

## ABSTRAK

Seiring perkembangan zaman banyak berbagai makanan dari luar negeri mulai masuk ke Indonesia seperti burger, sushi dan pizza. Hal tersebut mulai dapat diterima oleh masyarakat luas dan menciptakan peluang bisnis di industri makanan. Salah satu cara untuk membuka bisnis makanan adalah melalui waralaba atau *frenchise*. Namun semakin menjamurnya bisnis tersebut menyebabkan persaingan antar bisnis waralaba semakin ketat. Penelitian ini memiliki tujuan yaitu mengetahui bagaimana pengaruh kualitas produk, persepsi harga, lokasi dan promosi terhadap keputusan pembelian konsumen di Papa Ron's Pizza cabang BSB Semarang.

Populasi yang digunakan yaitu pelanggan yang membeli produk pizza minimal 1 kali di Papa Ron's Pizza cabang BSB Semarang, dan telah berusia diatas 17 tahun. *Purposive sampling* sebagai metode dalam penelitian ini, konsumen Papa Ron's Pizza dijadikan sebagai responden sejumlah 100 orang. Pengujian instrumen menggunakan uji validitas dengan  $KMO > 0,5$  dan uji realibilitas dengan *cronbach's alpha*  $> 0,70$ . Analisis data meliputi regresi linear berganda dan selanjutnya dilakukan uji F, uji koefisien determinasi ( $R^2$ ) dan uji t yang diolah menggunakan SPSS versi 25.0.

Hasil akhir penelitian ini adalah kualitas produk, persepsi harga dan promosi memiliki hubungan yang positif dan berpengaruh signifikan terhadap keputusan pembelian konsumen. Sedangkan untuk lokasi memiliki pengaruh yang tidak signifikan terhadap keputusan pembelian.

**Kata Kunci: Kualitas Produk, Persepsi Harga, Lokasi, dan Promosi terhadap Keputusan Pembelian.**

## **ABSTRACT**

*Along with the development of the times, many various foods from abroad began to enter Indonesia such as burgers, sushi and pizza. This is starting to be accepted by the wider community and creates business opportunities in the food industry. One way to open a food business is through franchising or Frenchise. However, the proliferation of these businesses causes competition between franchise businesses to get tighter. This study has the aim of knowing how the influence of product quality, price perception, location and promotion on consumer purchasing decisions at Papa Ron's Pizza, BSB Semarang branch.*

*The population used is customers who buy pizza products at least once at Papa Ron's Pizza, BSB Semarang branch, and are over 17 years old. Purposive sampling as a method in this study, the customers of Papa Ron's Pizza were used as respondents as many as 100 people. The instrument test used the validity test with  $KMO > 0.5$  and the reliability test with Cronbach's alpha  $> 0.70$ . Data analysis included linear regression and then performed the  $F$  test, test the coefficient of determination ( $R^2$ ) and  $t$  test were processed using SPSS version 25.0.*

*The final result of this research is product quality, price perception and promotion have a positive and significant relationship with consumer purchasing decisions. Meanwhile, location has an insignificant effect on consumer purchasing decisions.*

***Keywords : product quality, price perception, location and promotion on consumer purchasing decision***