

ABSTRACT

This study aims to analyze the factors that influence consumer attitudes in an attempt to influence the buying intention in increasing consumer purchase decisions. Research problem based on the problem of decreasing the number of subscribers and revenue I-Cos Coffee Shop Semarang, and did not fulfill the target number of subscribers and revenue is the coffee shop. I-Cos coffee shop is one of the local coffee shop in Semarang is located in the Tembalang, besides the strategic location in the area Tembalang Diponegoro University campus, coffee shop also has a concept and the quality is not inferior to foreign coffee shop. I-Cos coffee shop start-up from March of 2009.

From the above issues underlying this research, namely to determine the factors that influence consumer attitudes that will affect the buying intention and finally to the formation of consumer purchase decisions. In this study developed a theoretical model of the proposed seven hypotheses to be tested using Structural Equation Model (SEM) using AMOS software 18. Respondents used in this study was taken from the respondents subscribers I-cos a coffee shop, amounting to 162 respondents.

Results from SEM data processing for the full model meets the goodness of fit as follows, the value of chi-square = 203.042; probability = 0.105; GFI = 0.894; AGFI = 0.864; TLI = 0.988; CFI = 0.990; Cmin / DF = 1.134; RMSEA = 0.029. Thus it can be said that the model is feasible for use. The results of this study indicate that consumer attitudes can be improved by increasing the experiential marketing, relationship quality and reputation. Furthermore, consumer attitudes will affect the higher and further buying intention in improving purchasing decision.

Keywords: experiential marketing, relationship quality, reputation, consumer attitudes, buying intention and purchasing decisions.