

## ABSTRAK

### FAKTOR-FAKTOR YANG MEMPENGARUHI KONSUMEN DALAM MEMILIH WARUNG LESEHAN

STUDI KASUS PADA RESTORAN BOYONG KALEGAN SLEMAN

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh fasilitas fisik, pelayanan, harga, promosi, dan menu terhadap keputusan konsumen dalam memilih warung lesehan. Penelitian dilakukan terhadap konsumen Restoran “Boyong Kalegan” yang terletak di Kabupaten Sleman.

Penelitian studi kasus ini dilakukan pada Bulan September 2002. Teknik pengumpulan data yang digunakan adalah kuesioner. Populasi pada penelitian ini meliputi seluruh konsumen yang pernah melakukan pembelian pada Restoran “Boyong Kalegan.” Sampel yang diteliti sebesar 71 responden yang ditentukan dengan metode *insidental sampling*.

Untuk mengetahui hubungan antara masing-masing variabel bebas yang meliputi fasilitas fisik, pelayanan, harga, promosi, dan menu dengan keputusan konsumen digunakan teknik korelasi *product moment*, sedangkan untuk mengetahui hubungan antara fasilitas fisik, pelayanan, harga, promosi, dan menu secara bersama-sama dengan keputusan konsumen dalam memilih warung lesehan digunakan teknik korelasi ganda.

Hasil penelitian menunjukkan bahwa ada hubungan yang positif dan signifikan antara fasilitas fisik dan keputusan konsumen ( $r_{xy} = 0,382$  ;  $p = 0,020$ ), pelayanan dan keputusan konsumen ( $r_{xy} = 0,410$  ;  $p = 0,001$ ), harga dan keputusan konsumen ( $r_{xy} = 0,304$  ;  $p = 0,010$ ), promosi dan keputusan konsumen ( $r_{xy} = 0,254$ ;  $p = 0,010$ ), menu dan keputusan konsumen ( $r_{xy} = 0,249$  ;  $p = 0,009$ ), serta ada hubungan yang positif dan signifikan antara fasilitas fisik, pelayanan, harga, promosi, dan menu secara bersama-sama dengan keputusan konsumen dalam memilih warung lesehan ( $R_{y12345} = 0,665$  ;  $p = 0,00$ ).

## **ABSTRACT**

### **FACTORS INFLUENCING CONSUMERS' DECISION TO CHOOSE RESTAURANT**

**A Case Study at "Boyong kalegan" Restaurant in Sleman**

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The aims of this research were to know the influence of physical facilities, service, price, promotion and menu toward consumers' decision to choose restaurant. This research was a case study at " Boyong Kalegan" Restaurant in Sleman.

This research was conducted on September 2002. The writer used questionnaire to collect the data. The population in this research was all of the consumers of " Boyong Kalegan" Restaurant. Using incidental sampling technique, the writer took 71 respondents as samples.

The writer used product moment correlation technique to know the relationship between independent variables such as physical facilities, service, price, promotion, menu, and consumers' decision as dependent variable. Besides of that, the writer also used multiple correlation technique to know the relationship between physical facilities, service, price, promotion and menu which simultaneously influenced on consumers decision to choose restaurant.

The findings showed that: 1) There was a positive and significant correlation between physical facilities and consumers' decision ( $r_{xy} = 0,382$  ;  $p = 0,020$ ), there was a positive and significant correlation between service and consumers' decision ( $r_{xy} = 0,410$  ;  $p = 0,001$ ), there was a positive and significant correlation between price and consumers' decision ( $r_{xy} = 0,304$  ;  $p = 0,010$ ), there was a positive and significant correlation between promotion and consumers' decision ( $r_{xy} = 0,254$  ;  $p = 0,010$ ) and finally there was also a positive and significant correlation between menu and consumers' decision ( $r_{xy} = 0,249$  ;  $p = 0,009$ ). 2) Physical facilities, service, price, promotion and menu simultaneously had a positive and significant correlation with consumers' decision to choose restaurant ( $R_{y12345} = 0,665$  ;  $p = 0,00$  ).