

# **PENGARUH PERSEPSI KUALITAS DAN STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN KFC NAUGHTY BY NATURE DI SENOPATI**

## **ABSTRAK**

**Abstract:** *KFC Naughty by Nature is a thematic restaurant created by KFC. With a concept that is inversely proportional to KFC in general. KFC Naughty by Nature serves healthy food with a luxury restaurant concept located in Senopati, South Jakarta. However, based on the pre-survey, there are reasons why people buy KFC Naughty by Nature, especially people who have tried KFC in general. the purpose of this research is to further explore consumer purchasing decisions related to KFC Naughty by Nature. In this study (N=102), respondents were given an overview and a brief description of the KFC Naughty by Nature food product. Respondents were asked to rate perceived quality and Store Atmosphere in increasing purchasing decisions. It is estimated that perceived quality has a positive influence on purchasing decisions. The Store Atmosphere built by KFC Naughty by Nature also has a significant positive effect on purchasing decisions. This supports the study hypothesis with a significant value of perceived quality ( $p < .000$ ) in terms of product attributes and store atmosphere with a significance value ( $p < .007$ ) that KFC Naughty by Nature is able to build a good restaurant atmosphere. These results support the purchase decision of KFC Naughty by Nature in the future.*

**Keywords:** *perceived quality, store atmosphere, purchasing decisions, healthy food.*

**Abstrak:** *KFC Naughty by Nature merupakan restoran tematik yang dibuat oleh KFC. Dengan konsep yang berbanding terbalik dengan KFC pada umumnya. KFC Naughty by Nature menyajikan makanan sehat dengan konsep restoran mewah yang terletak di Senopati, Jakarta Selatan. Namun berdasarkan pra survey di dapatkan alasan mengapa orang membeli KFC Naughty by Nature khususnya orang sudah pernah mencoba KFC pada umumnya. tujuan berdasarkan penelitian untuk mengeksplorasi lebih lanjut terkait keputusan pembelian konsumen KFC Naughty by Nature. Dalam studi ini (N=102), responden diberikan gambaran dan deskripsi singkat produk makanan KFC Naughty by Nature. Responden diminta untuk menilai persepsi kualitas dan Store Atmosphere dalam meningkatkan keputusan pembelian. Diperkirakan bahwa Persepsi kualitas memiliki pengaruh positif terkait dengan keputusan pembelian, Store Atmosphere yang dibangun oleh KFC Naughty by Nature juga berpengaruh positif signifikan terhadap keputusan pembelian. Hal tersebut mendukung hipotesis studi dengan nilai signifikansi persepsi kualitas ( $p < .000$ ) berdasarkan sisi product attributes dan store atmosphere dengan nilai signifikansi ( $p < .007$ ) bahwa KFC Naughty by Nature mampu membangun suasana restoran yang baik. Hasil ini mendukung keputusan pembelian KFC Naughty by Nature di masa depan.*

**Kata Kunci:** *persepsi kualitas, store atmosphere, keputusan pembelian, makanan sehat.*