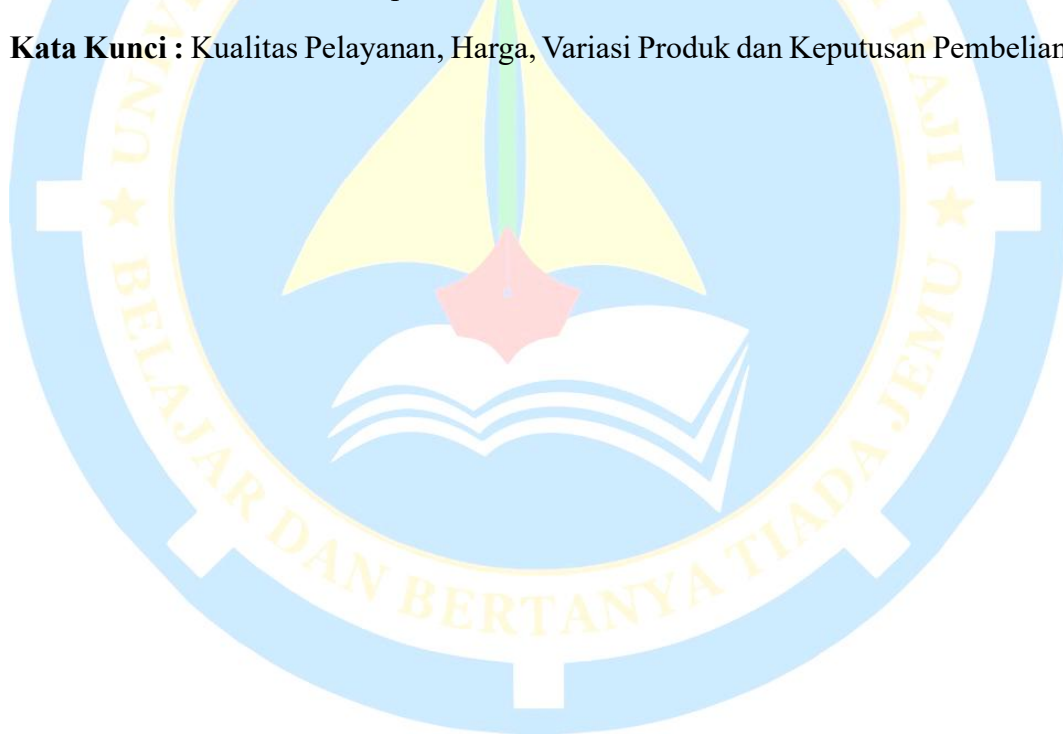


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, harga, dan variasi produk terhadap keputusan pembelian Es Teh Nusantara di Kijang. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah masyarakat kijang. Sampel ditentukan dengan rumus Lamesshow yang menghasilkan 96 orang responden. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*, karena responden dipilih berdasarkan kriteria yang ditentukan. Analisis data dilakukan menggunakan program SPSS versi 24, meliputi analisis statistik deskriptif, uji kualitas data, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan, harga, dan variasi produk secara simultan berpengaruh signifikan terhadap keputusan pembelian Es Teh Nusantara di Kijang. Koefisien determinasi menunjukkan bahwa 82% variasi keputusan pembelian dapat dijelaskan oleh kualitas pelayanan, harga, dan variasi produk, sedangkan 18% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci : Kualitas Pelayanan, Harga, Variasi Produk dan Keputusan Pembelian



ABSTRACT

This study aims to analyse the influence of service quality, price, and product variety on the decision to purchase Es Teh Nusantara in Kijang. This study uses a quantitative approach. The population in this study is the Kijang community. The sample was determined using the Lamesshow formula, which produced 96 respondents. The sampling technique used is non-probability sampling with purposive sampling, as respondents were selected based on predetermined criteria. Data analysis was conducted using SPSS version 24, including descriptive statistical analysis, data quality testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The results of the study indicate that the variables of service quality, price, and product variety simultaneously have a significant effect on the decision to purchase Es Teh Nusantara in Kijang. The coefficient of determination shows that 82% of the variation in purchase decisions can be explained by service quality, price, and product variety, while the remaining 18% is influenced by factors outside the research model.

Keywords: *Service Quality, Price, Product Variety, and Purchase Decisions*

