

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Persepsi Harga, Lokasi, dan Promosi *Word Of Mouth* Terhadap Keputusan Pembelian Konsumen Di Warung Bakso Pak Bibit” ini ditulis oleh Aulia Nur Azizah. NIM.12405183314. Jurusan Manajemen Bisnis Syariah. Fakultas Ekonomi dan Bisnis Islam. Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Lativa Hartiningtyas, M.Pd.

Penelitian ini dilatar belakangi oleh banyaknya bisnis dalam bidang makanan atau dikenal dengan istilah kuliner. Persaingan saat ini salah satunya adalah bisnis dalam bidang kuliner yang memproduksi produk yang sama namun dengan pelayanan dan biaya yang berbeda. Maka dari itu, setiap pengusaha harus mengetahui minat para konsumen. Setiap pengusaha harus belomba-lomba membuat strategi-strategi agar para konsumen merasa puas dengan produknya. Kepuasan pelanggan sendiri adalah kekuatan yang berdampak pada keputusan pembelian konsumen agar tetap percaya dan setia dengan produk yang ditawarkan.

Penelitian ini bertujuan untuk menguji signifikansi pengaruh (1) kualitas produk terhadap keputusan pembelian konsumen di warung bakso Pak Bibit (2) persepsi harga terhadap keputusan pembelian konsumen di warung bakso Pak Bibit (3) lokasi terhadap keputusan pembelian konsumen di warung bakso Pak Bibit (4) dan promosi *word of mouth* terhadap keputusan pembelian konsumen di warung Bakso Pak Bibit (5) Kualitas produk, persepsi harga, lokasi, promosi *word of mouth* terhadap keputusan pembelian konsumen di warung bakso Pak Bibit.

Penelitian ini menggunakan penelitian kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah *Nonprobability Sampling*. Dengan jumlah sampel sebanyak 96 responden dari para konsumen bakso Pak Bibit. Selanjutnya, hasil kuesioner dianalisis menggunakan uji instrumen data yaitu uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis yaitu uji t dan uji f, serta uji koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa secara parsial (1) variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) variabel persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) variabel lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian dan (4) variabel promosi *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen Bakso Pak Bibit. Sedangkan secara simultan dapat disimpulkan bahwa ada pengaruh secara positif dan signifikan antara kualitas produk, persepsi harga, lokasi, dan promosi *word of mouth* terhadap keputusan pembelian konsumen bakso Pak Bibit.

Kata Kunci : Kualitas Produk, Persepsi Harga, Lokasi, Promosi *Word Of Mouth* dan Keputusan Pembelian.

ABSTRACT

Thesis with the title "The Influence of Product Quality, Price Perception, Location, and Word Of Mouth Promotion on Consumer Purchase Decisions at Pak Bibit Meatball Stalls" was written by Aulia Nur Azizah. NIM.12405183314. Sharia Business Management Department. Faculty of Islamic Economics and Business. State Islamic University Sayyid Ali Rahmatullah Tulungagung, Advisor Lativa Hartiningtyas, M.Pd.

This research is motivated by the number of businesses in the food sector or known as culinary. Today's competition is one of the businesses in the culinary field that produces the same product but with different services and costs. Therefore, every entrepreneur must know the interests of consumers. Every entrepreneur must compete to make strategies so that consumers are satisfied with their products. Customer satisfaction itself is a force that has an impact on consumer purchasing decisions to continue to believe and be loyal to the products offered.

This study aims to examine the significance of the effect of (1) product quality on consumer purchasing decisions at Pak Bibit meatball stall (2) price perception on consumer purchasing decisions at Pak Bibit meatball stall (3) location on consumer purchasing decisions at Pak Bibit meatball stall (4) and word of mouth promotion on consumer purchasing decisions at Bakso Pak Bibit stalls (5) Product quality, price perception, location, word of mouth promotion on consumer purchasing decisions at Pak Bibit meatball stalls.

This research uses quantitative research. The technique used in sampling is Nonprobability Sampling. With a total sample of 96 respondents from the consumers of Pak Bibit meatballs. Furthermore, the results of the questionnaire were analyzed using data instrument tests, namely validity and reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests, namely t tests and f tests, and the coefficient of determination (R²) test.

The results showed that partially (1) the product quality variable had a positive and significant effect on purchasing decisions, (2) the price perception variable had a positive and significant effect on purchasing decisions, (3) the location variable had a positive and significant effect on purchasing decisions and (4) variable word of mouth promotion has a positive and significant effect on consumer purchasing decisions Bakso Pak Bibit. Meanwhile, simultaneously it can be concluded that there is a positive and significant influence between product quality, price perception, location, and word of mouth promotion on the purchasing decisions of Pak Bibit meatball consumers.

Keywords: Product Quality, Price Perception, Location, Word Of Mouth Promotion and Purchase Decision.