

ABSTRACT

Farizal Adzim. 2015, Thesis "Effect of Product Attribute Decision Against Consumer Selection Coffee Shop In Malang"

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This research is motivated by the coffee shop phenomenon has long characterized the pattern of life of our society, especially in the city of Malang. Almost all corners of the city can be assured there is a coffee shop. Usually visitors will linger at the coffee shop for a cup of coffee while chatting. The urban community is currently experiencing a change in lifestyle. One of the manifestations of modern lifestyle today is the habit of certain groups of people who hang out in the coffee shop. Specifically, the research manager to review the efforts made coffee shop to attract customers by optimizing been the price factor, product, cleanliness and service quality. The title of this study "Effect of Product Attribute Decision Against Consumer Selection Coffee Shop In Malang".

This study uses a quantitative method with a questionnaire approach, observation and literature study. Samples in this study of 100 people were taken from visitors coffee shop in the city of Malang. Data were analyzed using multiple linear regression through the software SPSS for Windows version 16.

From the analysis it was found that the variable Location, Cost, Facility, Atmosphere and Food and Beverage partially or individually significant effect on the consumer's decision. As well as from the results of the coefficient of determination, the atmosphere variables are variables that most influence on the consumer's decision to have the greatest value in the amount of 0.125 compared to the other variables are location, price, amenities and variables of food and beverages.