

ABSTRAK

Perkembangan dunia bisnis yang semakin maju memberikan peluang untuk bisnis makanan, banyaknya restoran cepat saji di Indonesia mengakibatkan persaingan yang ketat dalam kualitas dan mutu produk yang telah dibuat. Peneliti memilih Richeese Factory sebagai objek penelitian karena satu-satunya restoran *fastfood* dengan inovasi produk unggulannya yaitu ayam goreng renyah dibalut dengan saus pedas dan saus keju yang mampu menarik perhatian konsumennya disaat konsumen lebih selektif dan cermat dalam memilih suatu produk, apalagi jika dibandingkan dengan restoran cepat saji lainnya. Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan dan kualitas produk terhadap keputusan pembelian Richeese Factory Manyar Surabaya.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kausal. Populasi yang digunakan yaitu pelanggan yang pernah melakukan pembelian pada Richeese Factory Manyar Surabaya. Sumber data yang digunakan yaitu data primer. Teknik pengambilan sampel yang digunakan yaitu teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu SPSS (*Statistical Product and Service Solution*) Versi 25.0

Hasil penelitian menunjukkan bahwa variabel harga dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian Richeese Factory Manyar Surabaya. Sedangkan variabel kualitas produk berpengaruh negatif dan signifikan terhadap keputusan pembelian Richeese Factory Manyar Surabaya.

Kata Kunci : Harga, kualitas pelayanan, kualitas produk, keputusan pembelian.

ABSTRACT

As development in the business world is highly increased and there are many fast food restaurants in Indonesia, Food businesses compete with each other in order to maintain their quality products. Richeese Factory is the only fast food restaurant with innovation in their product, namely crispy fried chicken wrapped up with spicy ketchup and cheese. Many consumers are attracted as they are more selective and accurate in choosing products, especially when it compares to other fast food restaurants. Therefore, this research aimed to find out the effect of price, service quality, and product quality on buying decisions of the Richeese Factory, Surabaya Manyar.

The research was causal. The sample was consumers who had bought products at Richeese Factory, Surabaya Manyar. Moreover, the data were primary. Furthermore, the data collection technique used purposive sampling. Additionally, the instrument in data collection technique used questionnaires, which were distributed to 100 respondents as the sample. In addition, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded that price as well as service quality had a positive and significant effect on buying decisions. On the other hand, product quality had a negative and significant effect on buying decisions.

Keywords: *Price, Service Quality, Product Quality, Buying Decisions*



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M. Faisal S.Pd., M.Pd

STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia