

ABSTRAK

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PENGARUH *PRODUCT INNOVATION*, *SERVICE QUALITY*, *PRICE*, DAN *BRAND IMAGE* TERHADAP *PURCHASE DECISION* DI KEDAI KOPI KENANGAN

(xiv + 91 halaman, 7 gambar, 17 tabel, 1 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *product innovation*, *service quality*, *price*, dan *brand image*, terhadap *purchase decision* di kedai Kopi Kenangan. Metode penelitian adalah kuantitatif dengan survei, dimana sample diambil dengan *purposive sampling*. Data diperoleh dengan kuesioner yang disebarikan secara online dengan menggunakan skala likert 1-5. Jumlah data yang diolah berjumlah 203 responden. Data dianalisis menggunakan SmartPLS 4. Hasil penelitian ini menunjukkan bahwa *product innovation*, *service quality* dan *price* berpengaruh positif terhadap *brand image*. *Brand image*, *product innovation*, *service quality*, dan *price* berpengaruh positif terhadap *purchase decision*. Penelitian ini berkontribusi terhadap ilmu pemasaran dan perilaku pembelian yang dipengaruhi oleh *product innovation*, *service quality*, *price*, *brand image*, dan *purchase decision*

Kata Kunci: *Product Innovation*, *Service Quality*, *Price*, *Brand Image*, *Purchase Decision*, Kopi Kenangan

ABSTRACT

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THE INFLUENCE OF PRODUCT INNOVATION, SERVICE QUALITY, PRICE, AND BRAND IMAGE ON PURCHASE DECISION AT KENANGAN COFFEE SHOP

(xiv + 91 pages, 7 pictures, 17 tables, 1 attachment)

This research aims to analyze the influence of product innovation, service quality, price and brand image on purchase decisions at the Kopi Kenangan shop. The research method is quantitative with a survey, where samples are taken by purposive sampling. Data was obtained using a questionnaire distributed online using a 1-5 Likert scale. The amount of data processed was 203 respondents. Data were analyzed using SmartPLS 4. The results of this research show that product innovation, service quality and price have a positive effect on brand image. Brand image, product innovation, service quality, and price have a positive influence on purchase decisions. This research contributes to marketing science and purchasing behavior which is influenced by product innovation, service quality, price, brand image, and purchase decisions

Keywords: Product Innovation, Service Quality, Price, Brand Image, Purchase Decision, Kopi Kenangan

