

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh keragaman produk dan kualitas pelayanan terhadap keputusan pembelian (survei pada konsumen *Foodbar and Coffee Restaurant* Jl. Aria Jipang No.1-3 Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 91 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara keragaman produk dan kualitas pelayanan terhadap keputusan pembelian. Besarnya pengaruh keragaman produk dan kualitas pelayanan terhadap keputusan pembelian secara simultan sebesar 54,6% dan sisanya 45,4% keputusan pembelian di *Foodbar and Coffee Restaurant* dipengaruhi oleh faktor lain yang tidak diteliti diantaranya harga, lokasi, promosi, proses, dan bukti fisik. Secara parsial besarnya pengaruh keragaman produk terhadap keputusan pembelian yaitu sebesar 26,5% dan pengaruh kualitas pelayanan terhadap keputusan pembelian sebesar 28,1%, sehingga dapat disimpulkan bahwa kualitas pelayanan memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata Kunci : Keragaman Produk, Kualitas Pelayanan dan Keputusan Pembelian

ABSTARCT

This study aims to determine the effect of product assortment and service quality on purchase decisions (surveys of consumers Foodbar and Coffee Restaurant) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 91 respondents. Testing research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between product assortment and service quality on the purchase decision. The magnitude of the effect of product assortment and service quality on purchase decisions simultaneously was 54.6% and the remaining 45.4% purchase decisions at the Foodbar and Coffee Restaurant were influenced by other factors not examined including price, location, promotion, processes, and physical evidence. Partially, the influence of product assortment on the purchase decision is 26.5% and the effect of service quality on the purchase decision is 28.1%, so it can be concluded that service quality provides the greatest influence on the purchase decision.

Keywords : Product Assortment, Service Quality and Purchase Decision