

**ANALISIS PENGARUH KUALITAS PELAYANAN DAN  
KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN  
KONSUMEN *STARBUCKS COFFEE* WISMA METROPOLITAN I  
(WMB) JAKARTA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Keputusan Pembelian konsumen *Starbucks Coffee* Wisma Metropolitan I (WMB) Jakarta. Kualitas Pelayanan pada penelitian ini diukur dengan menggunakan konsep 5 dimensi TERRA (*tangible, empathy, reliability, responsiveness, assurance*), Kualitas Produk diukur dengan menggunakan dimensi *performance, features, conformance*, dan *aesthetic*, sedangkan Keputusan Pembelian diukur dengan menggunakan konsep 5 tahap proses keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan dalam penelitian ini adalah 100 pengunjung *Starbucks Coffee* WMB dengan menggunakan metode *non-probability sampling* serta teknik *purposive sampling*. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan *linear regression*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang positif dan signifikan dari Kualitas Pelayanan dan Kualitas Produk *Starbucks Coffee* WMB terhadap Keputusan Pembelian konsumennya. Selain itu, variabel Kualitas pelayanan dan Kualitas Produk dapat menjelaskan Keputusan Pembelian konsumen *Starbucks Coffee* WMB sebesar 42,6% dan 57,7% sisanya dipengaruhi oleh faktor lain.

**Kata Kunci:** Kualitas Pelayanan, Kualitas Produk, Keputusan Pembelian, *Starbucks Coffee*

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***THE ANALYSIS OF SERVICE QUALITY AND PRODUCTS QUALITY  
EFFECTS ON CUSTOMER PURCHASING DECISIONS AT STARBUCKS  
COFFEE WISMA METROPOLITAN I (WMB) JAKARTA***

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***ABSTRACT***

*The objectives of this research is to analyze the effects of service quality and products quality on purchasing decision by customers at Starbucks Coffee Wisma Metropolitan I (WMB) Jakarta. Service Quality in this research was measured using 5 dimensions of TERRA (tangible, empathy, reliability, responsiveness, assurance), Product Quality was measured using performance, features, conformance and aesthetic concept, meanwhile Purchasing Decision was measured using 5 step of purchasing decision process concept. This research applied quantitative approach. The sample of this research is 100 customers of Starbucks Coffee WMB, collected using non-probability sampling and purposive sampling technique. This research used questionnaire as research instrument and analyzed using linear regression. The result of this research shows that there are positive and significant effects from service quality and products' quality on customer purchasing decision at Starbucks Coffee WMB. Service quality and products quality influenced customers purchasing decision at Starbucks Coffee WMB by 42,6% and 57,4% was influenced by the other factors.*

*Keywords: Service Quality, Products Quality, Purchasing Decision, Starbucks Coffee*

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