**Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Rumah Makan Jaso Bundo di Batuphat Timur Kota Lhokseumawe**

***The Influence of Price, Product Quality and Service Quality on Purchasing Decisions at Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City***

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| **Article Info**Article history :Received : 12-06-2025Revised : 13-06-2025Accepted: 15-06-2025Pulished : 17-06-2025 | ***Abstrak****Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian pada Rumah Makan Jaso Bundo di Batuphat Timur Kota Lhokseumawe. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel purposive sampling dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa harga, kualitas produk, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Semakin sesuai harga dengan nilai yang dirasakan konsumen, semakin tinggi kualitas produk, dan semakin baik kualitas pelayanan, maka semakin tinggi kemungkinan konsumen melakukan pembelian. Penelitian ini memberikan kontribusi pada pengembangan strategi pemasaran dan meningkatkan keputusan pembelian konsumen di Rumah Makan Jaso Bundo.****Kata Kunci : Harga, Kualitas Produk, Kualitas Pelayanan dan Keputusan Pembelian.*** |

**Abstract**

This study aims to analyze the influence of price, product quality, and service quality on purchasing decisions at Rumah Makan Jaso Bundo in Batuphat Timur, Lhokseumawe City. This study uses a quantitative method with purposive sampling technique and multiple linear regression analysis. The results show that price, product quality, and service quality have a positive and significant influence on purchasing decisions. The more suitable the price is with the value perceived by consumers, the higher the product quality, and the better the service quality, the higher the likelihood of consumers making a purchase. This study contributes to the development of marketing strategies and improving consumer purchasing decisions at Rumah Makan Jaso Bundo.

Keywords : Price, Product Quality, Service Quality and Purchasing Decision

**INTRODUCTION**

The culinary sector is a rapidly growing business in Indonesia, as seen from the increasing number of restaurants, cafes, and food stalls across various regions. This growth creates opportunities for raw material producers, processed food businesses, and restaurant owners.The success of a culinary business depends on several factors, such as product quality, service, and pricing. Reasonable pricing influences purchasing decisions, as consumers tend to choose products that offer the best value. For example, Rumah Makan Jaso Bundo in Batuphat Timur offers prices that align with the menu, although consumer preferences still vary, with many opting for complete meal packages.

Product quality plays a crucial role. According to Kotler and Keller, quality is measured by performance, features, and durability. While most customers enjoy the menu at Jaso Bundo, some find specific dishes like the sweet and sour chicken to be lacking in flavor. Service quality also affects customer satisfaction. At Jaso Bundo, some young servers are perceived as less responsive and less familiar with the menu. Mistakes in serving orders often occur during busy hours, highlighting the need for proper training.

Based on the theory by Parasuraman and Zeithaml, service is assessed by reliability, responsiveness, assurance, empathy, and tangible evidence. Good service enhances customer satisfaction and loyalty. Additionally, culinary businesses must consider the halal aspect of their products, especially in a predominantly Muslim country like Indonesia. Not only must the ingredients be halal, but the preparation process must also comply with halal standards. Halal certification from the Indonesian Ulema Council (MUI) provides assurance that the products are safe and compliant with Islamic law.

**RESEARCH METHODS**

This study uses a quantitative approach with an associative method, which aims to determine the influence of two or more variables, namely price, product quality, and service quality on purchasing decisions. The population in this study were all consumers who had visited and used the services at Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City. The sampling technique used was purposive sampling with a sample size of 105 respondents.

The type of data used in this study is primary data obtained directly from respondents through the distribution of questionnaires. The research instrument was first tested for validity and reliability before being used. The measurement scale used was the Likert scale with five answer choices.

The data analysis technique used was multiple linear regression to test the simultaneous and partial effects between independent variables on the dependent variable. The F test is used to test the effect simultaneously, while the t test is used to test the effect of each independent variable partially. In addition, the coefficient of determination (R²) analysis is also used to see how much the independent variables contribute to explaining the dependent variable.

