ABSTRAK

Aldi Firmansyah, 2026. Pengaruh Kualitas Benih Ikan, Harga, dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Benih Ikan Lele di UD. Trisno *Catfish Farm* Magetan. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing (I): Dr. Hari Purwanto, S.E., M.M., Pembimbing (II): Dr. Rizal Ula Ananta Fauzi, S.E., M. M.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas benih ikan, harga, dan kepercayaan konsumen terhadap keputusan pembelian benih ikan lele di UD. Trisno Catfish Farm Magetan, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif asosiatif. Populasi penelitian terdiri dari 124 pembeli benih ikan lele selama periode Desember 2025 - Mei 2026, yang semuanya dijadikan responden menggunakan teknik pengambilan sampel sensus. Data dikumpulkan melalui kuesioner, observasi, dan dokumentasi, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa kualitas benih ikan, harga, dan kepercayaan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, ketiga variabel tersebut juga memberikan pengaruh yang signifikan. Variabel harga memiliki koefisien regresi tertinggi, dan model penelitian mampu menjelaskan sebagian besar variasi dalam keputusan pembelian. Temuan ini menegaskan pentingnya menjaga keseimbangan antara kualitas benih, kesesuaian harga, dan kepercayaan konsumen. UD. Trisno Catfish Farm disarankan untuk mempertahankan harga yang kompetitif, meningkatkan kesehatan serta aktivitas benih, serta memperkuat transparansi informasi dan layanan purnajual.

Kata kunci: Kualitas Benih Ikan, Harga, Kepercayaan Konsumen, Keputusan Pembelian, Benih Ikan Lele

ABSTRACT

Aldi Firmansyah, 2026. *The Influence of Fish Fry Quality, Price, and Consumer Trust on Purchasing Decisions for Catfish Fry at UD. Trisno Catfish Farm,* Magetan. *Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor* (I): Dr. Hari Purwanto, S.E., M.M.; Supervisor (II): Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

This study aims to analyze the influence of fish fry quality, price, and consumer trust on purchasing decisions for catfish fry at UD. Trisno Catfish Farm, Magetan, both partially and simultaneously. The study employs an associative quantitative approach. The research population consists of 124 individuals who purchased catfish fry between December 2025 and May 2026; all were included as respondents using a census sampling technique. Data were collected through questionnaires, observation, and documentation, and subsequently analyzed using multiple linear regression with the aid of SPSS software. The results indicate that fish fry quality, price, and consumer trust have a positive and significant impact on purchasing decisions. When considered simultaneously, these three variables also exert a significant influence. The price variable exhibits the highest regression coefficient, and the research model is capable of explaining a substantial portion of the variation in purchasing decisions. These findings underscore the importance of maintaining a balance between the quality of the fry, appropriate pricing, and consumer trust. It is recommended that UD. Trisno Catfish Farm maintain competitive pricing, enhance the health and vitality of the fry, and strengthen both information transparency and after-sales service.

Keywords: *Fish Fry Quality, Price, Consumer Trust, Purchasing Decision, Catfish Fry*