

PENGARUH FAKTOR SITUASIONAL DAN NON SITUASIONAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK DAGING DI *MEATSHOP*

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INTISARI

Konsumen menyadari bahwa mengonsumsi produk daging memiliki dampak positif bagi tubuh. Hal tersebut berdampak pada tingkat pembelian produk daging yang semakin tinggi dan meningkatnya usaha penyalur distribusi produk peternakan, termasuk *meatshop*. Hal tersebut menyebabkan konsumen memiliki beberapa pertimbangan untuk melakukan keputusan pembelian pada sebuah *meatshop*. Penelitian ini bertujuan untuk mengetahui pengaruh lingkungan fisik, lingkungan sosial, kualitas produk, dan variasi produk secara simultan terhadap keputusan pembelian produk daging di *meatshop*. Jenis penelitian ini adalah asosiatif, dan variabel diukur dengan skala Likert. Penelitian ini dilakukan dengan metode survei kuantitatif. Teknik pengumpulan sampel dilakukan dengan teknik *purposive sampling*. Sampel dalam penelitian ini adalah responden usia minimal 15 tahun dan pernah melakukan keputusan pembelian di *meatshop*. Pengolahan data menggunakan perangkat lunak *Statistical Program for Social Science* (SPSS) dan penyajian data menggunakan analisis regresi linier berganda. Penelitian berlangsung pada bulan April 2024 di dalam wilayah Indonesia. Responden yang berpartisipasi dalam penelitian ini berjumlah 383 orang. Hasil analisis menunjukkan bahwa lingkungan fisik, lingkungan sosial, kualitas produk, dan variasi produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan signifikansi $<0,05$.

Kata kunci: Faktor Situasional, Faktor Non Situasional, Keputusan pembelian, dan *Meatshop*.

THE INFLUENCE OF SITUATIONAL AND NON SITUATIONAL FACTORS ON PURCHASE DECISION OF MEAT PRODUCTS AT MEATSHOP

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ABSTRACT

Consumers realized that consuming meat products has a positive impact on the body. This has led to an increasing level of meat product purchases. The increase in product purchases has led to an increase in the business of livestock product distributors, include meatshop. Consequently, consumers have several options when making purchase decision at a meatshop. The purpose of this study was to determine the influence of physical environment, social environment, product quality, and product variety simultaneously on purchase decision for meat products in meatshop. The type of research is associative and variables are measured on a Likert scale. This research was conducted by quantitative survey method. The sample collection techniques are carried out by purposive sampling technique. The sample in this study was respondent minimum age 15 years and have made a purchase decision in meatshop. Data processing using *Statistical Program for Social Science* (SPSS) software and data presentation using multiple linear regression analysis. The research was conducted in April 2024 within Indonesia. Respondents who participated in this study amounted to 383 people. The results of the analysis showed that the physical environment, social environment, product quality, and product variations simultaneously have a positive and significant effect on purchase decision with a significance of <0.05 .

Keywords: Situational Factors, Non Situational Factors, Purchase decision, and Meatshop.