

**PENGARUH KUALITAS PRODUK, KEBERAGAMAN PRODUK  
DAN *PACKAGING* PRODUK TERHADAP KEPUTUSAN PEMBELIAN  
*AICE ICE CREAM* (Studi Kasus Pada Konsumen Grosir Tante Ida Di Kota  
Bandung)**

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**ABSTRAK**

PT Alpen Food Industry atau yang juga dikenal dengan Aice Group Holdings, merupakan perusahaan yang bergerak di bidang produksi makanan berupa es krim, dengan merek dagang Aice. Penelitian ini adalah penelitian kuantitatif dengan menggunakan metode *purposive sampling* penelitian mengumpulkan data melalui penyebaran kuesioner kepada 100 responden yang pernah membeli atau mengonsumsi produk Aice PT Alpen Food Industry di grosir Tante Ida Kota Bandung. Analisis data yang digunakan yaitu uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi liner berganda, koefisien korelasi R, koefisien determinasi  $R^2$ , uji F dan uji T. Program yang digunakan dalam menganalisis data menggunakan *Statistical Package for Social Sciences* (SPSS) Versi 25. Penelitian ini menghasilkan kesimpulan akhir bahwa variabel kualitas produk, keberagaman produk dan *packaging* produk mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian Aice *ice cream* (Studi Kasus Pada Grosir Tante Ida Di Kota Bandung)

**Kata kunci : Kualitas Produk, Keberagaman Produk, *Packaging* Poduk, Keputusan Pembelian**

***THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DIVERSITY  
AND PRODUCT PACKAGING ON THE PURCHASE DECISION OF  
AICE ICE CREAM (Case Study on Tante Ida Wholesale Consumers in  
Bandung City)***

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***ABSTRACT***

*PT Alpen Food Industry or also known as Aice Group Holdings, is a company engaged in the production of food in the form of ice cream, with the trademark Aice. This research is a quantitative study using a purposive sampling method to collect data by distributing questionnaires to 100 respondents who have bought or consumed Aice products from PT Alpen Food Industry at Aunt Ida's wholesaler in Bandung City. Data analysis used was validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient R, coefficient of determination  $R^2$ , F test and T test. The program used to analyze the data used the Statistical Package for Social Sciences (SPSS) Version 25. This study resulted in the final conclusion that the variable product quality, product diversity and product packaging have a positive and significant influence on purchasing decisions of Aice ice cream (Case Study on Tante Ida Wholesale in Bandung City)*

***Keywords: Product Quality, Product Diversity, Product Packaging, Purchase Decision***