ABSTRAK

Nama : Dara Shifa
Nim : 220410087
Program Studi : Manajemen

Judul : Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Mie Arang Syammah Di Simpang Leupe Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian Mie Arang Syammah di Simpang Leupe Kota Lhokseumawe. Populasi dalam penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian pada Mie Arang Syammah. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan *non-probability sampling* melalui pendekatan *purposive sampling*, yang melibatkan 105 orang responden. Pengumpulan data dilakukan melalui penyebaran kuesioner secara langsung. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan perangkat lunak *Statistical Package for the Social Sciences* (SPSS) versi 26.0. Hasil penelitian menunjukkan bahwa secara parsial, variabel harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel kualitas produk juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, variabel kualitas pelayanan berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian. Secara simultan, harga, kualitas produk, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian Mie Arang Syammah di Simpang Leupe Kota Lhokseumawe. Nilai koefisien determinasi (*Adjusted R Square*) menunjukkan bahwa sebesar 89,3% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel independen tersebut, sedangkan sisanya sebesar 10,7% dipengaruhi oleh faktor lain di luar model penelitian.

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

ABSTRACT

Name : Dara Shifa
Student ID : 220410087
Study Program : *Management*

Title : *The influence of price, product quality, and service quality on the purchase decision of Syammah charcoal noodles at Simpang Leupe, Lhokseumawe City*

This study aims to analyze the influence of price, product quality, and service quality on the purchasing decisions of Syammah Charcoal Noodles at Simpang Leupe, Lhokseumawe City. The population in this study consisted of all consumers who have purchased Syammah Charcoal Noodles. This study applied a quantitative method with a non-probability sampling technique using a purposive sampling approach, involving 105 respondents. Primary data were collected through direct questionnaire distribution. Data analysis was conducted using multiple linear regression analysis with Statistical Package for the Social Sciences (SPSS) version 26.0 software. The results showed that partially, price has a positive and significant effect on purchasing decisions. Product quality also has a positive and significant effect on purchasing decisions. However, service quality has a positive but not significant effect on purchasing decisions. Simultaneously, price, product quality, and service quality have a positive and significant effect on the purchasing decisions of Syammah Charcoal Noodles at Simpang Leupe, Lhokseumawe City. The Adjusted R Square value indicates that 89.3% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 10.7% is influenced by other factors outside the research model.

Keywords: *Price, Product Quality, Service Quality, Purchasing Decision*