

***The Influence Of Product Quality, Brand Loyalty, and Price Perceptions On
The Decision To Buy “Geprek Benu” Chicken In DKI Jakarta***

By Mochamad Rivaldi

Abstract

This quantitative study was conducted with the aim of proving, analyzing, and knowing product quality, brand loyalty, and price perceptions affect the decision to purchase geprek benu chicken in DKI Jakarta. To take the sample of this study used purposive sampling method and data collection through the distribution of questionnaires with google form. The sample related to this research is consumers of geprek benu in DKI Jakarta, totaling 100 respondents. The analysis of this research technique uses Partial Least Square (PLS) version 3.3.7. The test results of this study are (1) product quality has a positive and significant effect on purchasing decisions of 0.282, (2) brand loyalty has a positive and significant effect on purchasing decisions of 0.379, (3) price perception has a significant positive effect on purchasing decisions of 0.237. The results of the Adjusted R-Square purchasing decisions are 0.664 or 66.40%, meaning that purchasing decisions in this research model are due to product quality, brand loyalty, and price perceptions, while 33.60% is caused by other factors outside of research on geprek benu chicken in Indonesia. DKI Jakarta.

Keywords: *product quality, brand loyalty, price perception, purchase decision.*

Pengaruh Kualitas Produk, Brand Loyalty, dan Persepsi Harga Terhadap Keputusan Pembelian Ayam “Geprek Benu” Di DKI Jakarta

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Abstrak

Penelitian kuantitatif ini dilakukan dengan tujuan untuk membuktikan, menganalisa, dan mengetahui kualitas produk, brand loyalty, dan persepsi harga berpengaruh terhadap keputusan pembelian ayam geprek benu di DKI Jakarta. Untuk pengambilan sampel penelitian ini digunakan metode *purposive sampling* dan pengumpulan data melalui penyebaran kuisioner dengan *google form*. Sampel terkait penelitian ini adalah konsumen geprek benu di DKI Jakarta yang berjumlah sebesar 100 responden. Analisis teknik penelitian ini menggunakan Partial Least Square (PLS) versi 3.3.7. Hasil pengujian penelitian ini adalah (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,282, (2) brand loyalty berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,379, (3) persepsi harga berpengaruh positif signifikan terhadap keputusan pembelian sebesar 0,237. Hasil dari *Adjusted R-Square* keputusan pembelian ialah sebesar 0,664 atau 66,40% artinya keputusan pembelian dalam model penelitian ini disebabkan kualitas produk, brand loyalty, dan persepsi harga sedangkan sebesar 33,60% disebabkan oleh faktor lain diluar penelitian pada ayam geprek benu di DKI Jakarta.

Kata Kunci: kualitas produk, brand loyalty, persepsi harga, keputusan pembelian.