

ABSTRAK

Sektor perekonomian di Indonesia saat ini terpuruk karena adanya pandemi covid-19, hal ini membuat pelaku ukm di Indonesia harus membuat strategi yang dapat diterima masyarakat agar bisnisnya tetap diterima saat pandemi covid-19. Riset ini dilakukan untuk menganalisa pengaruh kualitas produk, harga & kualitas pelayanan terhadap keputusan pembelian kue lapis kukus Surabaya pada era covid-19 di Jalan Ahmad Yani Surabaya. Sebanyak 83 responden diambil dalam riset ini dengan metode non probability sampling. Data didapatkan dari kuesioner yang telah disebar kepada responden dengan skala likert. Analisis yang digunakan adalah teknik regresi linier berganda, dari hasil penelitian ini membuktikan adanya pengaruh secara parsial serta simultan dari kualitas produk, harga & kualitas pelayanan terhadap keputusan pembelian kue lapis kukus Surabaya di Jalan Ahmad Yani Surabaya pada era covid-19.

Kata kunci: Kualitas Produk, Harga, Kualitas Pelayanan, Keputusan Pembelian.

ABSTRACT

The economic sector in Indonesia is currently deteriorating due to the Covid-19 pandemic, this makes UKM in Indonesia have to make strategies that are acceptable to the public so that their business can be accepted during the Covid-19 pandemic This research was conducted to analyze the effect of product quality, price & service quality on the decision to purchase a layer of steamed cake in Surabaya during the Covid-19 era on Jalan Ahmad Yani Surabaya. A total of 83 respondents were taken in this research using non probability sampling method. Data obtained from questionnaires that have been distributed to respondents with a Likert scale. The analysis used is multiple linear regression technique, the results of this study prove that there is a partial and simultaneous effect of product quality, price & service quality on purchasing decisions for the steamed layer cake in Surabaya on Jalan Ahmad Yani Surabaya during the Covid-19 era.

Key words: Product quality, Price, Service Quality, Decision Buying.