

**Pengaruh Produk, Harga, Kualitas Pelayanan, dan Kelompok Acuan
Terhadap Keputusan Pembelian Produk Ayam Geprek
(Studi Kasus di Ali Fried Chicken Cabang Damarsi Sidoarjo)**

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh produk, harga, kualitas pelayanan, dan kelompok acuan terhadap keputusan pembelian produk ayam geprek pada Ali Fried Chicken Cabang Damarsi Sidoarjo, baik secara simultan maupun parsial, serta mengidentifikasi variabel yang dominan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Sampel ditentukan melalui teknik *accidental sampling* terhadap 50 konsumen, dengan pengumpulan data menggunakan kuesioner skala *Likert*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan IBM SPSS Statistics versi 31.0. Hasil penelitian menunjukkan bahwa produk, harga, kualitas pelayanan, dan kelompok acuan secara simultan berpengaruh signifikan terhadap keputusan pembelian, yang dibuktikan oleh nilai $F_{hitung} 61,919 > F_{tabel} 2,58$ dengan signifikansi $< 0,001$. Nilai *Adjusted R Square* sebesar 0.833 menunjukkan bahwa 83.3% variasi keputusan pembelian dapat dijelaskan oleh variabel-variabel dalam model, sedangkan 16.7% sisanya dipengaruhi oleh faktor lain di luar penelitian. Secara parsial, variabel produk, harga, dan kelompok acuan tidak berpengaruh signifikan karena nilai t_{hitung} masing-masing $< t_{tabel} 2,014$, sedangkan kualitas pelayanan berpengaruh signifikan karena $t_{hitung} 3,585 > t_{tabel} 2,014$ dengan signifikansi $< 0,001$. Kualitas pelayanan juga menjadi variabel yang memberikan pengaruh paling dominan dengan nilai *Standardized Coefficients Beta* sebesar 0,395. Dengan demikian, peningkatan kualitas pelayanan menjadi faktor utama yang perlu diperhatikan dalam upaya mendorong keputusan pembelian produk AFC.

Kata Kunci: Produk, Harga, Kualitas Pelayanan, Kelompok Acuan, Keputusan Pembelian.

**The Influence of Product, Price, Service Quality, and Reference Groups on
Purchasing Decisions of Ayam Geprek Products
(A Case Study at Ali *Fried Chicken* Damarsi Sidoarjo Branch)**

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ABSTRACT

This study aims to analyze the effects of product, price, service quality, and reference groups on consumers' purchasing decisions for geprek chicken products at Ali Fried Chicken Damarsi Branch, Sidoarjo, both simultaneously and partially, as well as to identify the most dominant variable. This research employed a quantitative method using a survey approach. The sample consisted of 50 consumers selected through an accidental sampling technique, and data were collected using a Likert-scale questionnaire. The data were analyzed using multiple linear regression with IBM SPSS Statistics version 31.0. The results indicate that product, price, service quality, and reference groups simultaneously have a significant effect on purchasing decisions, as evidenced by an F-value of 61.919, which exceeds the F-table value of 2.58, with a significance level of < 0.001 . The Adjusted R Square value of 0.833 indicates that 83.3% of the variation in purchasing decisions is explained by the variables included in the model, while the remaining 16.7% is influenced by other factors outside the scope of this study. Partially, product, price, and reference groups do not have a significant effect because their respective t-values are lower than the t-table value of 2.014. In contrast, service quality has a significant effect, with a t-value of 3.585 exceeding the t-table value of 2.014 and a significance level of < 0.001 . Service quality is also identified as the most dominant variable, with a standardized beta coefficient of 0.395. Therefore, improving service quality is the primary factor that should be prioritized to encourage consumers' purchasing decisions for Ali Fried Chicken (AFC) products.

Keywords: Product, Price, Service Quality, Reference Group, Purchasing Decision.