

ABSTRAK

Penelitian ini dilakukan pada konsumen Ayam Swiwings Jember. Penelitian ini bertujuan untuk mengetahui pengaruh dari empat variabel yaitu desain (X1), mutu (X2), inovasi (X3) dan cita rasa (X4) terhadap keputusan pembelian Ayam Swiwings Jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 50 responden yaitu konsumen Ayam Swiwings Jember dengan teknik *incidental 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, uji heteroskedastisitas), dan uji hipotesis (uji t, koefisien determinasi). Dari uji t diperoleh hasil desain (0,021), mutu (0,001), inovasi (0,000) dan cita rasa (0,043), semuanya berpengaruh signifikan terhadap keputusan pembelian Ayam Swiwings Jember. Keempat variabel ini berpengaruh sebesar 71,4%, terhadap keputusan pembelian Ayam Swiwings Jember sedangkan sisanya sebesar 28,6% dipengaruhi oleh variabel lain.

Kata kunci: desain, mutu, inovasi, cita rasa dan keputusan pembelian.



ABSTRACT

*This research was conducted at consumers of Ayam Swiwings Jember. This study aims to determine the effect of four variables, namely design (X1), quality (X2), innovation (X3) and taste (X4) on the decision to purchase Ayam Swiwings Jember. In this study data was collected by means of observations, interviews and questionnaires on 50 respondents, namely consumers of Chicken Swiwings Jember with incidental sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (*t* test, coefficient of determination). From the *t* test the design results (0.021), quality (0.001), innovation (0,000) and taste (0.043) were obtained, all of which had a significant effect on the purchasing decisions of Ayam Swiwings Jember. These four variables have an effect of 71.4%, on the decision to purchase Ayam Swiwings Jember while the remaining 28.6% is influenced by other variables.*

Keywords: design, quality, innovation, taste and purchasing decision.

