

ABSTRAK

Fenny May Sara, Pengaruh Physical Evidence Terhadap Keputusan Pembelian Konsumen Di Cafe Infinito Culinary Bandung. Dibimbing Oleh Rini Andari, M.M, And Caria Ningsih, Ph.D.

Penelitian ini bertujuan untuk mengetahui pengaruh physical evidence terhadap keputusan pembelian konsumen di Cafe Infinito Culinary Bandung. Keputusan pembelian konsumen adalah suatu tahapan di mana seorang konsumen membentuk niat untuk membeli produk atau jasa yang paling disukai oleh konsumen (Kotler dan Keller, 2009). Physical evidence adalah desain fasilitas fisik yang berperan besar dalam proses sosialisasi suatu konsep mengenai tujuan perusahaan untuk mengkomunikasikan komunikasi dalam nilai-nilai norma, perilaku, peran, dan pola hubungan antar karyawan dan konsumen (Tjiptono, 2008).

Penelitian ini dilakukan pada konsumen Cafe Infinito Culinary dengan jumlah subyek sebanyak 100 responden. Alat pengumpul data yang digunakan berupa kuesioner physical evidence yang terdiri dari fasilitas eksterior (5 item valid), fasilitas interior (10 item valid), fasilitas lainnya (5 item valid) dan keputusan pembelian konsumen (9 item valid). Reliabilitas kuesioner physical evidence adalah 0,945, dan keputusan pembelian konsumen adalah 0,885. Analisis data yang digunakan dalam penelitian ini adalah analisis regresi sederhana menggunakan bantuan SPSS 22.0 for Windows.

Hasil penelitian ini menunjukkan bahwa ada pengaruh antara physical evidence terhadap keputusan pembelian konsumen di Cafe Infinito Culinary Bandung. Penilaian tertinggi pada variabel physical evidence terdapat pada dimensi fasilitas eksterior. penilaian terendah pada dimensi fasilitas interior. Pada variabel keputusan pembelian konsumen penilaian tertinggi adalah metode pembayaran dan penilaian terendah adalah pemilihan waktu pembelian. Pada hasil analisis regresi sederhana terdapat pengaruh antara physical evidence, yang terdiri dari beberapa dimensi (fasilitas eksterior, fasilitas interior, dan fasilitas lainnya), terhadap keputusan pembelian konsumen.

Kata kunci: Physical Evidence, Keputusan Pembelian Konsumen

ABSTRACT

Fenny May Sara, the influence of the physical evidence against the consumer's purchasing decision at Cafe Infinito Culinary. Guided by Rini Andari, M.M, and Caria Ningsih, Ph.D.

This research aims to know the influence of the physical evidence against the consumer's purchasing decision at Cafe Infinito Culinary. Consumer purchasing decisions is a stage in which a consumer is forming an intention to purchase a product or service that is most preferred by consumers (Kotler and Keller, 2009). Physical evidence is the physical facility design plays a major role in the process of socialization of a concept about the purpose of the company to communicate communication in norms, values, roles, behaviors and patterns of relationships between employees and consumers (Tjiptono, 2008).

This research was conducted on consumers of Culinary Infinito Cafe subject as many as 100 respondents. Data collecting instrument that was used in the form of a questionnaire physical evidence consisting of exterior facilities (5 items valid), interiors facilities (10 items is valid), other facilities (valid 5 items) and consumer purchasing decisions (9 items is valid). Reliability the questionnaire physical evidence is 0.945, and consumer purchasing decisions is 0.885. The analysis of the data used in this study is the analysis of simple regression using SPSS 22.0 Help for Windows.

The results of this research show that there are influences between the physical evidence against the consumer's purchasing decision at Cafe Infinito Culinary. The highest evaluation on variable physical evidence found in the dimensions is exterior facilities. the lowest scoring on dimensions is interior facilities . On consumer purchasing decisions highest valuation was payment method and the lowest assessment is the selection of the time of purchase. On the results of a simple regression analysis there are influences between the physical evidence, which consists of several dimensions (exterior facilities, interior facilities, and other facilities), against consumer purchasing decisions.

Keywords: Physical Evidence, Customers Purchase Decision