

ABSTRAK

Penelitian ini bertujuan menguji pengaruh harga, kualitas pelayanan, dan kualitas produk terhadap keputusan pembelian konsumen pada Mie Ayam dan Bakso Artisan di Surabaya. Penelitian dilakukan dengan pendekatan kuantitatif menggunakan metode deskriptif dan inferensial.

Data primer diperoleh melalui penyebaran kuesioner dengan skala Likert kepada 100 responden, yang merupakan konsumen tetap Mie Ayam dan Bakso Artisan. Analisis data dilakukan dengan regresi linier berganda, uji asumsi klasik (uji normalitas, multikolinearitas, dan heteroskedastisitas), uji kelayakan model (uji F dan uji koefisien determinasi) dan uji hipotesis (uji t) untuk memastikan validitas model penelitian.

Hasil penelitian menunjukkan bahwa hasil penelitian uji asumsi klasik yang meliputi uji normalitas, uji multikolinearitas, dan heteroskedastisitas menunjukkan bahwa seluruh variabel memenuhi persyaratan yang ditentukan. Sementara itu hasil uji kelayakan model regresi menggunakan uji F dan koefisien determinasi dalam penelitian ini layak digunakan. Hasil uji hipotesis (uji t) menunjukkan bahwa Harga, Kualitas Pelayanan, Kualitas Produk berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Harga, Kualitas Pelayanan, Kualitas Produk, Keputusan Pembelian



ABSTRACT

This research examines the effect of price, service quality, and product quality on the customers' purchasing decisions of Mie Ayam and Bakso Artisan in Surabaya. The research applies quantitatively with descriptive and inferential methods.

The data were primary. Furthermore, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed with a Likert scale to 100 respondents. The respondents were permanent customers of Mie Ayam and Bakso Artisan. Moreover, the data analysis technique used multiple linear regression, classical assumption tests (normality test, multicollinearity, and heteroscedasticity), feasibility tests model (F-test and determination coefficient test), and hypothesis test (t-test) to ensure the validity of the research model.

The result of classical assumption tests, including normality, multicollinearity, and heteroscedasticity, indicates that all variables meet the specified requirements. Additionally, the regression model of feasible tests, which were the F-test and determination coefficient test, was properly to be used properly. In addition, the hypothesis test (t-test) concludes that price, service quality, and product quality have a significant effect on the purchasing decision.

Keywords: *price, service quality, product quality, and purchasing decision.*

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23/4/25

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