

ABSTRAK

Penelitian ini dilakukan pada konsumen susu kental manis Frisian Flag di Jember Roxy Square. Penelitian ini bertujuan untuk mengetahui pengaruh iklan, kualitas produk, dan harga terhadap keputusan pembelian susu kental manis Frisian Flag. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 100 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas dan uji heteroskedastisitas), dan uji hipotesis (uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel iklan (0,615), kualitas produk (0,185) dan harga (0,195), semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil iklan (0,000), kualitas produk (0,002) dan harga (0,001), semuanya berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: Iklan, kualitas produk, harga, dan keputusan pembelian.

ABSTRACT

This research was conducted on Frisian Flag condensed milk consumers in Jember Roxy Square. This study aims to determine the effect of advertising, product quality, and price on the purchase decision of Frisian Flag condensed milk. In this study data were collected with tools in the form of observation, interviews and questionnaires for 100 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), multiple linear regression analysis, classic assumption test (normality test, multicollinearity test and heteroscedasticity test), and hypothesis test (t test, coefficient of determination). From the results of the analysis using regression it can be seen that the advertising variables (0.615), product quality (0.185) and price (0.195), all have a positive effect on purchasing decisions. From the t test obtained by the results of advertising (0,000), product quality (0.002) and price (0.001), all of them have a significant effect on purchasing decisions.

Keywords: Advertising, product quality, price, and purchasing decisions