

## RINGKASAN/SUMMARY

### PENGARUH PRODUK, KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN

(Studi pada Konsumen Bakpao Kimyen Kota Kediri)

#### RINGKASAN

Penelitian ini dilakukan oleh peneliti dengan tujuan untuk menganalisis pengaruh produk, pelayanan, dan citra merek terhadap keputusan pembelian Bakpao Kimyen Kota Kediri. Penelitian ini menggunakan metode penelitian kuantitatif karena data penelitiannya berupa angka-angka dan dianalisis menggunakan statistik serta telah memenuhi kaidah-kaidah ilmiah yaitu kongkrit, obyektif, terukur, rasional, dan sistematis. Karakteristik dari penelitian ini yaitu para konsumen Bakpao Kimyen Kota Kediri menyukai kualitas produk Bakpao Kimyen sehingga ada ketertarikan untuk melakukan keputusan pembelian, populasi dalam penelitian yang dilakukan oleh peneliti ini jumlahnya tidak bisa dihitung secara pasti. Dalam penelitian ini peneliti menggunakan sampel 100 orang/responden konsumen Bakpao Kimyen Kota Kediri. Penentuan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode pengambilan sampel yang dipakai yaitu *accidental sampling*. Metode pengumpulan data dengan menggunakan wawancara dan kuesioner. Metode analisis dengan uji kualitas data, uji asumsi klasik, regresi linear berganda, uji hipotesis, dan koefisien determinasi (*r square*). Dari hasil penelitian ini dapat disimpulkan bahwa: (1) Hasil pengujian hipotesis pertama menunjukkan bahwa produk memberikan dampak terhadap keputusan pembelian Bakpao Kimyen Kota Kediri. (2) Hasil pengujian hipotesis pertama menunjukkan bahwa pelayanan memberikan dampak terhadap keputusan pembelian Bakpao Kimyen Kota Kediri. (3) Hasil pengujian hipotesis pertama menunjukkan bahwa citra merek memberikan dampak terhadap keputusan pembelian Bakpao Kimyen Kota Kediri. (4) Berdasarkan hasil uji F variabel produk, pelayanan, dan citra merek secara simultan berpengaruh terhadap keputusan pembelian Bakpao Kimyen Kota Kediri.

**Kata kunci:** Produk, kualitas pelayanan, citra merek, keputusan pembelian.

## **SUMMARY/SUMMARY**

### **THE INFLUENCE OF PRODUCT, SERVICE QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS**

**(Study on Bakpao Kimyen Consumers in Kediri City)**

#### **SUMMARY**

This study was conducted by researchers with the aim of analyzing the effect of products, services, and brand image on purchasing decisions for Bakpao Kimyen Kediri City. This study uses quantitative research methods because the research data is in the form of numbers and is analyzed using statistics and has met the scientific rules, namely concrete, objective, measurable, rational, and systematic. The characteristics of this study are that consumers of Bakpao Kimyen Kediri City like the quality of Bakpao Kimyen products so that there is an interest in making purchasing decisions, the population in the research conducted by this researcher cannot be calculated with certainty. In this study, researchers used a sample of 100 people / respondents of Bakpao Kimyen consumers in Kediri City. Determination of the sample in this study using non probability sampling with the sampling method used is accidental sampling. Data collection methods using interviews and questionnaires. Analysis method with data quality test, classical assumption test, multiple linear regression, hypothesis test, and coefficient of determination ( $r$  square). From the results of this study it can be concluded that: (1) The results of testing the first hypothesis show that the product has an impact on purchasing decisions for Bakpao Kimyen Kediri City. (2) The results of testing the first hypothesis show that service has an impact on purchasing decisions for Bakpao Kimyen Kediri City. (3) The results of testing the first hypothesis show that brand image has an impact on purchasing decisions for Bakpao Kimyen Kediri City. (4) Based on the results of the F test, the product, service, and brand image variables simultaneously influence the purchasing decision of Bakpao Kimyen Kediri City.

**Keywords:** Product, service quality, brand image, purchasing decisions.