

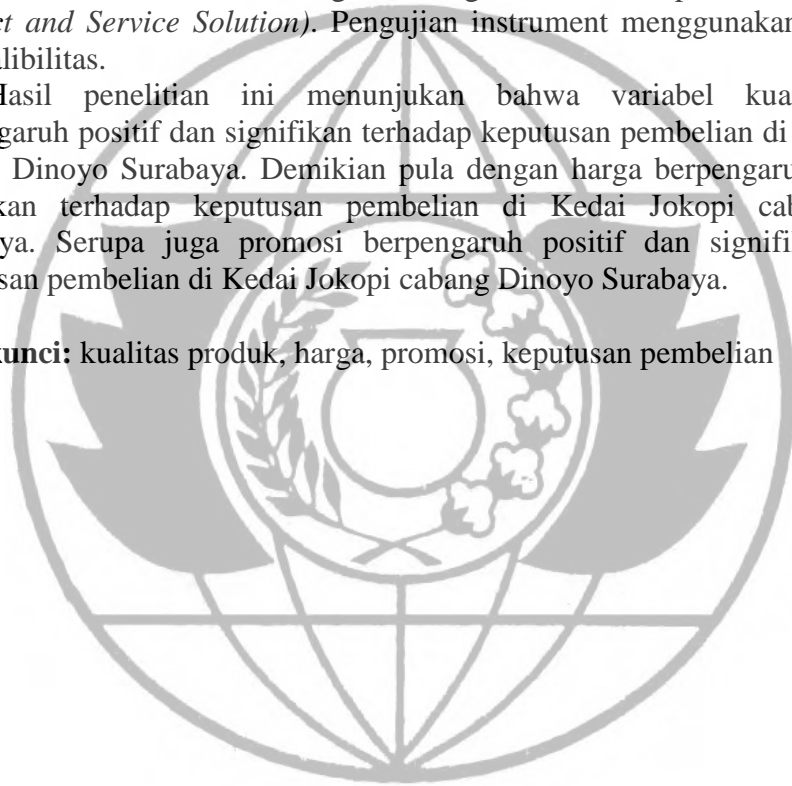
## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian pada Kedai Jokopi cabang Dinoyo Surabaya.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 100 responden yang melakukan keputusan pembelian di Kedai Jokopi cabang Dinoyo Surabaya yang diambil menggunakan teknik *purpose sampling*. Pengumpulan data menggunakan kusioner. Metode analisis data dengan menggunakan analisis linear berganda dengan alat bantu aplikasi SPSS (*Statistic Product and Service Solution*). Pengujian instrument menggunakan uji validitas dan realibilitas.

Hasil penelitian ini menunjukkan bahwa variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian di Kedai Jokopi cabang Dinoyo Surabaya. Demikian pula dengan harga berpengaruh positif dan signifikan terhadap keputusan pembelian di Kedai Jokopi cabang Dinoyo Surabaya. Serupa juga promosi berpengaruh positif dan signifikan terhadap keputusan pembelian di Kedai Jokopi cabang Dinoyo Surabaya.

**Kata kunci:** kualitas produk, harga, promosi, keputusan pembelian



## ABSTRACT

*This research analyzed the effect of product quality, price and promotion on the purchasing decision at Jokopi Kedai Dinoyo branch Surabaya.*

*This research was categorized as the descriptive analysis with quantitative approach. Furthermore, the research sample was 100 respondents who have ever done purchasing at Jokopi Kedai Dinoyo branch Surabaya which taken by purposive sampling technique. Moreover, the research data collection used questionnaire. On the other hand, the research data analysis method used multiple linear analysis with the instrument of SPSS (Statistic Product and Service Solution). The research instrument examination was validity test and reliability.*

*The research result concluded that the variable of product quality had a positive and significant effect on the purchasing decision at Jokopi Kedai Dinoyo branch Surabaya. Therefore, the price had a positive and significant effect on the purchasing decision at Kedai Jokopi at Dinoyo branch Surabaya. As well as the promotion had a positive and significant effect on the purchasing decision at Kedai Jokopi Dinoyo branch Surabaya.*

**Keywords:** *Product Quality, Price, Promotion, Purchasing Decision*



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