

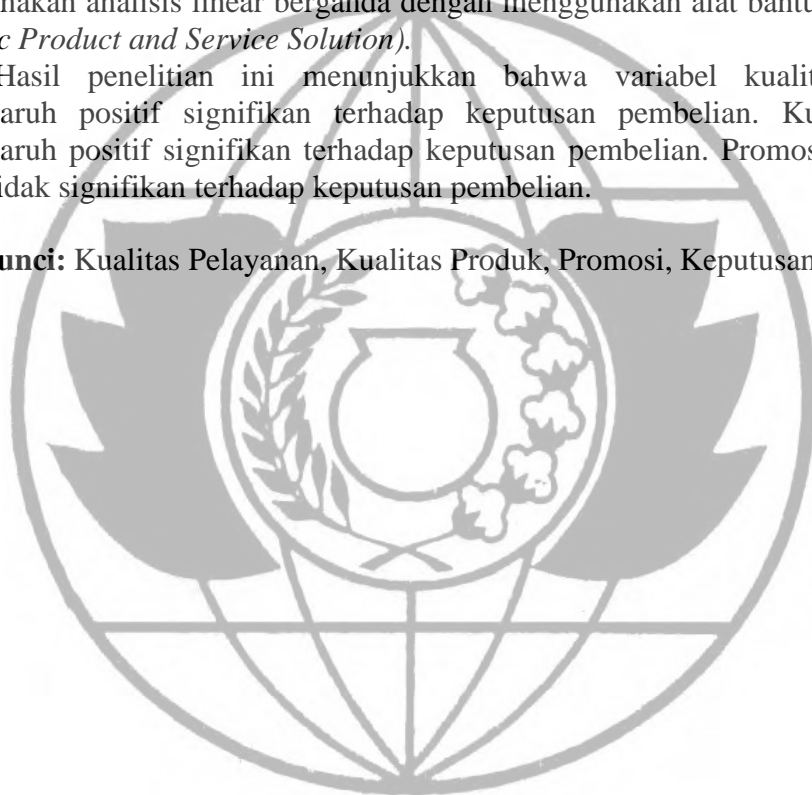
## ABSTRAK

Mie Gacoan adalah salah satu bisnis kuliner Indonesia yang semakin berkembang dan tersebar di berbagai daerah, Mie Gacoan menyediakan menu andalannya yaitu mie pedas dengan tingkat kepedasan yang dapat disesuaikan dan menjual produk lainnya berupa dimsum dan berbagai macam minuman. Penelitian ini bertujuan untuk mengidentifikasi dan mengetahui pengaruh kualitas pelayanan, kualitas produk, dan promosi terhadap keputusan pembelian pada Mie Gacoan cabang Manyar Surabaya.

Metode yang digunakan dalam penelitian ini menggunakan metode kuantitatif. Sampel penelitian ini berjumlah 100 responden dan menggunakan *probability sampling*. Pengumpulan data menggunakan kuesioner. Metode analisis data menggunakan analisis linear berganda dengan menggunakan alat bantu aplikasi SPSS (*Statistic Product and Service Solution*).

Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan berpengaruh positif signifikan terhadap keputusan pembelian. Kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian. Promosi berpengaruh positif tidak signifikan terhadap keputusan pembelian.

**Kata Kunci:** Kualitas Pelayanan, Kualitas Produk, Promosi, Keputusan Pembelian



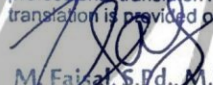
## **ABSTRACT**

*Mie Gacoan is one of the Indonesian culinary businesses that is growing and spreading in various regions. Moreover, it provides its favorite menu, namely spicy noodles with an adjustable level of spiciness; and sells other products in the form of dim sum and various kinds of drinks. Therefore, this research aimed to identify and determine the effect of service quality, product quality, and promotion on the purchasing decisions at Mie Gacoan Manyar, Surabaya.*

*The research was quantitative. Furthermore, the data collection technique used probability sampling with 100 respondents as the sample. In line with that, the instrument in the data collection technique used questionnaires. Additionally, the data analysis technique used multiple linear with SPSS (Statistical Product and Service Solution).*

*The result indicated that service quality had a positive and significant effect on the purchasing decisions at Mie Gacoan Manyar, Surabaya. Likewise, product quality had a positive and significant effect on the purchasing decisions at Mie Gacoan Manyar, Surabaya. On the other hand, promotion had a positive but insignificant effect on the purchasing decisions at Mie Gacoan Manyar, Surabaya.*

**Keywords:** *Service Quality, Product Quality, Promotion, Purchasing Decisions*

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