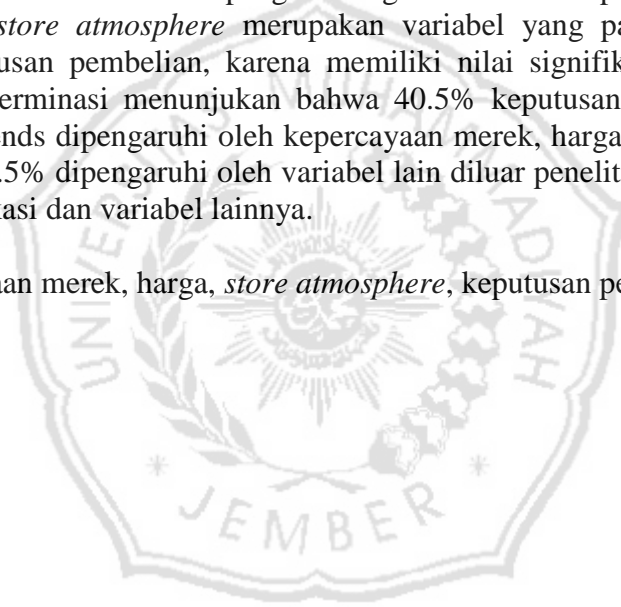


ABSTRAK

Penelitian bertujuan menganalisis pengaruh kepercayaan merek, harga dan *store atmosphere* terhadap keputusan pembelian di Kafe Bvgil Gelato and Friends. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen Kafe Bvgil Gelato and Friends. Sampel yang diambil adalah 100 responden. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil analisis regresi linier berganda menunjukkan bahwa kepercayaan merek, harga dan *store atmosphere* memiliki nilai koefisien positif, artinya semakin baik kepercayaan merek, harga dan *store atmosphere* maka keputusan pembelian juga akan semakin meningkat. Variabel harga merupakan variabel yang memiliki pengaruh paling besar terhadap keputusan pembelian, karena memiliki nilai koefisien paling tinggi. Hasil uji hipotesis menunjukkan seluruh variabel independen memiliki nilai signifikansi lebih kecil dari *alpha*, maka terbukti bahwa kepercayaan merek, harga dan *store atmosphere* secara individu berpengaruh signifikan terhadap keputusan pembelian. Variabel harga dan *store atmosphere* merupakan variabel yang paling signifikan dalam mempengaruhi keputusan pembelian, karena memiliki nilai signifikan paling kecil. Hasil analisis koefisien determinasi menunjukkan bahwa 40.5% keputusan pembelian pada Kafe Bvgil Gelato and Friends dipengaruhi oleh kepercayaan merek, harga dan *store atmosphere*, sedangkan sisanya 59.5% dipengaruhi oleh variabel lain diluar penelitian ini, seperti cita rasa produk, pelayanan lokasi dan variabel lainnya.

Kata kunci: kepercayaan merek, harga, *store atmosphere*, keputusan pembelian



ABSTRACT

This research has a purpose to analyze the influence of brand trust, price and store atmosphere on purchase decision at Kafe Bvgil Gelato and Friends. This type of research is descriptive quantitative and research design is explanatory. The population in this research is all Kafe Bvgil Gelato and Friends customers. The samples used were 100 respondent. Sampling technique using non probability sampling technique with purposive sampling approach. The analysis tool using multiple linear regression. The results of multiple linear regression analysis indicate that brand trust, price and store atmosphere have positive coefficient value, it means the better brand trust, price and store atmosphere, then purchase decision will also increase. Price variable is the variable that has the greatest influence on the purchase decision, because it has the highest coefficient value. The result of hypothesis test shows that all independent variables have smaller significance value than alpha, then brand trust, price and store atmosphere individually have a significant effect on purchasing decision. Price variables and store atmosphere variables are the most significant variables in influencing purchasing decisions, because they have the least significant value. The result of Coefficient determination analysis shows that 40.5% of customers satisfaction influenced by brand trust, price and store atmosphere, while the remaining 59.9% is influenced by other variables outside the model or equation, like taste of food, service, location and others.

Key words: brand trust, price, store atmosphere, purchase decision

