

ABSTRAK

Perkembangan industri coffee shop di Indonesia yang didorong oleh perubahan gaya hidup generasi milenial dan Generasi Z telah meningkatkan persaingan antar pelaku usaha, sehingga diperlukan pemahaman mengenai faktor-faktor yang memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas produk, harga, fasilitas, dan promosi terhadap keputusan pembelian konsumen di Tomoro Coffee Kabupaten Jember. Penelitian menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Pengambilan sampel dilakukan menggunakan teknik purposive sampling berdasarkan rumus Lemeshow dengan jumlah responden sebanyak 100 orang. Data primer diperoleh melalui penyebaran kuesioner menggunakan skala Likert, sedangkan data sekunder diperoleh dari studi literatur. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial citra merek (sig. 0,000), kualitas produk (sig. 0,012), harga (sig. 0,000), fasilitas (sig. 0,024), dan promosi (sig. 0,000) berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, kelima variabel tersebut juga berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 159,547 dan signifikansi 0,000. Nilai Adjusted R² sebesar 0,889 menunjukkan bahwa 88,9% variasi keputusan pembelian dapat dijelaskan oleh model penelitian. Variabel yang paling dominan memengaruhi keputusan pembelian adalah citra merek. Dengan demikian, penguatan citra merek, kualitas produk, harga, fasilitas, dan promosi menjadi faktor penting dalam meningkatkan keputusan pembelian konsumen Tomoro Coffee Jember.

Kata Kunci: Citra Merek, Kualitas Produk, Harga, Fasilitas, Promosi, Keputusan Pembelian

ABSTRACT

The rapid growth of coffee shop businesses in Indonesia, driven by changing lifestyles among Millennials and Generation Z, it has intensified competition within the industry. Therefore, understanding the factors influencing consumer purchasing decisions has become essential for business sustainability. This study aimed to analyze the effects of brand image, product quality, price, facilities, and promotion on consumer purchasing decisions at Tomoro Coffee in Jember Regency. The research employed a quantitative approach using an explanatory research design. The sample consisted of 100 respondents selected through purposive sampling based on the Lemeshow formula. Primary data were collected through questionnaires using a Likert scale, while secondary data were obtained from relevant literature sources. Data analysis was conducted using multiple linear regression with IBM SPSS version 25. The results revealed that brand image ($p = 0.000$), product quality ($p = 0.012$), price ($p = 0.000$), facilities ($p = 0.024$), and promotion ($p = 0.000$) each had a positive and significant effect on purchasing decisions. Simultaneously, all independent variables significantly influenced purchasing decisions, as indicated by an F-value of 159.547 and a significance level of 0.000. The Adjusted R^2 value of 0.889 indicated that 88.9% of the variation in purchasing decisions could be explained by the research model. Brand image was identified as the most dominant factor influencing purchasing decisions. Therefore, strengthening brand image, product quality, pricing strategies, facilities, and promotional activities is crucial for enhancing consumer purchasing decisions at Tomoro Coffee Jember.

Keywords: Brand Image, Facilities, Price, Product Quality, Promotion, Purchasing Decision