

ABSTRACT

The Bakso Margana Restaurant branch at Jalan Peta No. 91 is one of the MSMEs in the city of Bandung. In selling the Bakso Margana Restaurant at Jalan Peta No. 91, there were problems with purchasing decisions that were not appropriate, so the sales were low. Based on the results of the respondents in the initial pre-survey, the purchase decision was influenced by the product quality and product variety. The purpose of this study was to find out how much influence product quality and product variety have on purchasing decisions at Bakso Margana Restaurant, Jalan Peta No. 91 branch.

The method used in this research is the quantitative method with descriptive research type. The population used in this study is consumers who have purchased products from the Bakso Margana Restaurant, Jalan Peta No. 91 branch, aged 29-38 years with a sample size of 100 respondents. Sampling was used in this study, namely, the purposive sampling method.

Based on the results of the study using descriptive analysis with the help of SPSS for windows software, it shows that the variable Product Quality and Product Variation are included in the fairly good category with a significant simultaneous and partial influence on the Product Purchasing Decision of the Bakso Margana Restaurant, Jalan Peta No. 91.

Keywords : Product Quality, Product Variety, and Purchase Decision