ANALISIS PENGARUH CITRA MEREK, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA RESTORAN GUDEG BU TJITRO 1925, BANTUL, DIY

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ABSTRAK
Penelitian ini bertujuan untuk 1) Mendeskripsikan citra merek, kualitas produk, dan kualitas pelayanan pada Restoran Gudeg Bu Tjitro 1925, 2) Menganalisis pengaruh citra merek, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian pada Restoran Gudeg Bu Tjitro 1925. Metode penelitian yang digunakan adalah penelitian deskriptif dengan metode survei. Teknik pengambilan sampel yaitu *sampling insidental* untuk 40 responden berdasarkan rumus dari Roscoe. Macam sumber data yang digunakan data primer dan sekunder. Teknik pengumpulan data dengan observasi, kuesioner dan wawancara. Teknik analisis data menggunakan analisis regresi berganda dan analisis deskriptif. Hasil penelitian menunjukan bahwa 1) Pendeskripsian konsumen terhadap variabel citra merek, kualitas produk, dan kualitas pelayanan adalah baik, 2) Citra merek, kualitas produk, dan kualitas pelayanan berpengaruh terhadap keputusan pembelian pada Restoran Gudeg Bu Tjitro 1925.

Kata Kunci : Citra Merek, Kualitas Produk, Kualitas Pelayanan, Keputusan Pembelian, Restoran Gudeg Bu Tjitro 1925

THE EFFECT ANALYSIS OF BRAND IMAGE, PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISION IN GUDEG BU TJITRO 1925 RESTAURANT, BANTUL, DIY

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ABSTRACT

This study aimed to 1) Describe the variables of brand image, product quality, and service quality at Gudeg Bu Tjitro 1925 Restaurant, 2) Analyze the effect of brand image variables, product quality, and service quality towards purchasing decisions at Gudeg Bu Tjitro 1925 Restaurant. The research method used was descriptive method and did with survey method The method of sampling used was incidental sampling for 40 respondents based on formula from Roscoe. The kinds of data used were primary datas and secondary datas. The techniques collection of data used were observations, questionnaires and interviews. The techniques of analysis used were multiple regression analysis and descriptive analysis. The results showed that 1) Consumer descriptions of brand image variables, product quality, and service quality are good, 2) Brand image, product quality, and service quality affect purchasing decisions at Gudeg Bu Tjitro 1925 Restaurant.

Keywords: Brand Image, Product Quality, Service Quality, Purchasing Decisions, Gudeg Bu Tjitro 1925 Restaurant