

Ahmad Nafi'uddin, 14312058, **Analisi Pengaruh Kualitas Produk, Harga, Lokasi, Promosi, Dan Citra Merek *Springbed Olympic* Di Kabupaten Gresik**, Fakultas Ekonomi dan Bisnis, Prodi Manajemen, Universitas Muhammadiyah Gresik, Oktober 2019.

Abstraksi

Penelitian ini menganalisis tentang pengaruh kualitas produk, harga, lokasi, promosi, dan citra merek terhadap keputusan pembelian *Springbed Olympic* di Kabupaten Gresik. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, harga, lokasi, promosi, dan citra merek terhadap keputusan pembelian *Springbed Olympic* di Kabupaten Gresik secara parsial. Variabel bebas dalam penelitian ini adalah kualitas produk, harga, lokasi, promosi, dan citra merek. Sedangkan variabel terikat dalam penelitian ini adalah keputusan pembelian. Data dalam penelitian ini diperoleh dari jawaban responden terhadap kuisisioner yang disebarkan oleh peneliti yaitu berjumlah 60 responden. Pengujian dilakukan dengan menggunakan regresi berganda. Hasil perhitungan menunjukkan bahwa variabel bebas yakni kualitas produk, harga, lokasi, promosi, dan citra merek secara parsial berpengaruh terhadap keputusan pembelian, dengan angka probabilitas signifikan dibawah 0,05.

Kata kunci; Keputusan Pembelian.

Ahmad Nafi'uddin, 14312058, *Analysis of the Effect of Product Quality, Price, Location, Promotion, and Brand Image of Springbed Olympic in Gresik Regency, Faculty of Economics and Business, Management Study Program, Muhammadiyah University Gresik, October 2019.*

Abstract

This study analyzes the influence of product quality, price, location, promotion, and brand image on Springbed Olympic purchasing decisions in Gresik Regency. The purpose of this study was to determine the effect of product quality, price, location, promotion, and brand image on the purchase decision of Springbed Olympic in Gresik Regency partially. The independent variables in this study are product quality, price, location, promotion, and brand image. While the dependent variable in this study is a purchase decision. The data in this study were obtained from respondents' answers to questionnaires distributed by researchers, amounting to 60 respondents. Tests carried out using multiple regression. The calculation results show that the independent variables namely product quality, price, location, promotion, and brand image partially influence purchasing decisions, with a significant probability number below 0.05.

Keywords; Buying decision