

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga dan citra merek terhadap keputusan pembelian di Merci Café. Populasi yang digunakan dalam penelitian ini 98 responden yang membeli produk Merci Café.

Teknik pengambilan sampel menggunakan sampel non probability sampling dengan menggunakan *purposive sampling*. Sedangkan teknik analisis yang digunakan adalah regresi linear berganda menggunakan aplikasi SPSS versi 26.

Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan, harga dan citra merek berpengaruh positif signifikan terhadap Keputusan pembelian. Berpengaruh positif signifikan karena dengan memberikan kualitas pelayanan, harga dan citra merek yang baik akan meningkatkan Keputusan pembelian konsumen.

Kata Kunci : Kualitas Pelayanan, Harga, Citra Merek, Keputusan Pembelian

ABSTRACT

This research aimed to find out the effect of service quality, price, and brand image on the consumers' purchasing decisions at Merci Cafe. Furthermore, the population was 98 consumers who purchased Merci's products at the cafe.

The data collection technique used non-probability sampling with purposive sampling as its sampling technique. Moreover, the data analysis technique used multiple linear regressions with the SPSS (Statistical Product and Service Solution) application 26 version.

The result showed that service quality had a positive and significant effect on the consumers' purchasing decisions at Merci's cafe. Likewise, the price had a positive and significant effect on the consumers' purchasing decisions at Merci's cafe. Similarly, brand image had a positive and significant effect on the consumers' purchasing decisions at Merci's cafe. Therefore, by having good service quality, price, and also brand image, the consumers' purchasing decisions would increase.

Keywords: service quality, price, brand image, purchasing decisions.



