

ABSTRAK

Andri Wulan Nursuciati, Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian (Studi Pada Konsumen Toko Mbethuk Fashion di Sumenep). Dibawah Bimbingan Hadi Purnomo, SE.,MM.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian di Toko Mbethuk Fashion Sumenep. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini yaitu konsumen yang pernah membeli dan konsumen yang berusia di atas 17 tahun. Pengambilan sampel penelitian ini menggunakan *purposive sampling* dengan jumlah responden sebanyak 97, dengan teknik analisis data menggunakan analisis linier berganda.

Hasil pada penelitian ini adalah: (1) Kualitas produk berpengaruh terhadap keputusan pembelian di Toko Mbethuk Fashion Sumenep. (2) Harga berpengaruh terhadap keputusan pembelian di Toko Mbethuk Fashion Sumenep. (3) Kualitas produk dan harga berpengaruh terhadap keputusan pembelian di Toko Mbethuk Fashion Sumenep.

Kata kunci: Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

Andri Wulan Nursuciati, The Influence of Product Quality and Price on Purchasing Decisions (Study on Consumers of Mbethuk Fashion Stores in Sumenep). Under the Guidance of Hadi Purnomo, SE., MM.

This study aims to determine the effect of product quality and price on purchasing decisions at the Mbethuk Fashion Sumenep Store. This research uses quantitative methods. The population in this study are consumers who have purchased and consumers over 17 years of age. Sampling of this study used purposive sampling with a total of 97 respondents, with data analysis techniques using multiple linear analysis.

The results of this study are: (1) Product quality influences purchasing decisions at the Mbethuk Fashion Sumenep Store. (2) Prices affect purchasing decisions at the Mbethuk Fashion Sumenep Store. (3) Product quality and price affect purchasing decisions at the Mbethuk Fashion Sumenep Store.

Keywords: Product Quality, Price, Purchase Decision