

ABSTRACT

This study aims to investigate the impact of Service Quality on Consumer Purchasing Decisions at Gundah Coffee Shop Telkom University. Problems with inappropriate purchasing decisions were identified as the cause of the decline in sales. The results of the pre-survey show that purchasing decisions are influenced by the quality of service at the Coffee Shop.

Quantitative methods with a descriptive-causality approach were used in this study. A total of 100 respondents were selected through the non-probability sampling method. Data analysis was performed using descriptive analysis and simple linear regression. The hypothesis test involves a partial test (t-test) and a coefficient of determination (R^2) test.

Research findings show that service quality significantly influences consumers' purchasing decisions. The value of t in the Tangible dimension is 2.076 (t_{count}) > 1.98447 (t_{table}) with a significance of $0.040 < 0.050$. However, in the dimensions of Reliability, Responsiveness, and Empathy, no significant influence was found with calculated values and significance that did not meet the criteria. The importance of the Assurance dimension can be seen from the calculated value of 2.455 > 1.98447 with a significance of $0.016 < 0.050$. In conclusion, service quality variables influenced purchasing decisions by 35.4%, while other factors not studied in this study contributed 64.6%.

Keywords: *Service Quality, Purchasing Decisions, and consumers*