

ABSTRAK

PENGARUH *SERVICE QUALITY*, *PHYSICAL EVIDENCE*, DAN *BRAND LOYALTY* TERHADAP KEPUTUSAN PEMBELIAN DI *COFFEE SHOP* BANDAR LAMPUNG (STUDI PADA KONSUMEN NUJU *COFFEE*)

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Pertumbuhan bisnis *coffee shop* di Indonesia menunjukkan peningkatan yang signifikan, seiring dengan perubahan gaya hidup masyarakat, yang menjadikan *coffee shop* bukan sekadar tempat untuk menikmati kopi tetapi juga sebagai tempat bersosialisasi, bekerja, dan bersantai. Penelitian ini bertujuan untuk menganalisis pengaruh *service quality*, *physical evidence*, dan *brand loyalty* terhadap keputusan pembelian pada Nuju Coffee di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Populasi dalam penelitian ini adalah konsumen yang sebelumnya pernah membeli produk di Nuju Coffee Bandar Lampung. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan *accidental sampling*, dengan jumlah responden sebanyak 100 orang. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan SPSS 29. Hasil penelitian menunjukkan bahwa *service quality*, *physical evidence* dan *brand loyalty* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, *service quality*, *physical evidence* dan *brand loyalty* juga terbukti memiliki pengaruh positif dan signifikan secara simultan terhadap keputusan pembelian di Nuju Coffee Bandar Lampung.

Kata kunci: *Service Quality*, *Physical Evidence*, *Brand Loyalty*, Keputusan Pembelian, *Coffee Shop*, Nuju Coffee.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, PHYSICAL EVIDENCE, AND BRAND LOYALTY ON PURCHASING DECISIONS AT BANDAR LAMPUNG COFFEE SHOP (STUDY ON NUJU COFFEE CONSUMERS)

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The growth of coffee shop business in Indonesia shows a significant increase, along with changes in people's lifestyles, which make coffee shops not just a place to enjoy coffee but also a place to socialize, work, and relax. This study aims to analyze the effect of service quality, physical evidence, and brand loyalty on purchasing decisions at Nuju Coffee in Bandar Lampung. This study uses a quantitative approach with a descriptive research type. The population in this study were consumers who had previously purchased products at Nuju Coffee Bandar Lampung. The sampling technique used was purposive sampling and accidental sampling, with a total of 100 respondents. Data collection was carried out by distributing questionnaires and analyzed using SPSS 29. The results of the study showed that service quality, physical evidence and brand loyalty partially had a positive and significant effect on purchasing decisions. In addition, service quality, physical evidence and brand loyalty were also proven to have a positive and significant effect simultaneously on purchasing decisions at Nuju Coffee Bandar Lampung.

Keywords: Service Quality, Physical Evidence, Brand Loyalty, Purchasing Decisions, Coffee Shop, Nuju Coffee.