

ABSTRAK

Rizal Bagus Nugroho,2024. Pengaruh Kualitas Produk, Harga, *Brand Image* Dan Lokasi Usaha Terhadap Keputusan Pembelian Pelanggan Rocket Chicken (Studi Kasus Rocket Chicken Cabang Magetan). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Dr. Apriyanti S.E., M.M., CPSMM.

Tujuan dari penelitian ini untuk mengetahui adanya Pengaruh Kualitas Produk, Harga, *Brand Image* dan Lokasi Usaha Terhadap Keputusan Pembelian Pelanggan Rocket Chicken pada masyarakat di Kabupaten Magetan. Penelitian ini dilakukan pada masyarakat Kabupaten Magetan yang pernah membeli produk Rocket Chicken di Rocket Chicken Cabang Magetan dengan pengambilan sampel sebanyak 384 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan alat uji berupa software IBM SPSS versi 23. Hasil penelitian ini adalah kualitas produk, *brand image*, dan lokasi Usaha berpengaruh signifikan terhadap keputusan pembelian pelanggan Rocket Chicken Cabang Magetan. Sedangkan harga tidak berpengaruh signifikan terhadap keputusan pembelian pelanggan Rocket Chicken Cabang Magetan. Secara simultan variabel kualitas produk, harga, *brand image* dan lokasi usaha memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian pelanggan di Rocket Chicken Magetan.

Kata Kunci: Kualitas Produk, Harga, *Brand Image*, Lokasi Usaha, Keputusan Pembelian

ABSTRACT

Rizal Bagus Nugroho, 2024. *The Influence of Product Quality, Price, Brand Image and Business Location on Rocket Chicken Customer Purchasing Decisions (Case Study of Rocket Chicken Magetan Branch).* Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Heny Sidanti, S.E., M.M. Advisor (II) Dr. Apriyanti S.E., M.M., CPSMM.

The aim of this study was to determine the influence of product quality, price, brand image and business location towards the purchasing decisions of Rocket Chicken customers in the community in Magetan Regency. This study was conducted on the people of Magetan Regency who had purchased Rocket Chicken products at Magetan Branch with a sample of 384 respondents. The research method used was a quantitative approach using a test tool in the form of IBM SPSS software version 23. The results of this study are that product quality, brand image, and business location have a significant effect towards the purchasing decisions of Rocket Chicken Magetan Branch customers. While price does not have a significant effect towards the purchasing decisions of Rocket Chicken Magetan Branch customers. Simultaneously, the variables of product quality, price, brand image and business location have a positive and significant effect towards customer purchasing decisions at Rocket Chicken Magetan.

Keywords: *Product Quality, Price, Brand Image, Business Location, Purchasing Decisions.*