

## ABSTRAK

Peneliti tertarik untuk dapat melakukan penelitian mengenai “Analisa Peran Kualitas Menu dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Restoran Sunda Saung Legit Bandung”. Penelitian ini menggunakan jenis penelitian *causal explanatory*.

Populasi dalam penelitian ini adalah konsumen yang pernah mengunjungi Restoran Saung Legit Bandung, yang menjadi sampel adalah beberapa konsumen yang sudah pernah mengunjungi dan melakukan pembelian pada Restoran Saung Legit Bandung. Teknik yang digunakan peneliti yaitu dengan *non-probability sampling*. Dalam *non-probability sampling*, peneliti menggunakan teknik sampling *Purposive Sampling*. Instrumen pengambilan data yang dilakukan dalam bentuk kuesioner tertutup.

Dari hasil penelitian, secara simultan Kualitas Menu dan Kualitas Layanan memiliki pengaruh positif terhadap Keputusan Pembelian, yang berarti semakin positif penilaian konsumen terhadap kualitas menu dan kualitas layanan dari Restoran Saung Legit Bandung, maka akan semakin tinggi keputusan pembelian. Didapat bahwa pengaruh kualitas menu dan kualitas layanan terhadap keputusan pembelian secara bersama-sama adalah sebesar 21.3%. Dengan demikian, perusahaan perlu meningkatkan Kualitas Menu dan Kualitas Layanan untuk dapat mendorong terjadinya Keputusan Pembelian dari Restoran Saung Legit Bandung.

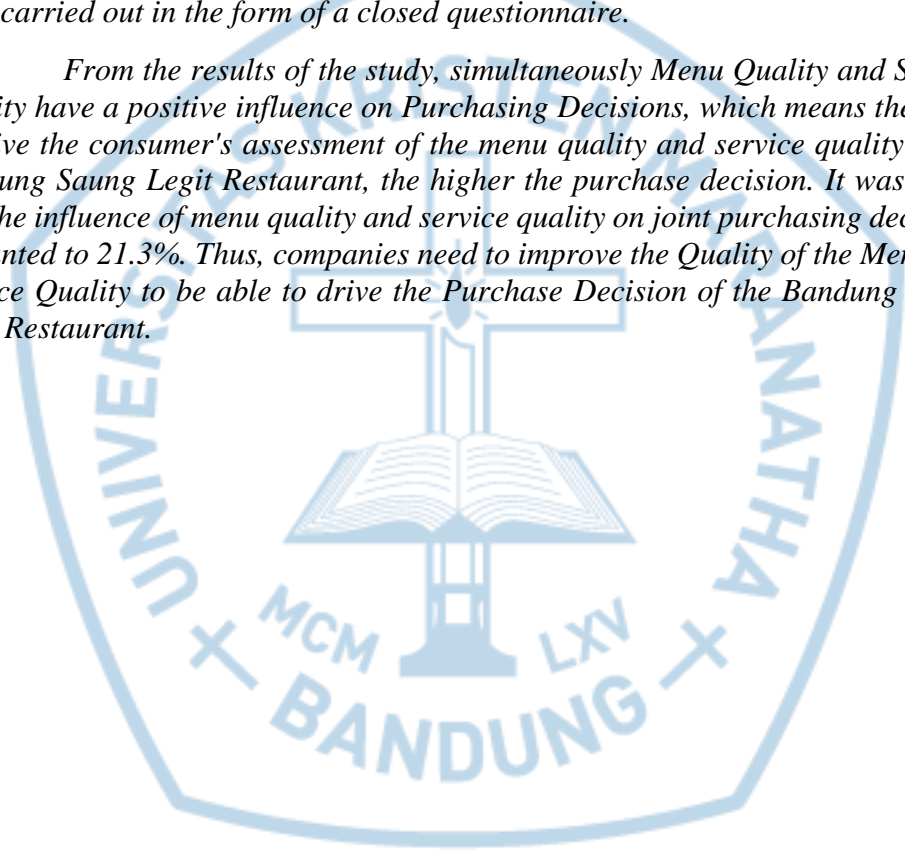


## **ABSTRACT**

*Researchers are interested in being able to conduct research on "Analysis of the Role of Menu Quality and Service Quality on Purchasing Decisions at Sundanese Restaurant Saung Legit Bandung". This research uses causal explanatory research.*

*The population in this study were consumers who had visited the Bandung Saung Legit Restaurant, the sample was several consumers who had visited and made purchases at the Bandung Saung Legit Restaurant. The technique used by researchers is non-probability sampling. In non-probability sampling, researchers use the purposive sampling technique. Data collection instruments were carried out in the form of a closed questionnaire.*

*From the results of the study, simultaneously Menu Quality and Service Quality have a positive influence on Purchasing Decisions, which means the more positive the consumer's assessment of the menu quality and service quality of the Bandung Saung Legit Restaurant, the higher the purchase decision. It was found that the influence of menu quality and service quality on joint purchasing decisions amounted to 21.3%. Thus, companies need to improve the Quality of the Menu and Service Quality to be able to drive the Purchase Decision of the Bandung Saung Legit Restaurant.*



