

**PENGARUH KUALITAS PELAYANAN *RESPONSIVENESS*
TERHADAP KEPUTUSAN PEMBELIAN
PADA KAFE KOPI LOVA
(Studi Kasus Masyarakat Bukit Batu)**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan *responsiveness* terhadap keputusan pembelian pada Kafe Kopi Lova (Studi Kasus Masyarakat Bukit Batu). Jenis penelitian ini adalah penelitian asosiatif. Pengambilan data dalam bentuk kuesioner melalui *google form* dengan metode sampel *Non Probability Sampling*, yaitu teknik *Purposive Sampling*. Sampel yang diambil 100 orang responden, yaitu masyarakat Bukit Batu yang pernah melakukan pembelian pada Kafe Kopi Lova. Adapun hasil analisis deskriptif variabel keputusan pembelian skor mean rata-rata 3,72 dan termasuk kedalam kategori kelas Tinggi. Sedangkan hasil analisis deskriptif variabel kualitas pelayanan *responsiveness* skor mean rata-rata 3,81 dan termasuk kedalam kateregori kelas Tinggi. Dari hasil perhitungan uji signifikansi variabel Kualitas Pelayanan *Responsiveness* dapat diilihat bahwa thitung 6.835 > ttabel 1,984 dengan sig 0,000 < a = 0,05. Dengan demikian dapat disimpulkan bahwa Kualitas Pelayanan *Responsiveness* berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Kafe Kopi Lova, sehingga hipotesis alternatif H_a diterima dan H_0 ditolak. Besarnya nilai korelasi atau hubungan (R) adalah sebesar 0,568 dan diperoleh besar R square atau disebut dengan koefisien determinasi (KD) adalah sebesar 0,323 yang artinya Kualitas Pelayanan *Responsiveness* mempengaruhi Keputusan Pembelian sebesar 32,3% dan sisanya dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : Kafe, Keputusan Pembelian, Kopi Lova, Kualitas Pelayanan, *Responsiveness*

***THE EFFECT OF RESPONSIVENESS SERVICE QUALITY
ON PURCHASING DECISIONS
AT LOVA COFFEE CAFE
(Case Study of Bukit Batu Community)***

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Abstract

This study aims to determine the effect of responsiveness service quality on purchasing decisions at Lova Coffee Cafe (Case Study of Bukit Batu Community). This type of research is associative research. Data collection in the form of questionnaires via google form with the Non Probability Sampling sample method, namely the Purposive Sampling technique. The sample taken was 100 respondents, namely the Bukit Batu community who had made purchases at Lova Coffee Cafe. While the results of the descriptive analysis of the purchasing decision variable average score of 3.72 and included in the High class category. While the results of the descriptive analysis of the responsive service quality variable average score of 3.81 and included in the High class category. From the results of the calculation of the significance test of the Responsiveness Service Quality variable, it can be seen that $t_{count} 6.835 > t_{table} 1.984$ with $sig\ 0.000 < \alpha = 0.05$. Thus it can be concluded that Responsiveness Service Quality has a positive and significant effect on Purchasing Decisions at Lova Coffee Cafe, so that the alternative hypothesis H_a is accepted and H_o is rejected. The value of the correlation or relationship (R) is 0.568 and the value of R square or called the coefficient of determination (KD) is 0.323, which means that the Quality of Responsiveness Service influences Purchasing Decisions by 32.3% and its relationship is influenced by other variables that are not explained in this study.

Keywords: *Cafe, Purchasing Decision, Lova Coffee, Service Quality, Responsiveness*