

ABSTRACT

Muhammad Rizki Ardiansyah. Business Administration Study Program, Yudharta University Pasuruan. August 2023. The Influence of Product Quality, Perceived Value and Brand Awareness on Consumer Purchasing Decisions of Ventela Footwear in Pasuruan City.

This research was conducted with the aim of knowing, explaining and analyzing the influence of product quality, perceived value and brand awareness variables on purchasing decisions either individually or partially or together or simultaneously. The survey was conducted on Ventela footwear consumers in the city of Pasuruan. This research uses multiple linear, while based on the method this research is quantitative research. In this study there are three independent variables, namely product quality, perceived value and brand awareness and one related variable, namely purchasing decisions. The population in this study are all consumers who use or are buying Ventela products. Due to the fact that the population size of this study cannot be known with certainty and there are limited time, effort and costs, an incidental sampling technique of 100 respondents was used. Data analysis was descriptive quantitative using a simple linear regression analysis formula which was processed using the SPSS 25 program.

The results of this study indicate that: 1. There is a positive and not significant effect between product quality on purchasing decisions. 2. There is a positive and significant influence between perceived value on purchasing decisions. 3. There is a positive and significant influence between brand awareness on purchasing decisions. 4. There is a positive and significant influence simultaneously between product quality, perceived value and brand awareness on purchasing decisions.

Keywords: Product Quality, Perceived Value, Brand Awareness and Purchase Decision

ABSTRAK

Muhammad Rizki Ardiansyah. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan . Agustus 2023. Pengaruh Kualitas Produk, *Perceived Value* dan *Brand Awareness* Terhadap Keputusan Pembelian Konsumen Ventela Footwear di Kota Pasuruan

Penelitian ini dilakukan bertujuan untuk mengetahui, menjelaskan dan menganalisis pengaruh antara variabel kualitas produk, *perceived value* dan *brand awareness* terhadap keputusan pembelian baik secara individu atau parsial maupun berrsamasama atau secara simultan. Yang surveinya dilakukan pada konsumen ventela footwear di kota pasuruan. Penelitian ini menggunakan linier berganda, sedangkan berdasarkan metodenya penelitian ini adalah penelitian kuantitatif. Dalam penelitian ini terdapat tiga variabel bebas, yaitu kualitas produk, *perceived value* dan *brand awareness* dan satu variabel terkait yaitu keputusan pembelian. Populasi dalam penelitian ini adalah seluruh konsumen yang menggunakan atau sedang membeli produk ventela. Dikarenakan penelitian ini jumlah populasinya tidak bisa diketahui secara pasti dan adanya keterbatasan waktu, tenaga dan biaya oleh karena itu digunakan teknik sampling insidental sebanyak 100 responden. Analisis data secara deskriptif kuantitatif dengan menggunakan rumus analisis regresi linier sederhana yang di olah menggunakan program SPSS 25.

Hasil dari penelitian ini menunjukkan bahwa : 1. Terdapat pengaruh positif dan tidak signifikan antara kualitas produk terhadap keputusan pembelian. 2. Terdapat pengaruh positif dan signifikan antara *perceived value* terhadap keputusan pembelian. 3. Terdapat pengaruh positif dan signifikan antara *brand awareness* terhadap keputusan pembelian. 4. Terdapat pengaruh positif dan signifikan secara simultan antara kualitas produk, *perceived value* dan *brand awareness* terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, *Perceived Value*, *Brand Awareness*, Keputusan Pembelian