

## ABSTRAK

Tujuan penelitian ini yaitu untuk mengetahui pengaruh kualitas produk, persepsi harga, *brand awareness* terhadap pembelian Pia Enfina Khas Surabaya. Penelitian ini merupakan penelitian dengan pendekatan kuantitatif. Populasi penelitian yaitu seluruh konsumen Pia Enfina. Sampel penelitian sebanyak 119 konsumen. Teknik pengambilan sampel menggunakan teknik *Non Probability Sampling* jenis *Accidental Sampling*. Pengumpulan data diperoleh melalui penyebaran kuesioner. Instrumen penelitian yaitu Uji Validitas, realibilitas, normalitas, multikolinieritas heteroskedastisitas, Autokolerasi, Regresi Linier Berganda, Uji t, dan Uji F. Berdasarkan hasil penelitian variabel kualitas produk ( $X_1$ ), persepsi harga ( $X_2$ ), *brand awareness* ( $X_3$ ), baik secara parsial dan simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Pia Enfina Khas Surabaya.

**Kata kunci:** Kualitas Produk, Persepsi Harga, Brand Awareness, Keputusan Pembelian

## **ABSTRACT**

*The purpose of this study was to determine the effect of product quality, price perception, brand awareness on the purchase of Pia Enfina Typical Surabaya. This research is a research with a quantitative approach. The research population is all Pia Enfina consumers. The research sample was 119 consumers. The sampling technique used was the Non-Probability Sampling technique, the type of Accidental Sampling. Data collection was obtained through the distribution of questionnaires. The research instruments are Validity Test, Reliability, Normality, Multicollinearity, Heteroscedasticity, Autocorrelation, Multiple Linear Regression, t Test, and F Test. partially and simultaneously have a positive and significant influence on purchasing decisions Pia Enfina Typical Surabaya.*

**Keywords:** Product Quality, Perception Price, Brand Awareness, Purchase Decision