulis

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ABSTRACT

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Analysis of the Influence of Product, Price, Promotion, and Place on Consumer Decisions to Purchase Coffee at Waroeng Kopi Bin in Pondok Aren, South Tangerang.

This study aims to determine: (1) the influence of product on the decision to purchase coffee at Waroeng Kopi Bin, (2) the influence of price on the decision to purchase coffee at Waroeng Kopi Bin, (3) the influence of promotion on the decision to purchase coffee at Waroeng Kopi Bin, (4) the influence of location on the decision to purchase coffee at Waroeng Kopi Bin, and (5) the influence of product, price, promotion, and location on the decision to purchase coffee at Waroeng Kopi Bin in Pondok Aren, South Tangerang. This research is a survey study. The population for this study consists of customers of Waroeng Kopi Bin in Pondok Aren, South Tangerang. The sampling technique used was purposive sampling, with a sample size of 155 individuals. Data collection was conducted using questionnaires.

Keywords: Purchase Decision, Product, Price, Promotion, Location

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