

ABSTRAK

Penelitian bermaksud untuk mengetahui pengaruh Harga (X1), Fasilitas (X2), dan Kualitas Pelayanan (X3) terhadap Keputusan Pembelian (Y). Populasi pada penelitian ini yaitu konsumen Warkop Cagak-7. Sampel memakai teknik sampling insidental, didapat 108 responden. Metode pengumpulan data memakai kuisisioner online (*Google Forms*). Teknik analisis data memakai uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa, uji t (parsial) dapat di simpulkan variabel Harga (X1) berpengaruh terhadap variabel Keputusan Pembelian (Y), dengan diperoleh nilai sig $0,001 < 0,05$. Variabel Fasilitas (X2) berpengaruh terhadap variabel Keputusan Pembelian (Y), dengan diperoleh nilai sig $0,004 < 0,05$. Variabel Kualitas Pelayanan (X3) berpengaruh terhadap variabel Keputusan Pembelian (Y), dengan nilai sig $0,000 < 0,05$.

Kata kunci : Harga, Fasilitas, Kualitas Pelayanan, Keputusan Pembelian.

ABSTRACT

This study is intended to determine the effect of price (X1), facilities (X2) and service quality (X3) on purchasing decisions (Y). The population surveyed was customers of Warkop Cagak-7. The sample used an accidental sampling method and received 108 respondents. The data collection methodology uses, a web-based questionnaire (Google Forms). The data analysis technique utilized the validity test, the reliability test, the conventional hypothesis test, the multiple linear regression analysis. The results of this study indicate that the t-test (part) can be concluded that Price (X1) variable affects the Procurement Decision (Y) variable, with a significance value of $0.001 < 0.05$. The Facility (X2) variable affects the Procurement Decision (Y) variable, which stands at $0.004 < 0.05$. The Quality of Service (X3) variable affects the Procurement Decision (Y) variable, with a significance value of $0.000 < 0.05$.

Keywords: *Price, Facilities, Quality of Service, Purchase Decision.*