

ABSTRACT

This study aims to examine the effect of the marketing variables (food quality, perceived price, promotion, and place) on purchase decisions and their impact on customer's loyalty. Sejo Njamoer was taken as a case study. This study is quantitative descriptive in nature. Both primary and secondary data were employed. Secondary data were taken from various sources such as journals, books, and other publications. Primary data were gathered using questionnaire which were distributed to the customers of Sejo Njamoer located in Bunda Mulia University. Using convenience sampling technique, 111 respondents were obtained.

The results showed that food quality, perceived price, promotion and place individually or jointly had a positive and significant influence on purchase decisions. Perceived price was found to be dominant. Food quality, perceived price, promotion and place individually or jointly also had a positive and significant influence on customer's loyalty through purchase decisions. Promotion was found to be dominant.

Key words: Food Quality, Perceived Price, Promotion, Place, Purchase Decision and Loyalty



ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh bauran pemasaran terhadap keputusan pembelian dan dampaknya terhadap loyalitas konsumen Sego Njamoer. Jenis penelitian yang digunakan adalah melalui pendekatan kuantitatif dengan menggunakan Analisis Jalur. Data diperoleh melalui penyebaran kuesioner terhadap 111 responden yang diambil dengan teknik *convenience sampling* dari populasi konsumen Sego Njamoer di outlet kantin Universitas Bunda Mulia Jakarta.

Hasil penelitian mengindikasikan bahwa variabel bauran pemasaran yang terdiri dari kualitas makanan, persepsi harga, promosi dan tempat masing-masing maupun secara bersama-sama memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Variabel bauran pemasaran yang dominan berpengaruh terhadap keputusan pembelian yaitu persepsi harga. Kualitas makanan, persepsi harga, promosi dan tempat masing-masing maupun bersama-sama juga memiliki pengaruh yang positif dan signifikan terhadap loyalitas konsumen melalui keputusan pembelian. Sedangkan variabel bauran pemasaran yang dominan berpengaruh terhadap loyalitas konsumen adalah promosi.

Kata Kunci: Kualitas Makanan, Persepsi Harga, Promosi, Tempat, Keputusan Pembelian dan Loyalitas



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