

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh keragaman produk dan harga terhadap keputusan pembelian konsumen rumah makan Ma' Uneh jalan riau secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 97 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara keragaman produk dan harga terhadap keputusan pembelian. Besarnya pengaruh keragaman produk dan harga terhadap keputusan pembelian secara simultan sebesar 60,3% dan sisanya 39,7% keputusan pembelian di rumah makan Ma' Uneh dipengaruhi oleh faktor lain yang tidak diteliti diantaranya lokasi, promosi, orang, proses, dan bukti fisik. Secara parsial besarnya pengaruh keragaman produk terhadap keputusan pembelian yaitu sebesar 24,03% dan pengaruh harga terhadap keputusan pembelian sebesar 36,31%, sehingga dapat disimpulkan bahwa harga memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata Kunci: Keragaman Produk, Harga dan Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of product assortment and price on purchase decisions consumers Ma' Uneh restaurant simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 97 respondents. Testing research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between product assortment and price on the purchase decision. The magnitude of the effect of product assortment and price on purchase decisions simultaneously was 60.3% and the remaining 39.7% purchase decisions at the Ma' Uneh Restaurant were influenced by other factors not examined including location, promotion, people, processes, and physical evidence. Partially, the influence of product assortment on the purchase decision is 24.03% and the effect of price on the purchase decision is 36.31%, so it can be concluded that price provides the greatest influence on the purchase decision.

Keyword : Product Assortment, Price And Purchase Decision