

ABSTRAK
PENGARUH STRATEGI HARGA, STRATEGI LOKASI, DAN VARIASI MENU
TERHADAP KEBERHASILAN USAHA NANNI'S CAFFE

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Penelitian ini bertujuan untuk mengetahui pengaruh strategi harga, strategi Lokasi, dan variasi menu terhadap keberhasilan usaha Nanni's Caffe di Kota Manado. Latar belakang penelitian didasari oleh peningkatan omzet Nanni's Caffe selama periode September 2024 hingga Februari 2025 yang menunjukkan adanya strategi bisnis yang berkontribusi terhadap pertumbuhan usaha. Metode penelitian yang digunakan Adalah kuantitatif dengan penyebaran kuisioner kepada 98 responden yang merupakan konsumen Nanni's Caffe. Teknik pengambilan sampel menggunakan *accidental sampling*, sedangkan analisis data yang digunakan dilakukan dengan uji validitas, reliabilitas, asumsi klasik, serta regresi linier berganda menggunakan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial strategi harga, strategi Lokasi, dan variasi menu berpengaruh positif dan signifikan terhadap keberhasilan usaha. Secara simultan, ketiga variabel independent tersebut juga berpengaruh signifikan terhadap keberhasilan usaha Nanni's Caffe. Hal ini membuktikan bahwa penerapan strategi harga yang tepat, pemilihan Lokasi yang strategis, serta penyediaan variasi menu yang beragam mampu meningkatkan kepuasan consume, mendorong pembelian ulang, serta menjaga keberlangsungan usaha.

Kata kunci : strategi harga, strategi Lokasi, variasi menu, keberhasilan usaha, Nanni's Caffe.

ABSTRACT
**THE INFLUENCE OF PRICING STRATEGY, LOCATION STRATEGY, AND MENU
VARIETY ON THE BUSINESS SUCCESS OF NANNI'S CAFFE**

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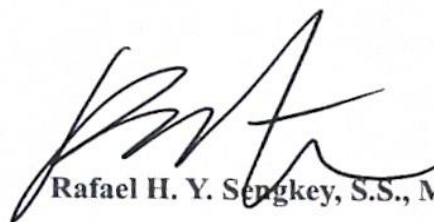
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This study aimed to examine the influence of pricing strategy, location strategy, and menu variety on the business success of Nanni's Caffe in Manado City. This study was based on the increase in Nanni's Caffe's turnover during the period from September 2024 to February 2025, indicating the implementation of business strategies that contributed to business growth. This study employed a quantitative method by distributing questionnaires to 98 respondents as the customers of Nanni's Caffe. The sampling technique used was accidental sampling, while data analysis included validity and reliability testing, classical assumption tests, and multiple linear regression analysis with the assistance of SPSS software. The findings revealed that pricing strategy, location strategy, and menu variety each positively and significantly influenced the business success. Simultaneously, these three independent variables also showed a significant effect on the business success of Nanni's Caffe. This demonstrates that the application of appropriate pricing strategies, strategic location selection, and the provision of diverse menu options can enhance customer satisfaction, encourage repeat purchases, and ensure business sustainability.

Keywords: pricing strategy, location strategy, menu variety, business success, Nanny's Caffe.

This translation has been checked and proven accurate



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