

## ABSTRAKS

Proses pengambilan keputusan pembelian suatu produk dimulai dari pengenalan masalah, pencarian informasi, evaluasi terhadap beberapa alternatif, yang selanjutnya akan tercipta suatu keputusan pembelian serta terbentuknya perilaku pasca pembelian. Perlu usaha untuk menerapkan konsep pemasaran guna mencermati perilaku konsumen serta faktor-faktor yang mempengaruhi keputusan pembeliannya diantaranya adalah kualitas produk, persepsi harga dan kualitas pelayanan.

Tujuan penelitian ini untuk mengetahui dan menguji pengaruh kualitas produk, persepsi harga dan kualitas pelayanan terhadap keputusan pembelian. Populasi dalam penelitian ini adalah konsumen yang melakukan pembelian Tteokbokki di resto queen Surabaya. Teknik pengambilan sampel menggunakan *non probability sampling* dengan jumlah sampel sebanyak 100 orang. Adapun teknik analisis menggunakan regresi linier berganda.

Hasil pengujian menunjukkan kualitas produk, persepsi harga, dan kualitas pelayanan layak digunakan untuk memprediksi keputusan pembelian Ttheokbokki di Resto Queen. Kontribusi yang diberikan dari variabel terhadap terhadap naik turunnya keputusan pembelian sebesar 45,8%. Hasil pengujian secara parsial memperlihatkan masing-masing variabel kualitas produk, persepsi harga, dan kualitas pelayanan berpengaruh positif signifikan terhadap keputusan pembelian. Kondisi ini mengindikasikan semakin baik kualitas produk, persepsi harga serta kualitas pelayanan yang ada pada Resto Queen Surabaya akan semakin meningkatkan keputusan pembelian Ttheokbokki di resto tersebut.

Kata Kunci : kualitas produk, persepsi harga, kualitas pelayanan, keputusan pembelian

## ABSTRACT

*The process of decision-making in purchasing products is started with knowing the problem, finding information, and evaluating some alternatives. After that, it will gain purchasing decisions which are followed by post-purchasing behavior. Moreover, efforts are needed in order to implement marketing concepts for evaluating consumers' behavior, also some factors which affect purchasing decisions; namely product quality, price perception, and service quality.*

*This research aimed to find out and examine the effect of product quality, price perception, and service quality on purchasing decisions. The population was consumers who bought Tteokbokki at Queen resto, Surabaya. Furthermore, the data collection technique used non-probability sampling with 100 respondents as the sample. The data analysis technique used multiple linear regression.*

*The result concluded that product quality, price perception, and service quality were properly used to predict purchasing decisions of Tteokbokki at Queen resto. There was a 45.8% contribution from the variables on the fluctuation of purchasing decisions. Additionally, the test result partially showed each of the variables had a significantly positive effect on purchasing decisions. In brief, the condition indicated that better product quality, price perception, and service quality at Queen resto would increase the purchasing decisions.*

**Keywords:** *Product Quality, Price Perception, Service Quality, Purchasing Decisions*

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