

Nashrullahil Aziz. NIM. 110321100080. Pengaruh Kualitas Produk, Merek dan Harga Terhadap Keputusan Pembelian Kripik Singkong Windu Agung (Studi Kasus Di Kecamatan Saronggi Kabupaten Sumenep). Dibawah Bimbingan Dr. Ir. Slamet Subari, MSi dan Dwi Ratna Hidayati, SP., MP

ABSTRAK

Kripik Singkong Windu Agung merupakan Produk Olahan keripik singkong yang berasal dari Kecamatan Saronggi. Produk ini memiliki karakteristik berbeda dengan produk olahan lain, mulai dari rasa, harga dan merek. Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas produk, merek dan harga terhadap keputusan pembelian Kripik Singkong Windu Agung. Penentuan responden dilakukan secara insidental sampling dengan jumlah responden sebanyak 40 orang. Metode analisis data menggunakan analisis regresi linier berganda dengan variabel dependent keputusan pembelian keripik singkong dan variabel independent kualitas produk, merek dan harga. Hasil analisis uji regresi linier berganda menunjukkan bahwa kualitas produk dan harga berpengaruh signifikan terhadap keputusan pembelian keripik singkong windu agung. Sedangkan variabel merek tidak berpengaruh secara signifikan terhadap keputusan pembelian keripik singkong windu agung.

Kata Kunci: Kripik Singkong, Regresi Linier Berganda, Singkong

Nashrullahil Aziz. NIM. 110321100080. The Influence of Product Quality, Brand and Price on Purchase Decision of Cassava Cassava Windu Agung (Case Study In Saronggi Sub-district of Sumenep Regency). Under Guidance Dr. Ir. Slamet Subari., M.Si and Dwi Ratna Hidayati, SP.,MP

ABSTRACT

Cassava Chips Windu Agung is a processed product of cassava chips originating from Saronggi Sub-District. This product has different characteristics with other processed product, ranging from taste, price and brand. The purpose oh this study is to analyze the effect of product quality, brand and price to purchase decision of Cassava Chips Windu Agung. Determination of respondents conducted by incidental sampling with the number of respondents as many as 40 people. Methods of data analysis using multiple liniear regression analysis with the dependent variable purchase decision of cassava chips and independet variables of product quality, brand and price. The results of multiple liniear regression analysis showed that product quality and price significantly influence the purchase decision of cassava chips of Windu Agung. While the brand variable does not have a significant effect on the purchase decision of cassava chips of Windu Agung.

Keywords: Cassava, Cassava Chips, Multiple Liniear Regression