

ABSTRAK

Penelitian ini bertujuan untuk mengukur seberapa besar Pengaruh Bauran Pemasaran dan Kualitas Pelayanan terhadap Keputusan Pembelian dan Kepuasan Pelanggan Sebagai Variabel Intervening pada Velo City Burger & Coffee. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 100 responden yang di dapat dengan rumus *slovin* pada populasi Masyarakat Padang Barat sebanyak 6.850 jiwa. Metode analisis yang digunakan adalah metode analisis korelasi, regresi linier berganda dan analisis jalur (*Path Analysis*) menggunakan SPSS 16.

Hasil penelitian yang didapatkan terdapat pengaruh positif dan signifikan antara Bauran Pemasaran terhadap Kepuasan Pelanggan pada Velo City Burger & Coffee. Terdapat pengaruh positif dan signifikan antara Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Velo City Burger & Coffee . Terdapat pengaruh positif dan signifikan antara Bauran Pemasaran terhadap Keputusan Pembelian pada Velo City Burger & Coffee. Terdapat pengaruh positif dan signifikan antara Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Velo City Burger & Coffee. Terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan terhadap Keputusan Pembelian pada Velo City Burger & Coffee. Kepuasan Pelanggan tidak memediasi Bauran Pemasaran terhadap Keputusan Pembelian. Kepuasan Pelanggan tidak memediasi Kualitas Pelayanan terhadap Keputusan Pembelian.

Kata kunci : Bauran Pemasaran, Kualitas Pelayanan, Keputusan Pembelian, Kepuasan Pelanggan

ABSTRACT

This study aims to measure how much influence the marketing mix and service quality have on purchasing decisions and customer satisfaction as an intervening variable at Velo City Burger & Coffee. The method of collecting data is through surveys and distributing questionnaires, with a sample of 100 respondents obtained by the slovin formula in the population of the West Padang Community as many as 6,850 people. The analytical method used is the method of correlation analysis, multiple linear regression and path analysis using SPSS 16.

The results of the study found that there was a positive and significant influence between the Marketing Mix on Customer Satisfaction at Velo City Burger & Coffee. There is a positive and significant effect between Service Quality on Customer Satisfaction at Velo City Burger & Coffee. There is a positive and significant influence between the Marketing Mix on Purchase Decisions at Velo City Burger & Coffee. There is a positive and significant influence between Service Quality on Customer Satisfaction at Velo City Burger & Coffee. There is a positive and significant influence between Customer Satisfaction on Purchase Decisions at Velo City Burger & Coffee. Customer Satisfaction does not mediate the Marketing Mix on the Purchase Decision. Customer Satisfaction does not mediate Service Quality on Purchase Decisions.

Keywords: Marketing Mix, Service Quality, Purchase Decision, Customer Satisfaction