

**ABSTRAK**

**KEPUTUSAN PEMBELIAN DI KAFE LESTARI CORNER: PERAN TEMAN SEBAYA, SUASANA KAFE, KUALITAS PRODUK, DAN MEDIA SOSIAL**

Syahla Mozart Nadya Puspita Sari  
Prodi Manajemen Fakultas Ekonomi  
Universitas Sanata Dharma  
Yogyakarta  
2024

Pada penelitian ini Lokasi Kafe Lestari Corner berada diantara banyak kafe di daerah Maguwoharjo menyebabkan persaingan bisnis yang ketat, penting memahami faktor-faktor yang mempengaruhi keputusan pembelian konsumen di kafe tersebut. Penelitian ini bertujuan untuk mengetahui : (1) pengaruh peran teman sebaya, (2) pengaruh suasana kafe, (3) pengaruh kualitas produk, (4) pengaruh media sosial terhadap Keputusan Pembelian di Kafe Lestari Corner, dan (5) perbedaan pandangan teman sebaya, suasana kafe, kualitas produk dan media sosial berdasarkan jenis kelamin. Metode yang digunakan metode kuantitatif dan Teknik pengambilan data menggunakan kuesioner melalui google form. Populasi pada penelitian yaitu konsumen Kafe Lestari Corner dengan jumlah sampel sebanyak 100 responden. Pengambilan sampel pada penelitian ini menggunakan teknik *nonprobability sampling* dengan metode *purposive sampling*. Uji instrumen yang digunakan pada penelitian ini yaitu uji validitas dan uji reliabilitas. Penelitian ini menggunakan analisis regresi linier berganda sebagai teknik analisis data dengan bantuan SPSS 26. Hasil dari penelitian ini menyatakan bahwa teman sebaya, suasana kafe, kualitas produk, dan media sosial secara parsial berpengaruh terhadap keputusan pembelian, dan tidak terdapat perbedaan pandangan jenis kelamin.

Kata kunci: Teman Sebaya, Suasana Kafe, Kualitas Produk, Media Sosial, Keputusan Pembelian

**ABSTRACT**

**PURCHASING DECISIONS AT LESTARI CORNER CAFE: PEER GROUP,  
CAFE ATMOSPHERE, PRODUCT QUALITY, AND SOCIAL MEDIA**

Syahla Mozart Nadya Puspita Sari  
Management Study Program, Economics Faculty  
Sanata Dharma University  
Yogyakarta  
2024

In this study, the location of Lestari Corner Cafe is among many cafes in the Maguwoharjo area causing intense business competition, it is important to understand the factors that influence consumer purchasing decisions at the cafe. This study aims to determine: (1) the influence of the role of peers, (2) the influence of the cafe atmosphere, (3) the influence of product quality, (4) the influence of social media on Purchasing Decisions at Kafe Lestari Corner, and (5) differences in views of peers, cafe atmosphere, product quality and social media based on gender. The method used is quantitative method and the data collection technique uses a questionnaire via google form. The population in the study were consumers of Kafe Lestari Corner with a sample size of 100 respondents. Sampling in this study used nonprobability sampling techniques with purposive sampling methods. The instrument test used in this study is the validity test and reliability test. This study uses multiple linear regression analysis as a data analysis technique with the help of SPSS 26. The results of this study state that peers, cafe atmosphere, product quality, and social media partially affect purchasing decisions, and there are no differences in gender views.

Keyword : Peers, Cafe Atmosphere, Product Quality, Social Media, Purchase Decision

