GEORGINA NATHANIA PATRICIA PANGGABEAN. 2024**.** Pengaruh Harga, Kualitas Produk, Media Sosial, dan *Store Atmosphere* Terhadap Keputusan Pembelian Kopi Di Melipir *Coffee* Kecamatan Depok, Kabupaten Sleman. Di bawah bimbingan Antik Suprihanti

ABSTRAK

Penelitian yang dilakukan pada Melipir *Coffee* bertujuan untuk mengetahui karakteristik konsumen Melipir *Coffee* dan menganalisis pengaruh harga, kualitas produk, media sosial, dan *store atmosphere* terhadap keputusan pembelian minuman kopi pada Melipir *Coffee*. Penelitian menggunakan metode pendekatan kuantitatif dengan jenis penelitian deskriptif. Metode penentuan lokasi menggunakan metode *purposive.* Metode pengambilan sampel untuk penentuan responden menggunakan metode *nonprobability sampling* dengan teknik *accidental sampling* sebanyak 100 responden. Penelitian menggunakan data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan wawancara, kuesioner, studi pustaka, dan dokumentasi. Teknik analisis data dilakukan dengan analisis deskriptif dan analisis regresi logistik. Hasil penelitian menunjukkan bahwa karakteristik responden pada Melipir *Coffee* yaitu didominasi oleh konsumen Perempuan dengan usia 20 – 30 tahun, memiliki pendidikan terakhir SMA/SMK, berprofesi sebagai pelajar/mahasiswa dengan pendapatan per bulan <Rp1.000.000 dan faktor yang mempengaruhi keputusan pembelian minuman kopi pada Melipir *Coffee* adalah media sosial dan *store atmosphere*.

Kata kunci: Keputusan Pembelian, Media Sosial, Melipir *Coffee*, Regresi Logistik, *Store Atmosphere*

GEORGINA NATHANIA PATRICIA PANGGABEAN. 2024. The Effects of Price, Product Quality, Social Media, and Store Atmosphere on Purchase Decisions for Coffee at Melipir Coffee Depok District, Sleman Regency. Supervised by Antik Suprihanti.

ABSTRACT

The research conducted at Melipir Coffee aims to (1) Analyze the characteristics of Melipir Coffee's consumers and (2) Analyze the effects of product price, product quality, media sosial, and store atmosphere on purchase decisions for coffee drinks at Melipir Coffee. The research uses quantitive approach method with descriptive research. The determination of location retrieval using purposive method. The sampling method for determining respondents used a nonprobability sampling method with an accidental sampling technique as many as 100 respondents. The study used primary data and secondary data. Data collection techniques are carried out using interviews, quesitionnaires, literature study, and documentation. Data analysis techniques with descriptive analysis and logistic regression analysis. The results showed that the characteristics of respondents at Melipir Coffee are dominated by female consumers aged 20-30 years, with the highest level of education being high school (SMA/SMK), mostly students, with a monthly income of less than Rp1,000,000 the factors effected purchase decisions for coffee drinks at Melipir Coffee were social media and store atmosphere.

Keywords: *Coffee Shop, Logistic Regression, Purchase Decisions, Social Media, Store Atmosphere*