

## ABSTRAK

Dimas Awal Fandulu. 2025. Pengaruh Varian Menu, Lokasi, dan *E-Promotion* Terhadap Keputusan Pembelian di Teko Play Caruban. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh Varian Menu, Lokasi, dan *E-Promotion* terhadap Keputusan Pembelian di Teko Play Caruban. Latar belakang penelitian ini dilandasi oleh pesatnya pertumbuhan industri *coffee shop* di Kabupaten Madiun, khususnya di Caruban, yang memicu persaingan antar pelaku usaha. Untuk dapat bersaing, pemilik usaha perlu mengoptimalkan strategi pemasaran, termasuk penyajian menu yang variatif, pemilihan lokasi strategis, dan promosi digital yang menarik. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei kepada 384 responden yang merupakan konsumen Teko Play Caruban. Teknik pengambilan sampel menggunakan *purposive sampling* dan penyebaran kuesioner dilakukan melalui Google Form. Analisis data dilakukan dengan regresi linier berganda menggunakan bantuan software SPSS versi 25.

Hasil penelitian menunjukkan bahwa (1) Varian Menu berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (2) Lokasi berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (3) *E-Promotion* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. (4) Varian Menu, Lokasi, dan *E-Promotion* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Teko Play Caruban.

**Kata kunci:** Varian Menu, Lokasi, *E-Promotion*, Keputusan Pembelian.

## ***ABSTRACT***

Dimas Awal Fandulu. 2025. The Influence of Menu Variation, Location, and E-Promotion towards Purchasing Decisions at Teko Play Caruban. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Heny Sidanti, S.E., M.M. Supervisor (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

This study aims to analyze the influence of Menu Variation, Location, and E-Promotion towards Purchasing Decisions at Teko Play Caruban. The background of this research was based on the rapid growth of the coffee shop industry in Madiun Regency, particularly in Caruban, which had triggered competition among businesses. To compete, business owners needed to optimize marketing strategies, including presenting a varied menu, selecting a strategic location, and engaging digital promotions. This study used a quantitative approach with a survey method with 384 respondents who are Teko Play Caruban consumers. The sampling technique used purposive sampling, and questionnaires were distributed via Google Form. Data analysis was performed using multiple linear regression using SPSS version 25 software.

The results show (1) Menu Variation has a positive and significant effect towards Purchasing Decisions; (2) Location has a positive and significant effect towards Purchasing Decisions; (3) E-Promotion has a positive and significant effect towards Purchasing Decisions; (4) Menu Variation, Location, and E-Promotion simultaneously have a positive and significant influence towards Purchasing Decisions at Teko Play Caruban.

***Keywords:*** Menu Variation, Location, E-Promotion, Purchasing Decisions.