

ABSTRAK

Lailatul Fitria. 2026. Pengaruh Variasi Menu, Kualitas Produk, Media Sosial *Influencer*, dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen (Studi Kasus Konsumen UMKM Pancong Pantura Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Apriyanti, S.E., M., Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Tujuan penelitian ini untuk mengetahui pengaruh variasi menu, kualitas produk, media sosial *influencer*, dan kualitas pelayanan terhadap keputusan pembelian konsumen pada UMKM Pancong Pantura di Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian kausal. Sampel penelitian sebanyak 385 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi (R^2) dengan bantuan program IBM SPSS. Hasil penelitian menunjukkan bahwa variasi menu, kualitas produk, media sosial *influencer*, dan kualitas pelayanan secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Secara simultan, keempat variabel tersebut juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai *Adjusted R Square* sebesar 0,656 menunjukkan bahwa 65,6% keputusan pembelian dijelaskan oleh variasi menu, kualitas produk, media sosial *influencer*, dan kualitas pelayanan, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: Variasi Menu, Kualitas Produk, Media Sosial *Influencer*, Kualitas Pelayanan, Keputusan Pembelian.

ABSTRACT

Lailatul Fitria. 2026. The Influence of Menu Variety, Product Quality, Social Media Influencers, and Service Quality on Consumer Purchasing Decisions (Case Study of Pancong Pantura MSME Consumers in Madiun). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Apriyanti, S.E., M., Supervisor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Keywords: Menu Variety, Product Quality, Social Media Influencers, Service Quality, Purchasing Decisions

The purpose of this study was to determine the influence of menu variety, product quality, social media influencers, and service quality on consumer purchasing decisions at Pancong Pantura MSMEs in the Madiun Residency. The study used a quantitative approach with a causal research method. The sample consisted of 385 respondents selected using a purposive sampling technique. Data were collected through a questionnaire and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-tests), simultaneous tests (F-tests), and the coefficient of determination (R^2) using IBM SPSS. The results of the study indicate that menu variety, product quality, social media influencers, and service quality partially have a positive and significant influence on consumer purchasing decisions. Simultaneously, these four variables also have a positive and significant influence on purchasing decisions. The Adjusted R Square value of 0.656 indicates that 65.6% of purchasing decisions are explained by menu variety, product quality, social media influencers, and service quality, while the remainder is influenced by other variables outside the study.