**RESULTS AND DISCUSSION**

**Results of Validity Test and Reliability Test**

According to Ghazali (2016) explains that the validity test is the extent to which a measuring instrument actually measures what should be measured. This includes the precision and accuracy of measurements taken from the instrument. The questionnaire is considered valid if the statement in the questionnaire can describe something that will be measured. It is stated valid if the rcount value> rtable then the item is declared valid. Likewise, if rcount < rtable then the item is declared invalid.

Based on data from the value of all answers to the indicators of the variables Price, Product Quality and Service Quality and Purchasing Decisions. To measure the variables in this study, each has a large correlation from r\_table. The r\_table value for (df) = n-2 = 105-2 = 103. Then the r\_table value is 0.191. Based on the results in the table, it can be concluded that all indicators of the answers in this study are declared valid.

According to Armereo and Rahayu, (2020) in the ongoing research, it is explained that the reliability test is useful for measuring the reliability of a questionnaire or interview results, this test is useful for ensuring whether the questionnaire can be used. If a measuring instrument gives the same results consistently when used repeatedly, then the measuring instrument is considered reliable. Reliability that applies the Cronbach Alpha (α) statistical test to assess internal consistency. A construct or variable is declared reliable if the Cronbach Alpha value reaches a minimum of 0.60.

So the results show that the Cronbach's Alpha results from each variable are> 0.60 then all variables can be declared reliable. This shows that all question items used can obtain consistent data. Reliability shows that if the same person answers the questionnaire they will give the same or similar answers. This can help ensure that the resulting measurements are reliable and not influenced by unwanted factors.

**Classical Assumption Test Results**

**Normality Test Results**

According to (Gunawan, 2020) Data normality test is a test used to determine and measure whether the data obtained has a normal distribution or not and whether the data obtained comes from a normally distributed population. A regression model that is normally distributed or close to normal is a good regression model. In this study, to determine normality, a normal probability plot (PP-plot) of regression standardized residual analysis was used. If the histogram graph depicts a distribution pattern that does not skew to the right and left, then the results indicate that the data is normally distributed. The methods used to test normality in this study are histogram graphs, normal probability plots, and the Kolmogorov-Smirnov test. From this explanation, it can be seen in Figure 4.1 as follows:



**Figure 4.1 Results of Normality Test with Histogram**

Based on Figure 4.1 above, which meets the bell line, it means that the data can be said to be normally



**Figure 4.2 Normality Test P-P Plot Of Regression Standardized Residual**

Based on figure 4.2, it can be seen that the data is spread around the diagonal line and follows the diagonal line. So it can be concluded that all data in this study are normally distributed. The residual model is said to follow a normal distribution if the data distribution on the normal probability plot graph is located around the diagonal line, and the significant value of the Kolmogorov-Smirnov test is greater than α (0.05) used.

**Discussion**

**The Influence of Price on Purchasing Decisions**

Price is one of the important factors that influence consumer purchasing decisions. In the context of marketing, price not only functions as a transaction tool, but also as an indicator of the value and quality of the product in the eyes of consumers. Therefore, setting the right price can encourage purchasing interest and accelerate the purchasing decision-making process. Based on the results of multiple linear regression research using the t-test to show that the price variable (X1) has a positive and significant effect on purchasing decisions (Y) at the Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City, this shows a significant value (p-value) <0.005, as well as a positive regression coefficient value. This means that the more appropriate the consumer's perception of the product price, the higher the likelihood of the consumer making a purchase. so that the results can be concluded that H1 is accepted. The results of this study are also in line with research conducted by Kotler and Keller (2020) which states that price is the only element of the marketing mix that generates revenue, while other elements incur costs. Therefore, price has a strategic role in influencing consumer perceptions and purchasing decisions. Prices that are considered reasonable or in accordance with the benefits of the product will increase the consumer's perceived value of the product.

In addition, the results of interviews and questionnaires conducted showed that consumers tend to consider price as one of the main factors in choosing a product. Consumers will compare prices between brands, and consider the suitability of the price with the quality, quantity and benefits of the product offered. In this case, consumer perceptions of fair prices are an important determinant in purchasing decisions. Thus, it can be concluded that price has a positive and significant influence on purchasing decisions. Culinary business owners need to establish a pricing strategy that is not only competitive, but also reflects the value offered to consumers in order to effectively encourage purchasing decisions.

