

ABSTRACT

This observation is proposed to find out the impact of product quality, service quality, promotion and atmosphere of Coffee Shop towards the decision of consumer purchasing in Coffee Shop, that is CoffeeGroove. The observation data was collected from 100 consumers of CoffeeGroove who used to come and drink its products. The sampling was done in this observation using non probability sampling technique and kind of sampling incidental method. The analysis which is used in this observation such as validity test, reliability test, classic assumption test, multiple linear regression analysis, and hypothesis trial that consist of test T, test F, and coefficient of Determination (R^2).

The analysis result used multiple linear regression is known that variable product quality might positively influence to the decision of buyer in purchasing at CoffeeGroove Coffee Shop. Secondly, variable service quality might be positively effect to the buyer decision, too. Thirdly, variable of promotion might positively impact to the decision of buyer in purchasing the product in CoffeeGroove. Fourth, variable of atmosphere in coffee shop might positively impact to the decision of buyer in purchasing its product.

The analysis result using Test t was discovering about product quality, service quality, promotion and atmosphere of coffee shop brought good and significant impact to the decision of buyer in purchasing product at CoffeeGroove. The analysis result using coefficient of determination was discovering of about 59,8% variable of purchasing decision can be summarized by the variant of variable product quality, service quality, promotion and atmosphere of coffee shop, whilst 40,2% summarized by other variable which unexplained in this observation

Key words: Product quality, Service quality, Promotion and Atmosphere of coffee shop