

**PENGARUH PRODUK, HARGA, PROMOSI, LOKASI DAN  
PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN  
KONSUMEN DI RESTORAN BEBEK PAK JANGGUT FOOD  
FESTIVAL – PAKUWON CITY SURABAYA**



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## ABSTRAK

Dalam Keputusan Pembelian, Konsumen melihat dari berbagai variabel. Pada penelitian terdahulu mengungkapkan bahwa keputusan pembelian dipengaruhi oleh Produk, Harga, Promosi, Lokasi dan Pelayanan Terhadap Keputusan Pembelian Konsumen di Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya. Pada penelitian ini yang diduga mempengaruhi keputusan pembelian yaitu produk, harga, promosi, lokasi dan pelayanan dan dengan menggunakan data yang diperoleh dari 100 responden, penelitian ini bertujuan untuk mengetahui pengaruh secara simultan, parsial dan dominan antara variabel Produk, Harga, Promosi, Lokasi dan Pelayanan terhadap keputusan pembelian konsumen Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya

Pada penelitian ini, alat statistik yang digunakan yaitu Analisis Regresi Linear Berganda dengan menggunakan program SPSS versi 12 *for windows*. Hipotesis pada penelitian ini yaitu untuk melihat pengaruh secara simultan, parsial dan dominan terhadap keputusan pembelian konsumen di Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya. Dari ketiga hipotesis, satu hipotesis terbukti yaitu variabel produk yang berpengaruh dominan terhadap keputusan pembelian konsumen Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya.

Jadi kesimpulan pada penelitian ini yaitu Produk ( $X_1$ ), Harga ( $X_2$ ), Promosi, Lokasi, dan Pelayanan berpengaruh secara simultan dengan nilai  $F_{hitung} > F_{tabel}$  ( $6,419 > 2,29$ ) dan juga berpengaruh secara parsial karena variabel Produk ( $X_1$ ) memiliki nilai  $t_{hitung} (3,144) > t_{tabel} (1,9855)$ , Variabel Harga ( $X_2$ ) memiliki nilai  $t_{hitung} (-0,242) > t_{tabel} (1,9855)$ , Variabel Promosi ( $X_3$ ) memiliki nilai  $t_{hitung} (1,079) < t_{tabel} (1,9855)$ , Variabel Lokasi ( $X_4$ ) memiliki  $t_{hitung} (3,039) > t_{tabel} (1,9855)$ , dan Variabel Pelayanan ( $X_5$ ) memiliki  $t_{hitung} (0,700) < t_{tabel} (1,9855)$  terhadap keputusan pembelian konsumen Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya ( $Y$ ). Dan pada penelitian ini variabel yang dominan adalah variabel produk ( $X_1$ ) dengan nilai *standardized coefficient-beta* tertinggi yaitu sebesar 0,310 yang berarti dalam usaha makanan khususnya yang sekelas Restoran, konsumen lebih melihat dari variabel produk.

Kata Kunci: Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya, Produk, Keputusan Pembelian.

## ABSTRAK

*On Purchasing Decision, Consumer consider various variables. On the previous research showed that purchasing decision influenced by product Price Promotion, Location, Service. On this research, it is suspected that the purchasing decision is influenced by Product, Price, Promotion, Location, Service and using data that required from 100 respondent of Restaurant Bebek Pak Janggut Food Festival – Pakuwon City Surabaya, The purpose on this research is to know the simultaneous , partial and dominant influences of Product, Price, Promotion, Location, Service variabels toward the purchasing decision of consumer of Restaurant Bebek Pak Janggut Food Festival – Pakuwon City Surabaya.*

*The statistics tool that using on this research is Multiple Linear Regression Analysis with SPSS version 12 for windows. The Hypotesis on this research is to know simultaneous, partial, and dominant influences of Product, Price, Promotion, Location, Service variabels towards the purchasing decision of consumer of Restaurant Bebek Pak Janggut Food Festival – Pakuwon City Surabaya. From all hypothesis, one hypothesis is proven that is product is the dominant influence towards the purchasing decision of consumer of Restaurant Bebek Pak Janggut Food Festival – Pakuwon City Surabaya*

*Thus, the conclusions of this research is Produc, Price, Promotion, Location, Service simultaneously influential with the  $F$  value of 6,419 which is higher than  $F_{table}$  of 2,29. They are also partially influential because Product variable ( $X_1$ ) has a  $t$ value of 3,144 which is higher than  $t_{table}$  of 1,985, Price variable ( $X_2$ ) has a  $t$ value of -0,242 which is smaller than  $t_{table}$  1,985, Variabel Promosi ( $X_3$ ) has a  $t$ value of 1,07 which is smaller than  $t_{table}$  1,985, Location variable ( $X_4$ ) has a  $t$ value of 3,039 which is higher than  $t_{table}$  of (1,985), dan Service variable ( $X_5$ ) has a  $t$ value of 0,700 which is smaller than  $t_{table}$  of 1,985 towards the purchasing Decision Of Consumer of Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya. The dominant influential variable found in this research is Product with the highest value of standardized coefficient-beta that is 0,310. This is means that in the food business, especially restaurant, comsumers highly consider the product or name of the restaurant.*

**Keyword :** Restoran Bebek Pak Janggut Food Festival – Pakuwon City Surabaya, Product, Purchasing Decision.