

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Harga Dan Cita Rasa Terhadap Keputusan Pembelian Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kopi Cap Honda Solok. Populasi dalam penelitian ini adalah masyarakat Kota Solok dengan sampel sebanyak 97 responden. Metode pengambilan sampel penelitian dilakukan dengan accidental sampling. Teknik sampel ini adalah pengambilan sampel yang dilakukan dengan menggunakan siapa saja yang ditemui secara kebetulan sebagai sampel yang dilakukan melalui proses wawancara, observasi, kuesioner dan dokumentasi dengan teknik analisis data yaitu *Structur Equation Modeling* (SEM) dan *Partial Least Square* (PLS) dengan mengedarkan kuesioner sebanyak 97 responden.

Hasil analisis data menyimpulkan, bahwa Harga berpengaruh signifikan terhadap Kepuasan Pelanggan. Harga tidak berpengaruh signifikan terhadap Keputusan pembelian. Kepuasan Pelanggan memiliki pengaruh signifikan Keputusan Pembelian. Cita Rasa memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Cita Rasa tidak memiliki pengaruh signifikan terhadap Keputusan pembelian. Harga mampu memediasi hubungan antara Kepuasan Pelanggan terhadap Keputusan Pembelian. Cita Rasa mampu memediasi hubungan antara Kepuasan Pelanggan terhadap Keputusan Pembelian.

Berdasarkan hasil penelitian ini diharapkan pihak pimpinan Kopi Honda Solok agar lebih memperhatikan harga , dikarenakan harga memiliki pengaruh yang dominan terhadap kepuasan pelanggan, melalui indikatornya yaitu : kesesuaian harapan, minat berkunjung kembali, dan kesediaan merekomendasikan.. Namun, dengan tetap memperhatikan cita rasa produk dan keputusan pembelian dalam berbelanja.

Kata kunci: Harga, Cita Rasa, Keputusan Pembelian dan Kepuasan Pelanggan.

ABSTRACT

This study aims to determine how much influence price and taste have on purchasing decisions with customer satisfaction as an intervening variable on Kopi Cap Honda Solok. The population in this study is the people of Solok City with a sample of 97 respondents. The research sample collection method was carried out by accidental sampling. This sampling technique is sampling which is carried out using anyone who is met by chance as a sample which is carried out through interviews, observation, questionnaires and documentation with data analysis techniques, namely Structural Equation Modeling (SEM) and Partial Least Square (PLS) by distributing questionnaires as many as 97 respondents.

The results of the data analysis concluded that price has a significant effect on customer satisfaction. Price has no significant effect on purchasing decisions. Customer Satisfaction has a significant influence on Purchasing Decisions. Taste has a significant influence on Customer Satisfaction. Taste does not have a significant influence on purchasing decisions. Price is able to mediate the relationship between customer satisfaction and purchasing decisions. Taste is able to mediate the relationship between Customer Satisfaction and Purchase Decisions.

Based on the results of this study, it is hoped that the leadership of Kopi Honda Solok will pay more attention to price, because price has a dominant influence on customer satisfaction, through its indicators, namely: conformity of expectations, interest in revisiting, and willingness to recommend. However, while still paying attention to the taste of the product and buying decision in shopping.

Keywords: Price, Taste, Purchase Decision and Customer Satisfaction.