

## DAFTAR ISI

HALAMAN PERSETUJUAN .....	<b>Error! Bookmark not defined.</b>
HALAMAN PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
RIWAYAT HIDUP .....	<b>Error! Bookmark not defined.</b>
PERSEMBAHAN.....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI .....	1
DAFTAR TABEL .....	4
DAFTAR GAMBAR .....	6
BAB I.....	<b>Error! Bookmark not defined.</b>
PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2 Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3 Ruang Lingkup Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4 Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
1.5 Manfaat Penelitian.....	<b>Error! Bookmark not defined.</b>
1.5.1 Manfaat Teoritis.....	<b>Error! Bookmark not defined.</b>
1.5.2 Manfaat Praktis .....	<b>Error! Bookmark not defined.</b>
1.6 Sistematika Penulisan .....	<b>Error! Bookmark not defined.</b>
BAB II.....	<b>Error! Bookmark not defined.</b>
LANDASAN TEORI.....	<b>Error! Bookmark not defined.</b>
2.1 Perilaku Konsumen.....	<b>Error! Bookmark not defined.</b>
2.2 Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.2.1 Faktor-Faktor Utama Penentu Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.2.2 Proses Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.2.3 Indikator Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.3 Store Atmosphere .....	<b>Error! Bookmark not defined.</b>
2.3.2 Faktor Pembentuk Store Atmosphere ...	<b>Error! Bookmark not defined.</b>
2.3.3 Indikator Store Atmosphere.....	<b>Error! Bookmark not defined.</b>

2.4 Cita Rasa .....	<b>Error! Bookmark not defined.</b>
2.4.1 Komponen-Komponen Cita Rasa .....	<b>Error! Bookmark not defined.</b>
2.4.2 Indikator Cita Rasa.....	<b>Error! Bookmark not defined.</b>
2.5 Kualitas Pelayanan .....	<b>Error! Bookmark not defined.</b>
2.5.1 Prinsip-prinsip Kualitas Pelayanan .....	<b>Error! Bookmark not defined.</b>
2.5.2 Indikator Kualitas Pelayanan .....	<b>Error! Bookmark not defined.</b>
2.6 Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.7 Kerangka Pemikiran .....	<b>Error! Bookmark not defined.</b>
2.8 Hipotesis .....	<b>Error! Bookmark not defined.</b>
2.8.1 Pengaruh Store Atmosphere Terhadap Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.8.2 Pengaruh Cita Rasa Terhadap Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.8.3 Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.8.4 Pengaruh Store Atmosphere, Cita Rasa dan Kualitas Pelayanan Terhadap Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
BAB III.....	<b>Error! Bookmark not defined.</b>
METODE PENELITIAN.....	<b>Error! Bookmark not defined.</b>
3.1 Jenis Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2 Sumber Data.....	<b>Error! Bookmark not defined.</b>
3.3 Metode Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.4 Populasi dan Sampel.....	<b>Error! Bookmark not defined.</b>
3.4.1 Populasi .....	<b>Error! Bookmark not defined.</b>
3.4.2 Sampel .....	<b>Error! Bookmark not defined.</b>
3.5. Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
3.5.1 Variabel Dependen (Y) .....	<b>Error! Bookmark not defined.</b>
3.5.2 Variabel Bebas (Independen) .....	<b>Error! Bookmark not defined.</b>
3.6 Definisi Operasional Variabel.....	<b>Error! Bookmark not defined.</b>
3.7 Uji Persyaratan Instrumen.....	<b>Error! Bookmark not defined.</b>
3.7.1 Uji Validitas.....	<b>Error! Bookmark not defined.</b>
3.7.2 Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
3.8 Uji Persyaratan Analisis Data .....	<b>Error! Bookmark not defined.</b>

