ABSTRACT

The research was notifited by the business competition in the shape of a coffee shop that stood in the town of Semarang. The coffee shop business competition getting tougher these days also brought the influence of coffee shop Stove Syndicate. The more options coffee shop for consumers then consumers are increasingly free to determine coffee shop where that suit his taste and he could meet his needs. This makes the coffee shop business actors vying gives products and best quality. Therefore, this research attempts to examine the factors that influence the purchase of decisions in the Stove Syndicate. This study tested three independent variables: product, price, and quality of service.

The method of collecting data is using the method of a questionnaire with the consumers stove syndicate as of respondents. The method of a questionnaire is used to find out which is the rationale behind interest of respondents so do purchases in the syndicate stove. The questionnaire that spread for this study as much as 100 a questionnaire.

Of research results that have met the test of validity, reliability test and test the assumptions of classical regression equation to produce processed as follows, $Y = 0{,}223 X_1 + 0.363 X_2 + 0{,}361 X_3$ a linear multiple regression model results to get that third variable that products, prices, and quality of service has a positive influence on purchasing decisions. The value of the coefficient of determination (R^2 adjusted) acquired for 0,525. This would mean 52.5% of purchase decisions can be explained by the variable Products, prices and service quality, whereas a 47,5% purchase decisions can be explained from the other variables besides the third variable.

Keyword: product, price, quality of service, purchase decisions