

***THE INFLUENCE OF PRODUCT QUALITY, SERVICE  
QUALITY, AND PRICE ON PURCHASING DECISION  
(Case Study on Mie Gacoan Depok Restaurant)***

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***Abstract***

*Mie Gacoan is a noodle restaurant which is quite popular in Indonesia. This study aims to analyze the effect of product quality, service quality, and price on purchasing decisions at Mie Gacoan Depok. This study uses a quantitative method using SmartPLS. The population in this study are consumers of Mie Gacoan who are active in Depok City. The number of samples in this study were 100 respondents. Determination of the sample using non-probability sampling technique with purposive sampling type. The data collection technique uses a questionnaire through the Google Form. To analyze and prove this, validity and reliability tests, R-Square tests, Q-Square tests and t-statistic tests are used. Based on the results of the study, (1) product quality has a positive and significant effect on purchasing decisions with a P value of 0.019, (2) service quality has a positive and significant effect on purchasing decisions with a P value of 0.001, and (3) price has a positive and significant effect on purchase decision with a P value of 0.008. Product quality, service quality, and price affect purchasing decisions with an R-Square value of 61.3%, while the remaining 38.7% is influenced by other variables outside of this study such as promotion, brand image, and EWOM.*

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

# **PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN (Studi Kasus Pada Restoran Mie Gacoan Depok)**

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## **Abstrak**

Mie Gacoan merupakan salah satu restoran mie yang cukup populer di Indonesia. Penelitian ini bertujuan untuk menganalisis adanya pengaruh kualitas produk, kualitas layanan, dan harga terhadap keputusan pembelian di Mie Gacoan Depok. Penelitian ini menggunakan metode kuantitatif dengan menggunakan SmartPLS. Populasi pada penelitian merupakan konsumen Mie Gacoan yang beraktivitas di Kota Depok. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Penentuan sampel menggunakan teknik *non-probability sampling* dengan jenis *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner melalui *Google Form*. Untuk menganalisis dan membuktikan hal tersebut, maka digunakan uji validitas dan reliabilitas, uji *R-Square*, uji *Q-Square* dan uji *t-statistic*. Berdasarkan hasil penelitian, (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai P sebesar 0,019, (2) kualitas layanan berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai P sebesar 0,001, dan (3) harga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai P sebesar 0,008. Kualitas produk, kualitas layanan, dan harga mempengaruhi keputusan pembelian dengan nilai *R-Square* sebesar 61,3%, sedangkan sisanya sebesar 38,7% dipengaruhi variabel lain diluar penelitian ini seperti promosi, citra merek, dan *EWOM*.

**Kata Kunci** : Kualitas Produk, Kualitas Layanan, Harga, Keputusan Pembelian