

## **Abstract**

### **EFFECT OF PRODUCT QUALITY DIMENSION ON DECISION OF PURCHASE OF PROJECT CHEAP IN BANDAR LAMPUNG**

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This study aims to determine the dimensions of product quality consisting of performance, feature, conformance, durability, reliability, aesthetic and perceived quality have an effect on purchasing decision. The sample method used is Inon probability sampling with accidental sampling technique in which the researcher chooses the sample subjectively. Multiple linear regression analysis tools are used to determine the effect of each variable.

The results of data processing from 100 consumers of Prochiz cheese in Bandar Lampung known that perceived quality variabel has the greatest influence on purchasing decisions Prochiz cheese in Bandar Lampung is 20.2%. The second biggest influence is the performance variable of 14.2%. Other variables have a relatively small effect on purchasing decisions. (features 6.2%, conformance 9.2%, durability 7.0%, reliability 7.1%, aesthetic 4.1%.) The suggestions proposed in this study are: Prochiz management needs to increase the durability level as food additives , this is worth noting because Prochiz has a long period of time that has not been mixed or used as an additional ingredient for food or cake, but if Prochiz becomes a raw material or additional ingredients, the resulting food has a relatively short durability.

Keywords: performance, feature, conformance, durability, reliability, aesthetic, perceived quality and purchasing decisions

# **PENGARUH DIMENSI KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN KEJU PROCHIZ DI BANDAR LAMPUNG**

## **Abstrak**

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Penelitian ini bertujuan untuk mengetahui dimensi kualitas produk yang terdiri dari *performance, feature, conformance, durability, reliability, aesthetic dan perceived quality* berpengaruh terhadap keputusan pembelian. Metode sampel yang digunakan adalah Inon probability sampling dengan teknik *accidental sampling* dimana peneliti memilih sampel secara subyektif. Alat analisis regresi linear berganda digunakan untuk mengetahui pengaruh masing-masing variabel.

Hasil pengolahan data dari 100 konsumen keju Prochiz di Bandar Lampung diketahui bahwa variabel *perceived quality* memiliki pengaruh terbesar terhadap keputusan pembelian keju Prochiz di Bandar Lampung yaitu 20,2%. Pengaruh terbesar kedua adalah variabel *performance* sebesar 14,2%. Variabel lainnya memiliki pengaruh yang relative kecil terhadap keputusan pembelian. (*feature* 6,2% , *conformance* 9,2%, *durability* 7,0%, *reliability* 7,1%, *aesthetic* 4,1%. Saran yang diajukan pada penelitian ini adalah : manajemen Prochiz perlu meningkatkan jangka tingkat keawetan sebagai bahan tambahan makanan, hal ini perlu diperhatikan karena Prochiz memiliki jangka waktu kadaluwarsa yang cukup lama jika belum dicampur atau digunakan sebagai bahan tambahan untuk makanan atau kue. Tetapi jika Prochiz menjadi bahan baku atau bahan tambahan menyebabkan makanan yang dihasilkan memiliki daya tahan yang relatif tidak lama.

Kata kunci : *performance, feature, conformance, durability, reliability, aesthetic, perceived quality dan keputusan pembelian*