

ABSTRAK

Pengaruh Kualitas Produk, *Brand Image* dan Kualitas Pelayanan terhadap Keputusan Pembelian Roti pada UD. Roti Tidar Kwadungan-Ngasem-Kediri

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Setiap perusahaan berusaha menjadi pemimpin dalam pasar, yang berarti produknya diterima dengan baik di pasar. Perusahaan yang produknya diterima dengan baik dapat memberikan pengaruh bagi pertumbuhan penjualannya. Sehingga produk, *brand image* dan pelayanan mempermudah konsumen melakukan keputusan pembelian. Penelitian ini menggunakan metode kuantitatif karena data penelitiannya berupa angka-angka dan dianalisis menggunakan statistik. Populasi dalam penelitian ini jumlahnya tidak dapat dihitung secara pasti, sampelnya adalah konsumen di UD. Roti Tidar Kwadungan-Ngasem-Kediri sebanyak 100 responden. Penentuan sampel menggunakan *non probability sampling* dengan metode pengambilan *accidental sampling*. Metode pengumpulan data dengan wawancara dan kuesioner. Metode analisis data dengan uji kualitas data, uji asumsi klasik, regresi linear berganda, uji hipotesis, dan koefisien determinasi (*r square*). Dari hasil penelitian ini disimpulkan: Nilai signifikansi $0,001 < 0,05$, berarti ada pengaruh kualitas produk (X1) terhadap keputusan pembelian. Pengaruh kualitas pelayanan (X2) terhadap keputusan pembelian nilai signifikansi $0,010 < 0,05$ berarti ada pengaruh secara parsial kualitas pelayanan terhadap keputusan pembelian. Pengaruh *brand image* terhadap keputusan pembelian diperoleh nilai signifikansi $0,017 < 0,05$ berarti ada pengaruh secara parsial variabel *brand image* terhadap keputusan pembelian (Y). Uji F nilai signifikansi $0,000 < 0,05$, maka variabel kualitas produk, kualitas pelayanan, dan *brand image* secara simultan berpengaruh terhadap keputusan pembelian.

Kata kunci: Kualitas produk, *brand image*, kualitas pelayanan dan keputusan pembelian.

ABSTRACT

Influence of Product Quality, Brand Image and Service Quality to Decision of Peppermint Purchasing at UD. Roti Tidar Kwadungan-Ngasem-Kediri

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Every company try to become the leader in market, meaning its product is accepted better in market. Company which its product is accepted better can give the influence for growth. So that product, brand image and service water down the consumer conduct the purchasing decision. This research use the quantitative method because its research data in the form of number and analyzed to use the statistic. Population in this research its amount is incalculable surely, sample is consumer in UD. Roti Tidar Kwadungan-Ngasem-Kediri as much 100 responder. Determination Sample use the non probability sampling with the method of intake of accidental sampling. Method of data collecting with the interview and questioner. Method analyze the data with the test of data quality, test the classic assumption, doubled linear regression, test the hypothesis, and coefficient determinacy (r^2). From this research result is concluded: value significance $0,001 < 0,05$, meaning there is influence of product quality (X1) to purchasing decision. influence of service Quality (X2) to purchasing decision assess the significance $0,010 < 0,05$ meaning there is influence by partial is service quality to purchasing decision. Influence of Brand image to purchasing decision obtained by value significance $0,017 < 0,05$ meaning there is influence by partial is variable of brand image to purchasing decision (Y). Test the F assess the significance $0,000 < 0,05$, hence variable of product quality, service quality, and brand image by simultan have an effect on to purchasing decision.

Keyword: Product quality, brand image, quality of service and purchasing decision.