ABSTRAK

Penelitian ini dilakukan pada konsumen C'Bezt Fried Chicken Wirowongso Jember. Penelitian ini bertujuan untuk mengetahui pengaruh produk, harga, promosi, tempat, orang, bukti fisik, dan proses terhadap keputusan pembelian di C'Bezt Fried Chicken Wirowongso Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa wawancara dan kuesioner terhadap 80 responden dengan teknik *purpossive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas), dan uji hipotesis (uji F,uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel produk (0,418), harga (1,080), promosi (0,381), tempat (0,315), orang (0,173), bukti fisik (0,105) dan proses (0,586), semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil produk (0,000), harga (0,000) , promosi (0,000), tempat (0,000), orang (0,011), bukti fisik (0,029) dan proses (0,001), semuanya berpengaruh signifikan terhadap keputusan pembelian. Dari uji F diperoleh hasil produk, harga, promosi, tempat, orang, bukti fisik dan proses, semuanya berpengaruh signifikan (0,000) secara simultan terhadap keputusan pembelian.

Kata kunci: produk, harga, promosi, tempat, orang, bukti fisik, proses dan keputusan pembelian.

ABSTRACT

This research is conducted to consumer of C'Bezt Fried Chicken at Wirowongso Jember. The aim from this research is to know the effect from product, price, promotion, place, people, physical evidence,and process toward the buying decision of C'Bezt Fried Chicken at Wirowongso Jember. In this research collected of data with interview and questionnaire toward 80 respondents with purpossive sampling technique. This is doing to know the perceptions from respondents about each variable. Data instrument test (Validity test, and reliability test), multiple linear regression analysis, classic assumption test (Normality test, Multicolinearity test, heteroskedasticity test), and hypothesis test (F test, t test, determination coefficient) will be used to analyze. From regression analysis, we know that product (0,418), price (1,080), promotion (0,381), place (0,315) , people (0,173), physical evidence (0,105), and process (0,586) have the positive effect for the buying decision. From t test resulting product (0,000), price (0,000) , promotion (0,000), place (0,000), people (0,011), physical evidence (0,029) dan process (0,001), that mean all of three variables have significance influential toward buying decision. From F test resulting product, price, promotion, place, people, physical evidence, and process, that mean all of six variables have simultaneous significance influential (0,000) toward the byuing decision.

Key words*: product, price, promotion, place, people, physical evidence, process and buying decision.*