

**PENGARUH KUALITAS PRODUK DAN PELAYANAN TERHADAP
PENGAMBILAN KEPUTUSAN PEMBELIAN
DI WARUNG PREKJU YK**

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ABSTRAK

Tujuan penelitian ini adalah: (1) mengetahui kualitas produk di warung Prekju Yk, (2) mengetahui kualitas pelayanan di warung Prekju Yk, (3) mengetahui keputusan pembelian di warung Prekju Yk (4) mengetahui pengaruh kualitas produk dan pelayanan terhadap keputusan pembelian di warung Prekju Yk.

Penelitian ini merupakan penelitian kuantitatif dengan metode penelitian deskriptif kuantitatif. Metode pengumpulan data yang digunakan adalah kuesioner. Populasi dalam penelitian ini adalah semua konsumen warung Prekju Yk yang dihitung rata – rata konsumen perhari yaitu 120 orang. Ukuran sampel penelitian ditentukan dengan rumus Slovin dengan tingkat kesalahan yang diinginkan 5% didapatkan sampel sebanyak 92 orang. Penentuan sampel dilakukan dengan teknik sampling isidental dan Analisi data dilakukan dengan Analisis Deskriptif Statistik, Uji Regresi Berganda, Uji Hipotesis, dan Koefisien Determinasi.

Hasil dari penelitian ini menunjukkan bahwa: (1) kualitas produk mempunyai kategori tinggi yaitu sebesar 74,2% pada indikator cita rasa, dapat sedangkan kategori sedang terdapat pada indikator kebersihan (2) kualitas pelayanan mempunyai kategori tinggi yaitu sebesar 64,5% pada indikator empati, sedangkan kategori sedang terdapat pada indikator responsivitas (3) keputusan pembelian mempunyai kategori tinggi yaitu sebesar 47,3% dan kategori sedang sebesar 52,7% (4) kualitas produk dan pelayanan berpengaruh positif terhadap keputusan pembelian karena memiliki nilai f hitung sebesar 11,235 dan signifikansi sebesar 0,000 dengan R^2 sebesar 0,182

Kata Kunci: Kualitas produk, kualitas pelayanan, keputusan pembelian

**THE INFLUENCE OF PRODUCT QUALITY AND SERVICE
TOWARD PURCHASE DECISION
AT WARUNG PREKJU YK**

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ABSTRACT

This study aims to determine: (1) the influence of product quality towards purchase decision at Warung Prekju Yk (2) the influence of service towards purchase decision at Warung PrekjuYk (3) the influence of purchase decision at Warung Prekju YkS (4) the influence of quality product and service simultaneously toward purchase decision at Warung Prekju YK.

This research is a quantitative research with quantitative descriptive research methods. The data collection method is a questionnaire. The population in this study are all consumers of the Warung which are calculated on average 120 people a day. The size of sample was determined by the Slovin formula with the desired error rate of 5% and a sample of 92 people was obtained. Sample Determination is done by incidental sampling technique and Data analysis is done by Descriptive Statistics Analysis, Multiple Regression Test, Hypothesis Test, and Determination Coefficient.

The results of this study indicate that: (1) product quality has a high category that is equal to 74.2% in taste indicators, it can be said consumers feel satisfied with the product, while the moderate category is on the cleanliness indicator (2) service quality has a high category that is 64.5% in the empathy indicator, it can be said that consumers are satisfied with the service of employees, while the moderate category is in the indicator of responsiveness (3) purchase decision has a high category that is equal to 47,3% and medium category that is 52,7%(4) product and service quality has a positive effect on purchasing decisions because it has a calculated f value of 11,235 and a significance of 0,000 with R^2 of 0,182.

Keywords: Product quality, service quality, purchase decision