**The Influence of Product Quality on Purchasing Decisions.**

Product quality is one of the main factors that determine the success of a product in the market. Quality not only reflects the reliability and durability of the product, but also affects consumer perceptions of the value and satisfaction they get from the product. Based on the results of this study, it was found that the product quality variable (X2) had a positive and significant effect on purchasing decisions (Y) at the Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City. This is indicated by the positive regression coefficient value and significant value, which means that the higher the consumer's perception of product quality, the more likely they are to make a purchase. So that the results can be concluded that H2 is accepted.

This finding is in line with Tjiptono's opinion (2019) which states that product quality is the overall characteristics of products and services that affect their ability to meet stated or implied needs. In other words, high-quality products will provide satisfaction to consumers and motivate them to make repeat purchases and recommend them to others.

From the questionnaire results, it is known that consumers tend to pay attention to aspects of product quality such as product durability, design, ease of use and product suitability to their expectations. Consumers also show a tendency to be loyal to products that they consider to have superior quality. Thus, product quality plays an important role in driving consumer purchasing decisions. Products with good quality will create trust, loyalty and satisfaction which can ultimately increase sales volume and strengthen brand position in the market.

**The Influence of Service Quality on Purchasing Decisions**

Service quality is an important factor that can influence purchasing decisions, especially in service-oriented industries or product sales with after-sales service. Good service can create a positive experience, increase customer satisfaction and build brand loyalty. Based on the results of the study, it is known that the service quality variable has a positive and significant effect on purchasing decisions. The results of the statistical analysis show that the significance value <0.05 and the positive regression coefficient indicate that the better the quality of service provided, the higher the tendency of consumers to make purchases.

This finding is reinforced by the statement of Parasuraman et all (in Tjiptono, 2019) explaining that service quality is the gap between consumer expectations of ideal services and their perceptions of the services they actually receive. If the service received by consumers meets or even exceeds expectations, then the possibility of them buying or re-buying will increase.

From the questionnaire results, respondents revealed that service aspects such as employee friendliness, speed of service, complaint handling and ease of transaction processes greatly influence their decision to purchase a product. Friendly and responsive service makes consumers feel appreciated and more confident in the products or brands offered. According to Kotler and Keller (2020), effective customer service can be a strong competitive differentiation in a highly competitive market. Companies that are able to provide excellent service will find it easier to build long-term relationships with consumers, which ultimately has a positive impact on increasing purchasing decisions. Thus, service quality also plays an important role in driving purchasing decisions. Excellent service not only influences the first purchasing decision but also encourages repeat purchases and the formation of long-term consumer loyalty.

**CONCLUSION**

Based on the results of the research test that has been conducted with the title The Influence of Price, Product Quality and Service Quality on Purchasing Decisions at Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City. Therefore, the conclusion of this study is as follows:

1. Price has a positive and significant effect on purchasing decisions, it can be concluded that H1 is accepted. This shows that price can be a determinant in deciding whether consumers are satisfied with the price that has been given. The more appropriate the price is with the value perceived by consumers, the higher the likelihood of consumers to make a purchase. Competitive prices and reflecting product quality are the main considerations in the decision-making process. The results of this study strengthen the suspicion regarding price on purchasing decisions.
2. Product quality has a positive and significant effect on purchasing decisions, it can be concluded that H2 is accepted. This indicates that product quality plays an important role in determining the level of consumer satisfaction with the products received. The results of this study support the assumption that product quality has an effect on purchasing decisions. Customers will choose Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City if they consider that the quality provided is in accordance with their expectations as consumers. Products that have high quality will increase consumer trust, create satisfaction and encourage the intention to buy and make repeat purchases.
3. Service quality has a positive and significant effect on purchasing decisions, it can be concluded that H3 is accepted. This shows that the better the service provided to customers, the higher the likelihood that customers will make purchasing decisions at Jaso Bundo Restaurant in Batuphat Timur, Lhokseumawe City. Good, friendly and fast service can transact and become a driving factor in purchasing decisions, especially in industries that emphasize direct interaction between sellers and buyers.

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