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**Pengaruh Persepsi Kualitas Produk Terhadap Keputusan Pembelian Kue
Jogja Scrummy pada *Followers* Instagram @jogjascrummy**

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh persepsi kualitas prooduk terhadap keputusan pembelian. Masalah dalam penelitian ini yaitu bagaimana pengaruh persepsi kualitas produk terhadap keputusan pembelian kue Jogja Scrummy pada *followers* instagram @jogjascrummy. Sehingga teori yang digunakan adalah perilaku konsumen, persepsi kualitas produk dan keputusan pembelian. Perilaku konsumen didefinisikan sebagai suatu tindakan yang langsung dalam mendapatkan, mengkonsumsi serta menghabiskan produk dan jasa, termasuk proses keputusan yang mendahului dan penyusuli tindakan tersebut.

Penelitian ini menggunakan jenis penelitian kuantitatif dengan metode survey, dimana penulis membagikan kuisioner kepada sampel yang dipilih yaitu 125 responden yang merupakan *followers* dari akun instagram @jogjascrummy. Hipotesis yang diajukan adalah persepsi kualitas produk mempengaruhi keputusan pembelian. Teknik pengukuran data yang digunakan adalah skala Likert, sedangkan analisis yang digunakan yaitu Analisis Regresi Sederhana.

Berdasarkan uji validitas dan reliabilitas seluruh instrumen variabel persepsi kualitas produk dan keputusan pembelian dinyatakan valid dan reliabel. Hasil uji parsial (uji t) diketahui hasil pengujian signifikansi menunjukkan bahwa terdapat nilai probabilitas sebesar 0,000 ($0,000 > 0,05$). Nilai tersebut membuktikan bahwa hipotesis diterima, yang berarti bahwa “Ada pengaruh yang positif dan signifikan secara parsial antara variabel persepsi kualitas produk terhadap keputusan pembelian.” Dilihat dari nilai koefisien determinasi $r^2 = 0,362$ dapat dikatakan bahwa adanya pengaruh persepsi kualitas produk (X) terhadap keputusan pembelian (Y) adalah sebesar 36,2 %. Kesimpulan dari penelitian ini adalah persepsi kualitas produk mempengaruhi keputusan pembelian produk Jogja Scrummy pada *followers* instagram @jogjascrummy.

Kata kunci: persepsi, kualitas produk, keputusan pembelian

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Effects On Product Quality Perception Toward Decision In Buying Jogja Scrummy Cake To @Jogjascrummy Instagram Followers

ABSTRACT

This study focuses on testing regarding the effects on product quality perception toward buying decision. The problem in this research is how the effects on product quality perception toward decision in buying Jogja Scrummy cake to @jogjascrummy instagram followers. Furthermore, the theories that are used are customer behaviour, product quality perception and buying decision. Customer behaviour is defined as a direct act in obtaining, consuming, also spending product and service, including decision process which comes first and (penyusuli) the act.

The type of this research is quantitative with survey method, where the writer distributes questionnaire toward chosen samples, they are 125 respondents which are followers of @jogjascrummy instagram account. Hypothesis which is submitted is product quality perception affecting buying decision. Data measurement technique which is used is Likert scale, while analysis that is used is Simple Regression Analysis.

Based on validity test and reliability covering all variable instrument product quality perception and buying decision is stated as valid and reliable. Result from partial testing (uji t) is known as significance testing result showing that there is probability value worth 0,000 ($0,000 > 0,05$). That value proves that hypothesis is accepted, which means that "There is a positive effect and significance partially between variable of product quality perception toward buying decision." As seen from coefficient determination value $r^2 = 0,362$ it can be stated that there is an influence in product quality perception (X) toward buying decision (Y) is worth 36,2%. The conclusion from this study is product quality perception affects buying decision in Jogja Scrummy product to @jogjascrummy instagram followers.

Keywords: perception, product quality, buying decision