

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari Kualitas pelayanan, kualitas produk dan harga terhadap keputusan pembelian. Jenis dari penelitian yang digunakan ialah pendekatan kuantitatif. Dengan sampel sebanyak 100 responden yang merupakan pelanggan dari Street Boba Jemursari Surabaya dengan menggunakan teknik *purposive sampling*. Analisis data yang digunakan adalah model regresi. Hasil dari penelitiannya menunjukkan bahwa: variable kualitas pelayanan berpengaruh positif dan signifikan terhadap variable keputusan pembelian; variable kualitas produk berpengaruh positif dan signifikan terhadap variable keputusan pembelian; variable Harga berpengaruh positif dan signifikan terhadap variable Keputusan Pembelian. Sebaiknya Outlet Street Boba Jemursari Surabaya terus mempertahankan kualitas serta kuantitasnya yang tertera ada pada setiap produk Street Boba. Dikarnakan hal tersebut dapat mempengaruhi kepuasan pelanggan dan dapat meningkatkan keputusan pembeliannya.

**Kata Kunci :** Kualitas Pelayanan, Kualitas Produk, Harga

## **ABSTRACT**

*This research aimed to find out the effect of service quality, product quality and price on purchasing decisions. Moreover, the research was quantitative. The data collection technique used purposive sampling. In line with that, there were 100 customers of Street Boba, Jemursari Surabaya as the sample. Furthermore, the data analysis technique used a regression model. The research result showed that service quality had a positive and significant effect on the customers' purchasing decisions of Street Boba, Jemursari Surabaya. Likewise, product quality had a positive and significant effect on the customer' purchasing decisions of Street Boba Jemursari Surabaya. Similarly, the price had a positive and significant effect on the customers' purchasing decisions of Street Boba, Jemursari Surabaya. Therefore, the management of Street Boba Jemursari Surabaya needed to maintain both quality and quantity which had been attached in every Street Boba product; since it could affect the customers' satisfaction and increased their purchasing decisions.*

*Keywords: Service Quality, Product Quality, Price.*