

Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Roti

***Breadtalk* di Jogja City Mall**

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ABSTRAK

Penelitian ini bertujuan (1) menganalisis sikap konsumen terhadap produk roti *Breadtalk*. (2) menganalisis pengaruh faktor budaya, sosial, pribadi dan psikologis terhadap keputusan pembelian roti *Breadtalk* di Jogja City Mall. Penelitian ini menggunakan metode *deskriptif*, metode pelaksanaan penelitian menggunakan metode survei, metode penentuan lokasi penelitian menggunakan metode *purposive sampling*, macam data yang digunakan adalah data primer dan data sekunder, teknik pengambilan data dengan kuesioner, wawancara, dan observasi. Sumber data diperoleh dari pihak *Breadtalk*, konsumen *Breadtalk*, studi kepustakaan dan internet. Metode pengambilan sampel menggunakan metode *accidental sampling* untuk 50 orang konsumen roti *Breadtalk* di Jogja City Mall. Teknik analisis menggunakan model multiatribut *Fishbein* dan analisis regresi linier berganda. Hasil penelitian menunjukkan (1) Sikap konsumen terhadap produk Roti *Breadtalk* adalah suka. (2) Faktor budaya, sosial, pribadi dan psikologi berpengaruh terhadap keputusan pembelian konsumen roti *Breadtalk*.

Kata Kunci : Sikap Konsumen, Budaya, Sosial, Pribadi, Psikologis
Keputusan Pembelian.

Factors Affecting Purchase Decision of Breadtalk Bread Consumer at Jogja City Mall

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ABSTRACT

This study aims to (1) analyzed consumer attitude towards Breadtalk bread. (2) Analyzed the cultural, social, personal and psychological factors that influence Breadtalk bread consumer purchasing decisions. This research used descriptive method, the method of determining the location of this study uses purposive sampling method, the type of data used are primary data and secondary data, data collection techniques with questionnaires, interviews, and observation, data sources are obtained from Breadtalk, Breadtalk consumers, library and internet, studies. The sampling method uses accidental sampling method for 50 Breadtalk bread consumers. The analysis technique uses the Fishbein multi attribute model and multiple linear regression analysis. The results of the research this study shows that (1) Consumer attitudes towards Bread Bread products are like. (2) Cultural, social, personal and psychological factors influence breadtalk bread consumer purchasing decisions.

Keywords: Breadtalk Bread, Consumer Attitude, Culture, Social, Personal, Psychological, Buying Decision