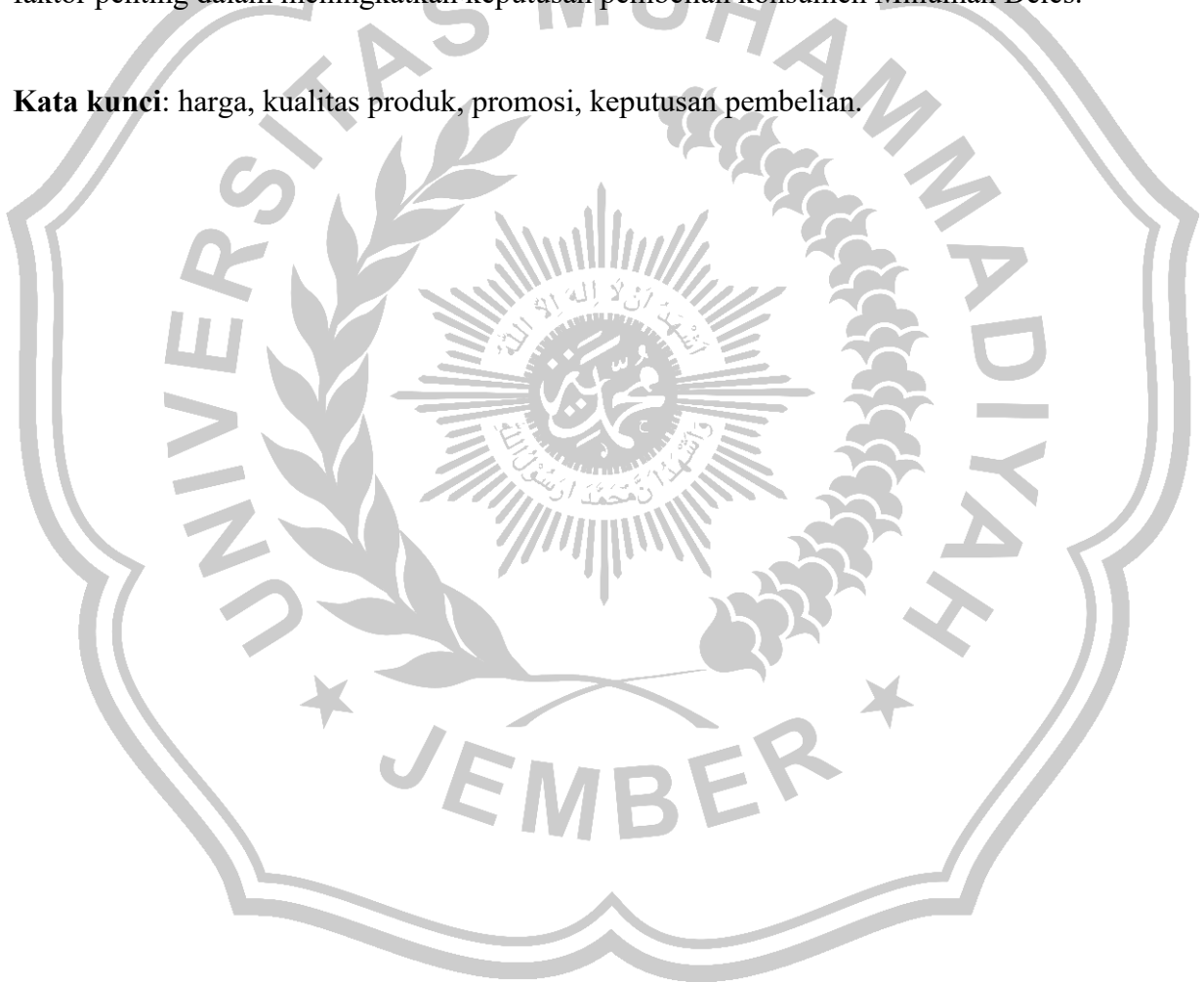


ABSTRAK

Persaingan bisnis di industri minuman kekinian semakin ketat, sehingga perusahaan perlu menetapkan strategi yang tepat untuk menarik konsumen, antara lain melalui penetapan harga, peningkatan kualitas produk, dan promosi yang efektif. Namun, pada Minuman Deles di Desa Kalibaru Kulon, masih terdapat penurunan penjualan yang menunjukkan perlunya evaluasi terhadap faktor-faktor tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, dan promosi terhadap keputusan pembelian produk Minuman Deles di Desa Kalibaru Kulon, Kecamatan Kalibaru, Kabupaten Banyuwangi. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan kausalitas, pengumpulan data dilakukan melalui kuesioner kepada 100 responden yang dipilih dengan teknik purposive sampling. Analisis data menggunakan regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa harga, kualitas produk, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini membuktikan bahwa ketiga variabel tersebut menjadi faktor penting dalam meningkatkan keputusan pembelian konsumen Minuman Deles.

Kata kunci: harga, kualitas produk, promosi, keputusan pembelian.



ABSTRACT

The competition in the contemporary beverage industry is becoming increasingly intense, requiring companies to implement appropriate strategies to attract consumers, including setting competitive prices, improving product quality, and conducting effective promotions. However, at Minuman Deles in Kalibaru Kulon Village, sales have declined, indicating the need to evaluate these factors. This study aims to analyze the influence of price, product quality, and promotion on purchasing decisions of Minuman Deles products in Kalibaru Kulon Village, Kalibaru District, Banyuwangi Regency. The research employed a quantitative method with a causal approach, and data were collected through questionnaires distributed to 100 respondents selected using purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS. The results show that price, product quality, and promotion have a positive and significant effect on purchasing decisions. These findings confirm that the three variables are key factors in increasing consumer purchasing decisions at Minuman Deles.

Keywords: price, product quality, promotion, purchasing decision.

