

**PENGARUH HARGA, RASA, KEMASAN DAN MEREK TERHADAP  
KEPUTUSAN PEMBELIAN MINUMAN KOPI  
(Studi kasus Pada Koling di Yogyakarta)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh harga, rasa, kemasan dan merek terhadap keputusan pembelian minuman kopi di Koling. Penelitian ini menggunakan metode deskriptif, pelaksanaan penelitian dengan metode studi kasus dan pengambilan sampel dengan teknik *non probability sampling* dengan jenis *incidental sampling*. Teknik analisis : Analisis Regresi Linier Berganda dengan model  $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$ . Hasil penelitian harga, rasa, kemasan dan merek berpengaruh terhadap keputusan pembelian minuman kopi di Koling.

Kata kunci: minuman kopi, atribut produk dan keputusan pembelian.

**THE INFLUENCE OF PRICE, TASTE, PACKAGING AND BRANDING  
OF COFFEE DRINK PURCHASE DECISION  
(Case study at the Koling in Yogyakarta)**

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**ABSTRACT**

This research aims to analyze any real effect of the price, taste, packaging and branding of coffee drink purchase decision at the Koling. This research used descriptive methods, implementation of research by case study method and sampling with non probability sampling technique with incidental sampling type. Analysis technique used multiple linear regression analysis with the model  $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$ . The results of this research, show the price, taste, packaging and brand influence on purchasing decisions of coffee drinks at the Koling.

Keyword: coffee drinks, product attributes and purchasing decisions.