

ABSTRAK

PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN

(Studi Kasus AJ Coffee & Resto Pangalengan, Kabupaten Bandung)

Oleh Fadhillah Hasanah

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan kualitas layanan terhadap keputusan pembelian pada AJ Coffee & Resto Pangalengan, Kabupaten Bandung. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi penelitian adalah konsumen AJ Coffee & Resto, dengan sample sebanyak 85 responden yang diambil dengan Teknik non probability sampling (purposive sampling) dengan perhitungan rumus slovin. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan regresi linier berganda, uji korelasi, koefisien determinasi, serta uji hipotesis parsial (uji t) dan simultan (uji F) setelah memenuhi uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas) dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan kontribusi sebesar 9,4384%. Demikian pula, kualitas layanan juga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan kontribusi sebesar 51,0066%. Secara simultan, kualitas produk dan kualitas layanan secara Bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian. koefisien determinasi sebesar 0,532 menunjukkan 53,% variasi keputusan pembelian dipengaruhi oleh kualitas produk dan kualitas layanan, sementara sisanya 46,8% dipengaruhi oleh faktor lain diluar model penelitian ini.

Kata kunci : Kualitas Produk, Kualitas Layanan, Keputusan Pembelian, AJ Coffee & Resto.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISIONS

(Case Study of AJ Coffee & Resto Pangalengan, Bandung Regency)

By Fadhillah Hasanah

This study aims to analyze the influence of product quality and service quality on purchase decisions at AJ Coffee & Resto Pangalengan, Bandung Regency. The research method used is descriptive and verifiable with a quantitative approach. The research population is consumers of AJ Coffee & Resto, with a sample of 85 respondents taken by non-probability sampling technique (purposive sampling) with the calculation of the slovin formula. Data is collected through questionnaires that have been tested for validity and reliability. Data analysis was carried out using multiple linear regression, correlation tests, determination coefficients, and partial hypothesis tests (t-test) and simultaneous (F-test) after meeting classical assumption tests (normality, multicollinearity, and heteroskedasticity) with the help of the SPSS program. The results of the study showed that partially, product quality had a positive and significant effect on purchase decisions, with a contribution of 9.4384%. Similarly, service quality also has a positive and significant effect on purchase decisions with a contribution of 51.0066%. Simultaneously, product quality and service quality together have a positive and significant effect on purchasing decisions. The determination coefficient of 0.532 showed that 53.% of the variation in purchase decisions was influenced by product quality and service quality, while the remaining 46.8% was influenced by other factors outside of this study model.

Keywords : Product Quality, Service Quality, Purchase Decision, AJ Coffee & Resto.