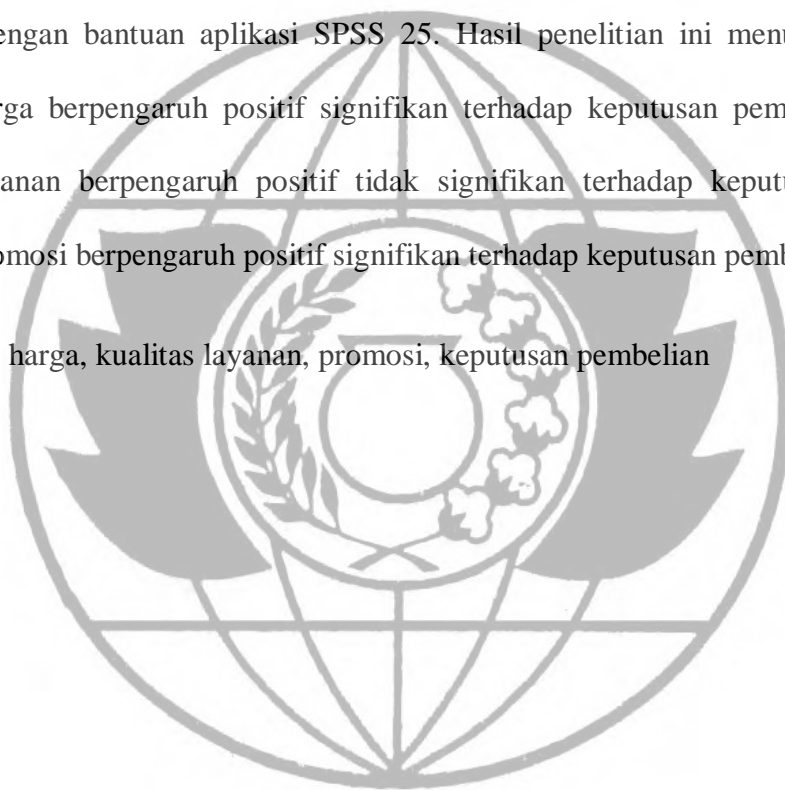


ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menguji variabel harga, kualitas layanan dan promosi terhadap keputusan pembelian pada bandeng juwana tidar surabaya. Penelitian ini menggunakan obyek penelitian toko oleh-oleh Bandeng Juwana Tidar Surabaya pada tahun 2023. Teknik pengambilan sampel adalah menggunakan *simple random sampling* atau teknik pengambilan sampel acak sederhana. Responden yang digunakan sebanyak 100 konsumen. Analisis yang digunakan adalah regresi linear berganda dengan bantuan aplikasi SPSS 25. Hasil penelitian ini menunjukkan bahwa variabel harga berpengaruh positif signifikan terhadap keputusan pembelian. Variabel kualitas layanan berpengaruh positif tidak signifikan terhadap keputusan pembelian. Variabel promosi berpengaruh positif signifikan terhadap keputusan pembelian.

Kata kunci : harga, kualitas layanan, promosi, keputusan pembelian



ABSTRACT

This research aimed to find out, analyze and examine the effect of price, service quality and promotion on the consumers' purchasing decisions at the Bandeng Juwana Store Tidar Surabaya. Moreover, the population was consumers of Bandeng Juwana Store Tidar Surabaya in 2023. The data collection technique used a simple random sampling. In line with that, there were 100 customers as the respondents. Furthermore, the data analysis technique used multiple linear regressions with SPSS (Statistical Product and Service Solution) 25 types application. Additionally, the result showed that price had a positive and significant effect on the consumers' purchasing decisions at the Bandeng Juwana Store Tidar Surabaya. On the other hand, service quality had a positive but insignificant effect on the consumers' purchasing decisions at the Bandeng Juwana Store Tidar Surabaya. In contrast, promotion had a positive and significant effect on the consumers' purchasing decisions at the Bandeng Juwana Store Tidar Surabaya.

Keywords: Price, Service Quality, Promotion, Purchasing Decisions



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