

ABSTRAK

Toko Fazazi merupakan salah satu unit perdagangan ritel yang berlokasi di Desa Dawuhan Wetan, yang mengakomodasi beragam kebutuhan masyarakat, mulai dari pangan, minuman, aneka kudapan, keperluan pokok, perlengkapan rumah tangga, peralatan kebersihan, hingga kebutuhan lainnya. Tujuan dari penelitian ini ialah untuk mengidentifikasi serta mengkaji secara mendalam pengaruh variabel harga, kualitas pelayanan, dan kelengkapan produk terhadap pengambilan keputusan pembelian di Toko Fazazi, Dawuhan Wetan. Penelitian ini tergolong dalam pendekatan kuantitatif. Sampel penelitian mencakup konsumen yang melakukan transaksi di Toko Fazazi, dengan total partisipan sebanyak 80 individu. Pengujian hipotesis dilakukan dengan memanfaatkan metode analitik regresi linear berganda. Berdasarkan hasil uji parsial (uji t), ditemukan bahwa variabel harga memiliki dampak positif yang signifikan terhadap keputusan pembelian. Demikian pula, kualitas pelayanan menunjukkan pengaruh positif yang berarti terhadap keputusan pembelian, dan variabel kelengkapan produk juga berkontribusi positif secara signifikan terhadap keputusan pembelian di Toko Fazazi. Koefisien determinasi (*R Square*) dalam studi ini tercatat sebesar 83%, yang mengindikasikan bahwa kombinasi harga, kualitas pelayanan, serta kelengkapan produk menjelaskan 83% dari variasi keputusan pembelian. Adapun sisanya, yakni 17%, dipengaruhi oleh variabel-variabel lain di luar ruang lingkup penelitian ini, seperti kualitas produk, strategi promosi, maupun lokasi.

Kata Kunci: Harga, Kualitas Pelayanan, Kelengkapan Produk dan Keputusan Pembelian.

ABSTRACT

Toko Fazazi is one of the retail trade units located in Dawuhan Wetan Village, catering to a variety of community needs, from food, beverages, snacks, basic necessities, household items, cleaning supplies, and other needs. The purpose of this study is to identify and deeply examine the influence of price, service quality, and product completeness variables on purchasing decisions at Fazazi Store, Dawuhan Wetan. This research falls under the quantitative approach. The research sample includes consumers who made transactions at Fazazi Store, with a total of 80 participants. Hypothesis testing was conducted using the multiple linear regression analysis method. Based on the results of the partial test (t-test), it was found that the price variable has a significant positive impact on purchasing decisions. Similarly, service quality shows a significant positive influence on purchasing decisions, and the product completeness variable also contributes significantly positively to purchasing decisions at Fazazi Store. The coefficient of determination (R Square) in this study was recorded at 83%, indicating that the combination of price, service quality, and product completeness explains 83% of the variation in purchasing decisions. As for the remaining 17%, it is influenced by other variables outside the scope of this research, such as product quality, promotion strategies, and location.

Keywords: *Price, Service Quality, Product Completeness and Purchasing Decision.*

