

ABSTRAK

Fitria, Yulis Nur. NIM 2110921005. 2025. *Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Keputusan Pembelian Nugget So Eco Berdasarkan Prinsip Ekonomi Syariah (Studi Kasus Pada Konsumen di Toko Aijaz Frozen Food Jember)*. Ekonomi Syariah, Fakultas Agama Islam Universitas Muhammadiyah Jember. Pembimbing (I) Miftahul Hasanah, M.E.I. (II) Dhofir Catur Bashori M.H.I.

Kata Kunci: Kualitas Layanan, Kualitas Produk dan Keputusan Pembelian

Saat ini industri makanan di Indonesia sedang mengalami perkembangan yang sangat pesat. termasuk industri makanan olahan seperti halnya *Chicken Nugget*. Perusahaan harus meramu strategi bisnis yang matang untuk meningkatkan keputusan pembelian konsumen sehingga dapat memenangkan persaingan pasar. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kualitas layanan dan kualitas produk terhadap keputusan pembelian produk nugget So Eco di Toko Aijaz Frozen Food Jember. Penelitian ini menggunakan metode kuantitatif. sampel yang digunakan adalah para konsumen Toko Aijaz Frozen Food Jember sebanyak 150 responden. Adapun pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* dengan kriteria responden yang bersedia, respond sudah berusia 18 tahun dan responden minimal pernah 1 kali membeli produk dan teknik pengumpulan data berupa kuesioner. Adapun teknik analisis data penelitian ini menggunakan pengujian instrument data, asumsi klasik dan regresi linear berganda, uji hipotesis dan koefisien determinasi R^2 . Hasil penelitian menunjukkan bahwa kualitas layanan dan kualitas produk secara parsial dan simultan berpengaruh positif dan signifikan terhadap keputusan pembelian produk nugget So Eco di Toko Aijaz Frozen Food Jember. Besaran kontribusi pengaruh dari variabel yang digunakan adalah 29,7%, sedangkan 70,3% sisanya dipengaruhi oleh variabel lain yang tidak diamati dalam penelitian ini.

ABSTRACT

Fitria, Yulis Nur. NIM 2110921005. 2025. *The Influence of Service Quality and Product Quality on So Eco Nugget Purchasing Decisions Based on Sharia Economic Principles (Case Study on Consumers at Aijaz Frozen Food Store Jember)*. Thesis. Sharia Economics, Faculty of Islamic Studies, Muhammadiyah University of Jember. Advisor (I) Miftahul Hasanah, M.E.I. (II) Dhofir Catur Bashori M.H.I.

Keywords: Service Quality, Product Quality and Purchasing Decision

Currently, the food industry in Indonesia is experiencing very rapid development, including the processed food industry such as Chicken Nugget. Companies must formulate mature business strategies to improve consumer purchasing decisions so that they can win market competition. This study aims to determine how the quality of service and product quality affect the purchasing decision of So Eco nugget products at the Aijaz Frozen Food Jember Store. This study uses a quantitative method. The sample used was consumers of the Aijaz Frozen Food Jember Store as many as 150 respondents. The sampling in this study used a purposive sampling method with the criteria of respondents who were willing, respondents were 18 years old and respondents had purchased the product at least once and data collection techniques in the form of questionnaires. The data analysis technique for this study used data instrument testing, classical assumptions and multiple linear regression, hypothesis testing and the coefficient of determination R^2 . The results of the study showed that the quality of service and product quality partially and simultaneously had a positive and significant effect on the purchasing decision of So Eco nugget products at the Aijaz Frozen Food Jember Store. The amount of contribution of the influence of the variables used was 29.7%, while the remaining 70.3% was influenced by other variables not observed in this study.