

ABSTRAK

Penelitian ini dilatarbelakangi ramainya industri *bakery* dan minat masyarakat Indonesia dalam mengkonsumsi roti untuk berbagai acara seperti hajatan, pengajian, syukuran, dan lainnya. Sedangkan tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga, promosi, dan kualitas produk terhadap keputusan pembelian roti BreadTalk di Yogyakarta. Metodologi penelitian yang digunakan adalah pendekatan kualitatif dan kuantitatif. Pengumpulan data primer dilakukan dengan menyebarkan kuisioner kepada sampel penelitian sebanyak 100 konsumen roti Breadtalk yang tersebar di kabupaten Bantul, kabupaten Gunung Kidul, kabupaten Kulon Progo, kabupaten Sleman, dan Yogyakarta kota. Hasil penelitian menunjukkan bahwa secara parsial harga, promosi, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian roti BreadTalk di Yogyakarta. Hal ini diketahui dari nilai t hitung variabel bebas $> t$ tabel, yaitu variabel harga $3,104 > 1,98498$, variabel promosi $4,097 > 1,98498$, variabel kualitas produk $2,631 > 1,98498$. Melalui uji koefisien beta diketahui bahwa variabel promosi merupakan variabel paling dominan dalam mempengaruhi keputusan pembelian dengan nilai koefisien beta (β) sebesar 0,340.

Kata kunci: Harga, Promosi, Kualitas Produk, Keputusan Pembelian

ABSTRACT

This research is motivated by the large number of bakery industries and the interest of the Indonesian people in consuming bread for various events such as celebrations, recitation, thanksgiving, and others. While the purpose of this study was to determine the effect of price, promotion, and product quality on purchasing decisions for BreadTalk in Yogyakarta. The research methodology used a qualitative and quantitative approaches. Primary data collection was carried out by distributing questionnaires to the research sample of 100 Breadtalk consumers in Bantul district, Gunung Kidul district, Kulon Progo district, Sleman district, and Yogyakarta city. The results showed that partially price, promotion, and product quality had a positive and significant effect on purchasing decisions for BreadTalk in Yogyakarta. It is known from the t value of the independent variable $> t$ table, namely the variable price $3.104 > 1.98498$, the promotional variable $4.097 > 1.98498$, the variable product quality $2.631 > 1.98498$. Through the beta coefficient test, it is known that the promotion variable is the most dominant variable in influencing purchasing decisions with a beta coefficient (β) of 0.340.

Keywords: Price, Promotion, Product Quality, Purchase Decision