3.8.1 Uji Normalitas.....	<b>Error! Bookmark not defined.</b>
3.8.2 Uji Linieritas .....	<b>Error! Bookmark not defined.</b>
3.8.3 Uji Multikolinieritas.....	<b>Error! Bookmark not defined.</b>
3.9 Metode Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.9.1 Uji Regresi Linear Berganda .....	<b>Error! Bookmark not defined.</b>
3.9.2 Uji t.....	<b>Error! Bookmark not defined.</b>
3.9.3 Uji F .....	<b>Error! Bookmark not defined.</b>
BAB IV .....	<b>Error! Bookmark not defined.</b>
HASIL DAN PEMBAHASAN .....	<b>Error! Bookmark not defined.</b>
4.1 Deskripsi Data.....	<b>Error! Bookmark not defined.</b>
4.1.1 Deskripsi Karakteristik Responden.....	<b>Error! Bookmark not defined.</b>
4.1.2 Deskripsi Jawaban Responden.....	<b>Error! Bookmark not defined.</b>
4.2 Hasil Uji Validitas Instrumen.....	<b>Error! Bookmark not defined.</b>
4.2.1 Hasil Uji Validitas.....	<b>Error! Bookmark not defined.</b>
4.2.2 Hasil Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
4.3 Uji Persyaratan Analisis Data .....	<b>Error! Bookmark not defined.</b>
4.3.1 Hasil Uji Linieritas .....	<b>Error! Bookmark not defined.</b>
4.3.2 Hasil Uji Normalitas .....	<b>Error! Bookmark not defined.</b>
4.3.3 Hasil Uji Multikolinieritas.....	<b>Error! Bookmark not defined.</b>
4.4 Uji Analisis Data .....	<b>Error! Bookmark not defined.</b>
4.4.1 Hasil Regresi Linear Berganda .....	<b>Error! Bookmark not defined.</b>
4.5 Hasil Pengujian Hipotesis .....	<b>Error! Bookmark not defined.</b>
4.5.1 Hasil Uji t (Uji Parsial).....	<b>Error! Bookmark not defined.</b>
4.5.2 Hasil Uji F (Uji Simultan) .....	<b>Error! Bookmark not defined.</b>
4.6 Pembahasan.....	<b>Error! Bookmark not defined.</b>
4.6.1 Pembahasan Store Atmosphere (X1) Keputusan Pembelian (Y) ..	<b>Error! Bookmark not defined.</b>
4.6.2 Pembahasan Cita Rasa (X2) Keputusan Pembelian (Y) .....	<b>Error! Bookmark not defined.</b>
4.6.3 Pembahasan Kualitas Pelayanan (X3) Keputusan Pembelian (Y).	<b>Error! Bookmark not defined.</b>
BAB V.....	<b>Error! Bookmark not defined.</b>
KESIMPULAN DAN SARAN .....	<b>Error! Bookmark not defined.</b>

5.1 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
5.2 Saran .....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	<b>Error! Bookmark not defined.</b>
Lampiran	

## DAFTAR TABEL

Tabel 1.1 : Data Nama Cafe di Bandar Lampung .....	3
Tabel 1.2 : Data Penjualan Tahun 2022 .....	5
Tabel 2.1 : Penelitian Terdahulu.....	34
Tabel 3.1 : Skala Likert.....	41
Tabel 3.2 : Kriteria Pemilihan Sampel.....	42
Tabel 3.3 : Definisi Operasional Variabel.....	43
Tabel 3.4 : Daftar Interpretasi Reliabilitas .....	45
Tabel 4.1 : Karakteristik Responden Berdasarkan Jenis Kelamin.....	50
Tabel 4.2 : Karakteristik responden berdasarkan usia .....	51
Tabel 4.3 : Karakteristik responden berdasarkan Pekerjaan .....	51
Tabel 4.4 : Hasil Jawaban Responden Variabel Store Atmosphere (X1) .....	52
Tabel 4.5 : Hasil Jawaban Responden Variabel Cita Rasa (X2) .....	53
Tabel 4.6 : Hasil Jawaban Responden Variabel Kualitas Pelayanan (X3) .....	55
Tabel 4.7 : Hasil Jawaban Responden Variabel Keputusan Pembelian (Y) .....	56
Tabel 4.8 : Hasil Uji Validitas Kuesioner Store Atmosphere (X1) .....	58
Tabel 4.9 : Hasil Uji Validitas Kuesioner Cita Rasa (X2) .....	59
Tabel 4.10 : Hasil Uji Validitas Kuesioner Kualitas Pelayanan (X3) .....	59
Tabel 4.11 : Hasil Uji Validitas Kuesioner Keputusan Pembelian (Y) .....	60
Tabel 4.12 : Hasil Uji Reliabilitas .....	61
Tabel 4.13 : Hasil Uji Linearitas .....	62

Tabel 4.14 : Hasil Uji Normalitas.....	62
Tabel 4.15 : Hasil Uji Multikolinearitas .....	63
Tabel 4.16 : Hasil Uji Regresi Linear Berganda .....	64
Tabel 4.17 : Hasil Uji Model Summary .....	65
Tabel 4.18 : Hasil uji t (Uji Parsial).....	65
Tabel 4.19 : Hasil uji F (Uji Simultan) .....	66

## DAFTAR GAMBAR

Gambar 1.1 : PDB Industri Makanan dan Minuman (Q2/2020-Q2/2022) .....	2
Gambar 1.2 : Grafik Penjualan Geprek King Di Kota Bandar lampung .....	4
Gambar 1.3 : Suasana Geprek King.....	6
Gambar 2.1 : Kerangka Pemikiran .....	36