

ABSTRAK

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN TOKO QUEEN BAKERY DI KABUPATEN BENGKAYANG

Adictia Abib Sujatmiko
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh kualitas produk terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang, 2) pengaruh persepsi harga terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang, 3) pengaruh word of mouth terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang. Populasi dalam penelitian ini adalah konsumen toko Queen Bakery di Kabupaten Bengkayang. Responden penelitian ini sebanyak 96 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 26.0. Hasil penelitian ini menunjukkan bahwa 1) Kualitas produk berpengaruh terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang, 2) Persepsi harga tidak berpengaruh terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang, 3) Word of mouth berpengaruh terhadap keputusan pembelian konsumen toko Queen Bakery di Kabupaten Bengkayang

Kata Kunci: kualitas produk, persepsi harga, *word of mouth*

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND WORD OF MOUTH ON CONSUMER PURCHASE DECISIONS AT QUEEN BAKERY STORE IN BENGKAYANG REGENCY

Adictia Abib Sujatmiko
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2024

This research aims to determine: 1) the influence of product quality on consumer purchasing decisions at Queen Bakery Shop in Bengkayang Regency, 2) the influence of price perceptions on consumer purchasing decisions at Queen Bakery Shop in Bengkayang Regency, 3) the influence of word of mouth on consumer purchasing decisions at Queen Bakery Shop in Bengkayang Regency. The population in this study were consumers of the Queen Bakery Shop in Bengkayang Regency. The respondents for this research were 96 people using a purposive sampling technique. The data analysis technique used in this research is multiple linear regression using SPSS 26.0. The results of this research show that 1) Product quality influences consumer purchasing decisions at the Queen Bakery Shop in Bengkayang Regency, 2) Price perceptions do not influence consumer purchasing decisions at the Queen Bakery Shop in Bengkayang Regency, 3) Word of mouth influences consumer purchasing decisions at the Queen Bakery Shop in Bengkayang Regency

Keywords: product quality, price perception, word of mouth