

**ANALISIS KUALITAS PRODUK, HARGA, LOKASI, PROMOSI DAN
KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN
PADA AYAM GORENG NELONGSO.**

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ABSTRAK

Penelitian ini dilakukan pada pelanggan Ayam Goreng Nelongso. Penelitian ini bertujuan untuk mengetahui Analisis kualitas produk, harga, lokasi. Promosi dan kualitas pelayanan terhadap keputusan pembelian. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 60 responden dengan teknik *Accidental Sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan 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 hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas produk, harga, lokasi, promosi dan kualitas pelayanan, semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji t diperoleh hasil kualitas produk, harga, lokasi, promosi dan kualitas pelayanan, semuanya berpengaruh signifikan terhadap keputusan pembelian. Dari hasil uji determinasi diperoleh 97% variasi variabel minat beli pelanggan dapat dijelaskan oleh kualitas produk, harga, lokasi, promosi dan kualitas pelayanan, sedangkan sisanya sebesar 0,03% diterangkan oleh variabel lain yang tidak diajukan dalam penelitian ini.

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

ABSTRACT

This research was conducted on Nelongso Fried Chicken's customers. This study aims to determine the analysis of product quality, price, location. Promotion and quality of buying interest service to customer buying. In this research the data collected by form of observation, interview and questionnaire to 60 respondents with *Accidental Sampling*, which aims to know the perception of respondents to each variable. The analysis used included instrument test data (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (t test, coefficient of determination). From the analysis using regression can be seen that the variable of product quality, price, location, promotion and service quality, they have a positive effect on decision purchasing. From t-test, the result of product quality, price, location, promotion and service quality, all have a significant effect on decision purchasing. From the result of the determination test obtained 97% variation of decision variable of purchase can be explained by product quality, price, location, promotion and service quality, while the rest equal to 0.03% is explained by other variables is not submitted in this research.

Keywords: product quality, price, location, promotion, quality of service, decision purchasing.

