

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan promosi penjualan terhadap keputusan pembelian konsumen pada *Coffee shop* House of Noir. Penelitian dilatarbelakangi oleh belum tercapainya target penjualan secara konsisten serta hasil penelitian pendahuluan yang mengindikasikan bahwa keputusan pembelian konsumen masih berada pada kategori kurang baik. Kondisi tersebut diduga dipengaruhi oleh kualitas produk dan promosi penjualan yang belum optimal.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 88 responden yang merupakan konsumen *Coffee shop* House of Noir. Teknik analisis data meliputi analisis regresi linier berganda, analisis koefisien korelasi, koefisien determinasi, serta pengujian hipotesis secara parsial (uji t) dan simultan (uji F).

Hasil analisis deskriptif menunjukkan bahwa kualitas produk memperoleh nilai rata-rata sebesar 3,04, promosi penjualan sebesar 3,02, dan keputusan pembelian sebesar 3,03, yang seluruhnya berada pada kategori kurang baik. Hasil analisis verifikatif menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan kontribusi sebesar 15,0%, sedangkan promosi penjualan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan kontribusi sebesar 30,1%. Secara simultan, kualitas produk dan promosi penjualan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien determinasi sebesar 45,1%, sementara sisanya sebesar 54,9% dipengaruhi oleh faktor-faktor lain di luar model penelitian. Temuan penelitian juga menunjukkan bahwa promosi penjualan merupakan variabel yang memberikan pengaruh paling dominan terhadap keputusan pembelian konsumen pada *Coffee shop* House of Noir.

Kata Kunci: Kualitas Produk, Promosi Penjualan, Keputusan Pembelian

ABSTRACT

This study aims to analyze the influence of product quality and sales promotion on consumers' purchasing decisions at House of Noir Coffee shop. The study was motivated by the Coffee shop's inability to consistently achieve its sales targets and the findings of a preliminary study indicating that consumers' purchasing decisions were still categorized as low. This condition is presumed to be influenced by suboptimal product quality and sales promotion.

This study employed descriptive and verificative methods with a quantitative approach. Data were collected through questionnaires distributed to 88 consumers of House of Noir Coffee shop. The data were analyzed using multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing through partial tests (t-test) and simultaneous tests (F-test).

The descriptive analysis revealed that product quality obtained an average score of 3.04, sales promotion obtained an average score of 3.02, and purchasing decisions obtained an average score of 3.03, all of which were categorized as low. The verificative analysis demonstrated that product quality had a positive and significant effect on purchasing decisions, contributing 15.0% to the variance in purchasing decisions. Sales promotion also had a positive and significant effect, contributing 30.1%. Simultaneously, product quality and sales promotion had a positive and significant effect on purchasing decisions, with a coefficient of determination of 45.1%, while the remaining 54.9% was influenced by other factors beyond the scope of this study. Furthermore, the findings indicate that sales promotion is the most dominant variable influencing consumers' purchasing decisions at House of Noir Coffee shop.

Keywords: Product Quality, Sales Promotion, Purchasing Decision.