## DAFTAR ISI

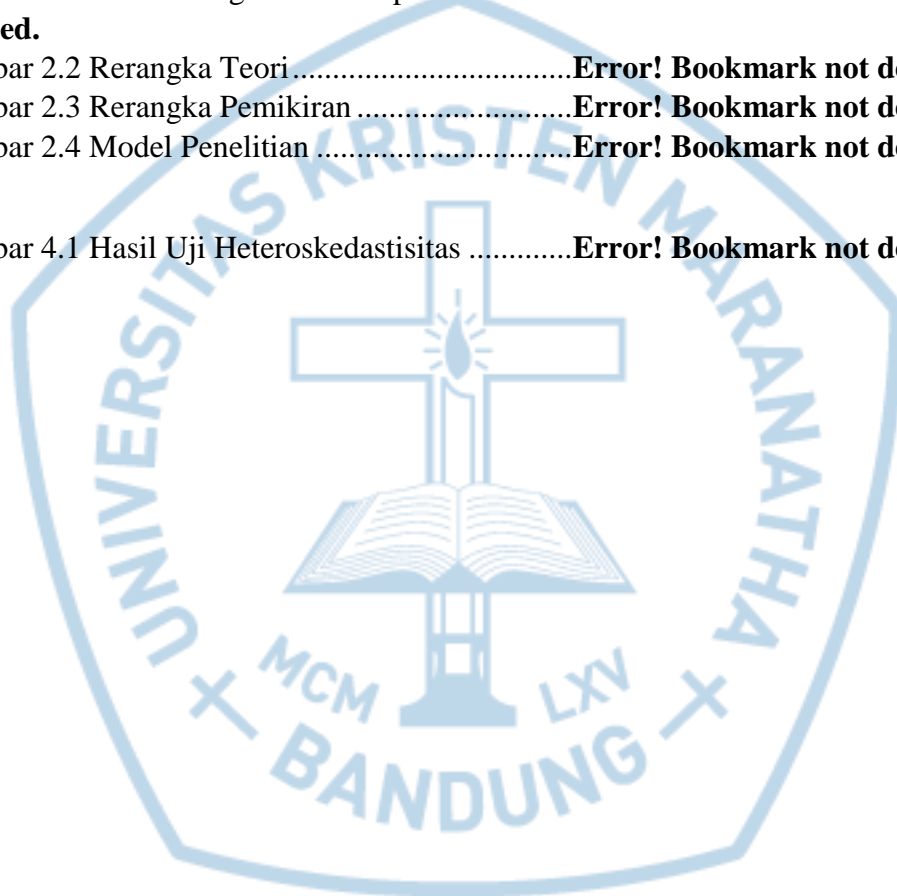
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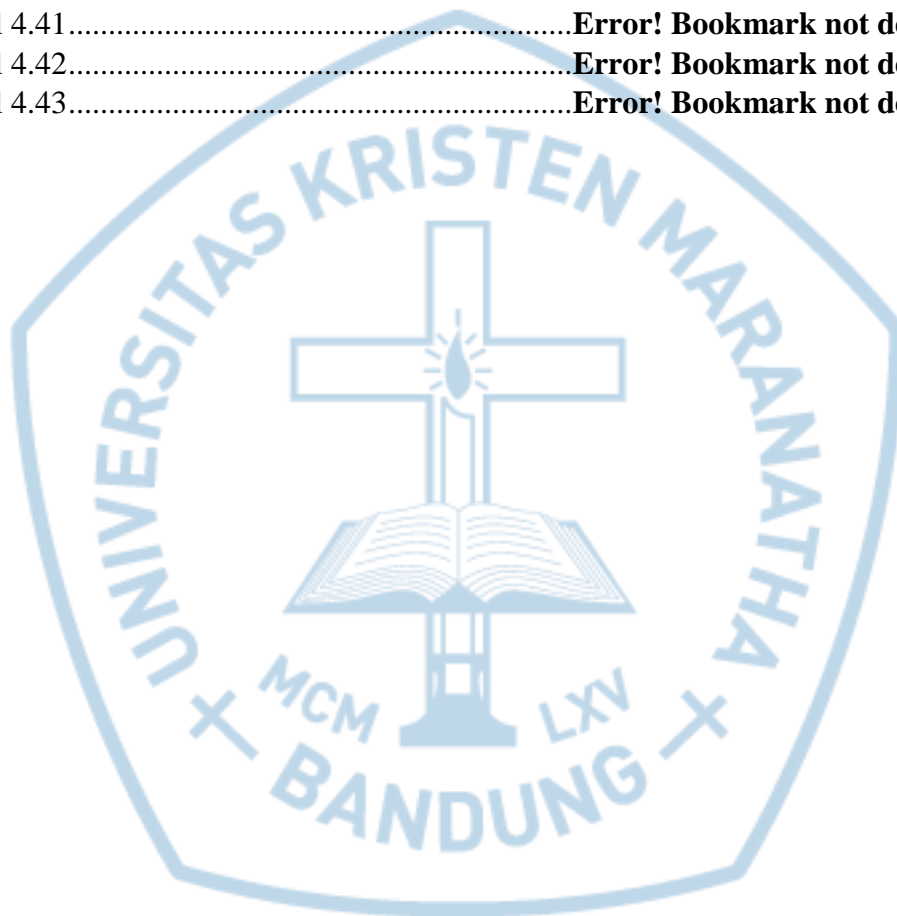
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## DAFTAR LAMPIRAN

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