

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, promosi, dan harga terhadap keputusan pembelian konsumen Fore Coffee di Kota Medan. Fenomena meningkatnya minat masyarakat terhadap coffee shop, khususnya kalangan muda, menjadi latar belakang penelitian ini. Variabel yang digunakan meliputi kualitas produk (X1), promosi (X2), harga (X3), dan keputusan pembelian (Y). Jenis penelitian ini adalah kuantitatif dengan pendekatan asosiatif. Populasi penelitian adalah konsumen Fore Coffee di Kota Medan dengan jumlah sampel sebanyak 100 responden, yang ditentukan menggunakan metode accidental sampling. Teknik analisis data menggunakan Partial Least Square (PLS) melalui software SmartPLS. Hasil penelitian menunjukkan bahwa secara parsial kualitas produk (X1) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y), promosi (X2) tidak berpengaruh signifikan terhadap keputusan pembelian (Y), sedangkan harga (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). Secara simultan, kualitas produk, promosi, dan harga berpengaruh signifikan terhadap keputusan pembelian dengan nilai R-square sebesar 87,6%. Temuan ini menegaskan bahwa kualitas produk dan harga merupakan faktor utama yang memengaruhi konsumen dalam membeli Fore Coffee, sementara promosi yang ada saat ini belum cukup kuat memengaruhi keputusan pembelian.

Kata Kunci: Kualitas Produk, Promosi, Harga, Keputusan Pembelian

ABSTRACT

This study aims to determine the influence of product quality, promotion, and price on consumer purchasing decisions at Fore Coffee in Medan City. The increasing public interest in coffee shops, particularly among young people, serves as the background of this research. The variables used include product quality (X1), promotion (X2), price (X3), and purchasing decision (Y). This research is quantitative with an associative approach. The population consists of Fore Coffee consumers in Medan City, with a total sample of 100 respondents determined using the accidental sampling method. Data analysis was carried out using Partial Least Square (PLS) with SmartPLS software. The results show that partially, product quality (X1) has a positive and significant effect on purchasing decisions (Y), promotion (X2) has no significant effect on purchasing decisions (Y), while price (X3) has a positive and significant effect on purchasing decisions (Y). Simultaneously, product quality, promotion, and price significantly affect purchasing decisions with an R-square value of 87.6%. These findings confirm that product quality and price are the main factors influencing consumers in purchasing Fore Coffee, while the current promotion is not strong enough to significantly affect purchasing decisions.

Keywords: *Product Quality, Promotion, Price, Purchasing Decision*