

ABSTRAK

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MIXUE DI CABANG ARCAMANIK ENDAH

Anisya Nur Barokah

Persaingan bisnis minuman di Indonesia semakin ketat dengan hadirnya berbagai merek es krim dan minuman teh boba, salah satunya Mixue yang berkembang pesat di Bandung, termasuk di cabang Arcamanik Endah. Namun, berdasarkan pra survei, ditemukan keluhan konsumen terkait kualitas produk yang kurang konsisten serta harga yang dinilai belum sebanding dengan kualitas, sehingga berpengaruh pada fluktuasi keputusan pembelian. Penelitian ini bertujuan untuk mengetahui gambaran kualitas produk, harga dan keputusan pembelian serta mengukur pengaruh dan menganalisis seberapa besar pengaruh kualitas produk dan harga terhadap keputusan pembelian mixue di cabang arcamanik endah. Metode yang digunakan dalam penelitian ini yaitu metode kuantitatif dengan pendekatan deskriptif dan asosiatif. Penelitian ini menggunakan 100 responden sebagai sampel dengan menggunakan rumus slovin dan menggunakan teknik simple random sampling. Teknik analisis yang digunakan penelitian ini regresi linier berganda, koefisien korelasi, koefisien determinasi dengan hasil sebesar 0,694 menunjukkan bahwa kedua variabel tersebut memberikan kontribusi terhadap keputusan pembelian sebesar 69,4%. Terdapat Pengaruh Positif dan Signifikan Kualitas Produk dan Harga Terhadap Keputusan Pembelian. Penelitian ini bermanfaat bagi manajemen Mixue Cabang Arcamanik Endah sebagai bahan evaluasi dalam memperbaiki kualitas produk dan strategi harga guna meningkatkan kepuasan serta keputusan pembelian konsumen. Selain itu, penelitian ini juga memberikan kontribusi teoritis dalam pengembangan ilmu manajemen pemasaran, khususnya yang berkaitan dengan perilaku konsumen di industri makanan dan minuman.

Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND PRICE ON PURCHASE DECISION OF MIXUE AT ARCAMANIK ENDAH BRANCH

Anisya Nur Barokah

The beverage business competition in Indonesia is becoming increasingly intense with the emergence of various ice cream and bubble tea brands, one of which is Mixue, which has rapidly grown in Bandung, including the Arcamanik Endah branch. However, based on a preliminary survey, consumer complaints were found regarding inconsistent product quality and prices that were considered not comparable to the quality, thereby influencing fluctuations in purchasing decisions. This study aims to identify the description of product quality, price, and purchasing decisions, as well as to measure and analyze the extent of the influence of product quality and price on purchasing decisions at Mixue Arcamanik Endah branch. The research method used is quantitative with descriptive and associative approaches. This study involved 100 respondents as samples, determined using the Slovin formula and selected through simple random sampling. The analysis techniques employed include multiple linear regression, correlation coefficient, and coefficient of determination. The result of 0.694 indicates that both variables contributed 69.4% to purchasing decisions. The findings reveal a positive and significant influence of product quality and price on purchasing decisions. This research is beneficial for the management of Mixue Arcamanik Endah branch as an evaluation material to improve product quality and pricing strategies in order to enhance consumer satisfaction and purchasing decisions. In addition, this study also provides theoretical contributions to the development of marketing management science, particularly related to consumer behavior in the food and beverage industry.

Keywords: Product Quality, Price, Purchase Decision.