

Hubungan Harga dan Ketentuan Durasi Makan dengan Keputusan Pembelian dalam Memilih Restoran Jepang *All You Can Eat*

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ABSTRAK

Penelitian bertujuan mengetahui: (1) profil konsumen di restoran Jepang *all you can eat*. (2) pendapat konsumen tentang harga yang ditetapkan di restoran Jepang *all you can eat* (3) pendapat konsumen tentang ketentuan durasi makan di restoran Jepang *all you can eat* (4) keputusan pembelian (5) hubungan harga dengan keputusan pembelian di restoran Jepang *all you can eat* di Yogyakarta. (6) ketentuan durasi dengan keputusan pembelian di restoran Jepang *all you can eat* di Yogyakarta. (7) hubungan harga dan ketentuan durasi makan dengan keputusan pembelian di restoran Jepang *all you can eat* di Yogyakarta.

Penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian adalah konsumen yang pernah membeli dan menikmati hidangan di restoran Jepang *all you can eat* yang di Yogyakarta dengan rata-rata 15.000 pelanggan per bulan. Teknik pengambilan sampel adalah *insidental sampling* dengan tingkat kesalahan 5% diperoleh sampel 340 responden. Teknik analisis data digunakan adalah regresi berganda.

Hasil analisis data menunjukkan: (1) Profil konsumen yang mengunjungi restoran Jepang *all you can eat* adalah masyarakat dan mahasiswa yang berada di Yogyakarta berumur 20-30 tahun. (2) Pendapat konsumen tentang harga adalah setuju dengan ketetapan harga di restoran Jepang *all you can eat*. (3) Pendapat konsumen tentang ketentuan durasi makan adalah setuju dengan adanya ketentuan durasi makan di restoran Jepang *all you can eat*. (4) Pendapat konsumen dalam memutuskan pembelian di restoran Jepang *all you can eat* tidak mengecewakan. (5) Harga memiliki hubungan yang positif dan signifikan dengan keputusan pembelian di restoran Jepang *all you can eat* yang berada di Yogyakarta. Hal ini dilihat dari nilai t_{hitung} (11,565) yang lebih besar dari t_{tabel} (1,960) dengan nilai signifikansi 0,00. (6) Ketentuan durasi makan memiliki hubungan yang positif dan signifikan dengan keputusan pembelian di restoran Jepang *all you can eat* yang berada di Yogyakarta. Hal ini dilihat dari nilai t_{hitung} (5,684) yang lebih besar dari t_{tabel} (1,960) dengan nilai signifikansi 0,00. (7) Harga dan ketentuan durasi makan memiliki hubungan yang positif dan signifikan dengan keputusan pembelian di restoran Jepang *all you can eat* yang berada di Yogyakarta. Hal ini dilihat dari nilai F_{hitung} (239,042) yang lebih besar dari F_{tabel} (0,331) dengan nilai signifikansi .

Kata Kunci : restoran Jepang, *all you can eat*

***Correlation Between Price and Duration of Meals with Purchasing Decisions in
Choosing All You Can Eat Japanese Restaurant***

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ABSTRACT

The research aims to: (1) Knowing the profile of consumers in Japanese restaurants all you can eat. (2) Knowing the opinions of consumers about the prices set in all you can eat Japanese restaurants (3) Knowing the opinions of consumers about the provisions of the duration of eating in all you can eat Japanese restaurants (4) Knowing the purchase decision (5) Knowing the relationship between price and purchasing decisions in all you can eat Japanese restaurant in Yogyakarta. (6) Knowing the duration provisions with purchasing decisions at all you can eat Japanese restaurants in Yogyakarta. (7) Knowing the relationship between price and length of meal provisions with the purchase decision at an all-you-can-eat Japanese restaurant in Yogyakarta.

This research was quantitative research. The population in this study are consumers who have bought and enjoyed dishes in Japanese restaurants that use the all you can eat system in Yogyakarta with an average of 15,000 customers per month. The sampling technique used was insidental sampling with an error rate of 5% so that a sample of 340 respondents was obtained. The data analysis technique used is multiple regression.

The results of the data analysis prove that: (1) The profile of consumers who visit Japanese restaurants all you can eat are people and students who are in Yogyakarta aged 20-30 years. (2) Consumers agree with price fix at Japanese restaurants all you can eat. (3) Consumers agree with the provisions on the duration of meals in Japanese restaurants all you can eat. (4) Consumers are confident in deciding on purchases at Japanese restaurants all you can eat does not disappoint. (5) Prices have a positive and significant relationship with purchasing decisions at all you can eat Japanese restaurants in Yogyakarta. This can be seen from the value of t_{count} (11.565) which is greater than t_{table} (1.960) with a significance value of 0.00. (6) The provisions of the duration of the meal have a positive and significant relationship with the purchase decision at the all-you-can-eat Japanese restaurant in Yogyakarta. This can be seen from the t_{count} (5.684) which is greater than the t_{table} (1.960) with a significance value of 0.00. (7) Price and length of meal provisions have a positive and significant relationship with purchasing decisions at Japanese all you can eat restaurants in Yogyakarta. This can be seen from the value of F_{count} (239.042) which is greater than F_{table} (0.331) with a significance value.

Keywords: Japanese restaurant, all you can eat