

***Papa Ron's Pizza Purchase Decision
(Case Study at Pondok Pinang Center, South Jakarta)***

By Fauzan Lailal Aziz

Abstract

This research is a quantitative study that aims to determine the effect of Price, Product Quality, Sales Promotion on Purchasing Decisions. The study population was visitors to Papa Ron's Pizza Pondok Pinang Center, South Jakarta. The sample size was taken as many as 75 respondents, with non-probability sampling methods especially purposive sampling. Data collection is done through a questionnaire, especially Google Form. The analysis technique used is the PLS (Partial Least Square) method. The results of this study indicate that (1) Price has a significant influence on purchasing decisions (2) Product Quality has an insignificant effect on Purchasing Decisions (3) Sales Promotion has a significant influence on Purchasing Decisions.

Keywords: Price, Product Quality, and Purchasing Decisions.

Keputusan Pembelian Pizza Papa Ron's (Studi Kasus Pada Pondok Pinang Center, Jakarta Selatan)

Oleh Fauzan Lailal Aziz

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh Harga, Kualitas Produk, Promosi Penjualan terhadap Keputusan Pembelian. Populasi penelitian ini adalah pengunjung Pizza Papa Ron's Pondok Pinang Center, Jakarta Selatan. Ukuran sample diambil sebanyak 75 responden, dengan metode *non probability sampling* khususnya *Purposive sampling*. Pengumpulan data dilakukan melalui kuesioner khususnya google form. Teknik analisis yang digunakan melalui metode PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) Harga memiliki pengaruh signifikan terhadap keputusan pembelian (2) Kualitas Produk memiliki pengaruh tidak signifikan terhadap Keputusan Pembelian (3) Promosi Penjualan memiliki pengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci : Harga, Kualitas Produk, dan Keputusan Pembelian