

ABSTRAK

Stevina Nanda Oktavia, 2023: Pengaruh Kualitas Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Di Restoran *Seafood* Sei. Ladi Kecamatan Tanjungpinang Kota.
Dosen Pembimbing: Hj. Iranita, SE., M.Si dan Abdul Jalal, SE., M.Si

Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas produk, harga dan lokasi terhadap keputusan pembelian konsumen di Restoran *Seafood* Sei Ladi Kecamatan Tanjungpinang Kota. populasi dalam penelitian ini adalah masyarakat Kota Tanjungpinang sebanyak 14.400 konsumen. Teknik pengambilan pada penelitian ini adalah *purposive sampling*. Sampel dalam penelitian ini adalah Masyarakat Kota Tanjungpinang yang menggunakan produk Restoran *Seafood* Sei Ladi sebanyak 100 Responden. Jenis penelitian ini adalah kuantitatif. Data primer penelitian berdasarkan kuesioner. Data yang terkumpul dan di uji menggunakan *Software Smart PLS 3.0*. Hasil penelitian ditemukan yaitu kualitas produk berpengaruh namun tidak signifikan terhadap keputusan pembelian, harga produk berpengaruh secara signifikan terhadap keputusan pembelian, lokasi berpengaruh secara signifikan terhadap keputusan pembelian. Berdasarkan hasil uji hipotesis, nilai berpengaruh dan signifikan terdapat pada variabel kualitas produk (X1) terhadap keputusan pembelian (Y), diperoleh nilai *t-statistic* $1,891 > 1,66$ *t*-tabel dan *p-value* $0,059 > 0,05$ nilai signifikansi. Variabel harga (X2) terhadap keputusan pembelian (Y) *t-statistic* $2,194 > 1,66$ dan *p-value* $0,029 < 0,05$. Variabel lokasi (X3) terhadap keputusan pembelian (Y) *t-statistic* $4,536 > 1,66$ dan nilai *p-value* $0,000 < 0,05$. Berdasarkan hasil uji *coefficient determination* atau *goodness of fit* (R^2) nilai yang didapat sebesar (0,593) atau 59,3%. Menunjukkan bahwa model penelitian ini lemah karena hanya mampu menjelaskan 59,3% dari keseluruhan penelitian. Sedangkan sisanya 40,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Kualitas Produk, Harga, Lokasi dan Keputusan Pembelian

ABSTRACT

Stevina Nanda Oktavia, 2023: The Influence of Product Quality, Price and Location on Consumer Purchase Decisions in Restaurants Seafood Sei. Ladi Tanjungpinang City District.

Supervisor: Hj. Iranita, SE., M.Si and Abdul Jalal, SE., M.Si

This study aims to explain the effect of product quality, price and location on consumer purchasing decisions at Seafood Sei Ladi Restaurant, Tanjungpinang Kota District. the population in this study were 14,400 consumers of Tanjungpinang City. The sampling technique in this study was purposive sampling. The sample in this study were the people of Tanjungpinang City who used Seafood Sei Ladi Restaurant products as many as 100 respondents. This type of research is quantitative. Primary data research based on questionnaires. The data collected and tested using Smart PLS 3.0 software. The results of the study found that product quality has an effect but not significant on purchasing decisions, product prices have a significant effect on purchasing decisions, location has a significant effect on purchasing decisions. Based on the results of hypothesis testing, the influential and significant value is in the product quality variable (X1) on purchasing decisions (Y), obtained a t-statistic value of $1.891 > 1.66$ t-table and a p-value of $0.059 > 0.05$ significance value. Price variable (X2) on purchasing decisions (Y) t-statistic $2.194 > 1.66$ and p-value $0.029 < 0.05$. Location variable (X3) on purchasing decisions (Y) t-statistic $4.536 > 1.66$ and p-value $0.000 < 0.05$. Based on the results of the coefficient determination or goodness of fit (R²) test, the value obtained is (0.593) or 59.3%. This shows that this research model is weak because it is only able to explain 59.3% of the entire study. While the remaining 40.7% is explained by other variables not examined in this study.

Keywords: *Product Quality, Price, Location and Purchase Decision*