

**PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN, HARGA,
DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN PRODUK
OLAHAN BERBASIS IKAN TUNA DI CV.MUSTIKA SARI ULAM
PACITAN**

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh faktor-faktor kualitas produk, kualitas layanan, harga, dan lokasi terhadap keputusan pembelian di CV.Mustika Sari Ulam Pacitan. Metode dasar penelitian yang digunakan adalah *deskriptif*, metode pelaksanaan penelitian menggunakan metode *survey*, metode penentuan lokasi penelitian menggunakan metode *purposive sampling*. Macam data yang digunakan adalah data primer dan data sekunder, teknik pengambilan responden dengan metode sampel peluang (*accidental sampling*), sebanyak 100 responden. Dalam penelitian ini digunakan teknik analisis regresi linier berganda. Hasil penelitian menunjukkan kualitas produk, kualitas layanan, harga, dan lokasi berpengaruh terhadap keputusan pembelian di CV.Mustika Sari Ulam Pacitan.

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

**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY,
PRICES AND LOCATIONS AGAINST PURCHASE DECISION OF TUNA
PROCESSED PRODUCTS IN CV. MUSTIKA SARI ULAM PACITAN**

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ABSTRACT

This research is aimed to analyze influential factors: product quality, service quality, price, location, to product purchase decision in CV. Mustika Sari Ulam Pacitan. This research used descriptive method, the implementation of this research used survey method, the method of determining location of this research used purposive method. The data used are primary and secondary data, technique of collecting respondents is an accidental sampling method, 100 respondents. The data analysis used multiple linear regression analysis techniques. The results show that product quality, service quality, price, location has a positive effect on purchasing decision.

Keywords: Product Quality, Service Quality, Price, Location, and Purchase Decision.