

ABSTRACT

Ricky Kurnia / 1700861201396 / 2024 / Batanghari University / Faculty of Economics / Marketing Management / The Influence of Product Quality on Purchasing Decisions at the Solo Berseri Chicken Meatball and Noodle Stall at Simpang IV Sipin, Jambi City / Supervisor¹ Pupu Sopini, S.E, M.M/Advisor² Riko Mappedeceng, S.E., M.M

The aim of the research is to determine product quality and purchasing decisions at Warung Bakso Solo Berseri at Simpang IV Sipin, Jambi City. In discussing this problem the author uses a qualitative descriptive method by looking for information about symptoms, clearly establishing the goals to be achieved, collecting data as material for conducting research.

The stall "Solo Berseri Chicken Meatballs and Noodles" is located at Jl. Colonel Abunjani Simpang IV Sipin, Telanaipura District, Jambi City, Jambi 36361, is a culinary business that sells meatballs and chicken noodles. The meatballs and chicken noodles sold at this meatball stall also have a varied menu.

The population in this study were customers of Bakso Solo Berseri Simpang IV Sipin, Jambi City. The sample was determined using the judgment sampling method with a total of 100 consumers regarding viral marketing, brand awareness and purchasing decisions. The hypothesis was tested using the T test and F test.

Based on the results of linear analysis, the equation $Y = 9.494 + 0.327x + e$. The t test calculation value is 7.449 and the R square value is 0.362 or 36.2%, while the remaining 63.8% is influenced by other factors. The conclusion of this research is that product quality has a positive and significant influence both simultaneously and partially on purchasing decisions.

Keywords: Product Quality; Buying decision