

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *perceived quality* dan *store location* terhadap minat beli konsumen *Deja-vu cafe and eatery* di Ngagel Surabaya. Jenis Data yang digunakan dalam penelitian ini merupakan data primer. Dengan teknik pengambilan sampel dalam penelitian ini adalah teknik *accidental sampling*. Data dikumpulkan langsung melalui penyebaran kuesioner kepada 110 responde kemudian dianalisis menggunakan uji regresi linier berganda dan uji signifikan menggunakan bantuan SPSS Version 20. Berdasarkan analisis yang dilakukan menggunakan uji t disimpulkan bahwa variabel (1) *perceived quality* berpengaruh secara parsial dan signifikan terhadap minat beli (2) *store location* berpengaruh secara parsial dan signifikan terhadap minat beli. Dengan kesimpulan persamaan regresi : $Y = 12,747 + 0,458 X_1 + 0,359 X_2$. Berdasarkan hasil uji hipotesis *perceived quality* memiliki nilai t hitung sebesar 5,326 dengan nilai sig 0,000 , *store location* memiliki nilai t hitung sebesar 3,691 dengan nilai sig 0,000. Sedangkan untuk uji F simultan diperoleh hasil 114,298 dengan nilai sig 0,000.

Kata kunci : *perceived quality*, *store location* dan minat beli

ABSTRACT

This study aims to determine the effect of perceived quality and store location on consumer purchase intention in Deja-vu cafe and eatery at Ngagel Surabaya. The type of data used in this study is primary data. With the sampling technique in this study is the accidental sampling technique. Data were collected directly through interview questionnaires to 110 respondents then analyzed using multiple linear regression tests and significant tests using SPSS Version 20. Based on the analysis carried out using the t test it was concluded that variable (1) perceived quality was related partially and significantly to purchase intention (2) store location has a significant impact on purchase intention. With the conclusion of the regression equation: $Y = 12,747 + 0,458 X_1 + 0,359 X_2$. Based on the results of hypothesis testing it is perceived that the value of t count is 5.326 with a value of sig 0,000, the location of the store has a value of t count of 3.691 with a value of sig 0,000. While for the simultaneous F test, the results are 114,298 with a value of sig 0,000.

Keywords: *perceived quality, store location and purchase intention*