

ABSTRAK

Nurul Azizah, Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Kerajinan Daun Agel Di Desa Kelbung Kecamatan Sepulu Kabupaten Bangkalan. Dibawah Bimbingan Bapak Fathur, SE.MM.

Penelitian ini bertujuan untuk menganalisis: (1) Pengaruh kualitas produk terhadap keputusan pembelian di Desa Kelbung Kecamatan Sepulu Kabupaten Bangkalan, (2) Pengaruh harga terhadap keputusan pembelian di Desa Kelbung Kecamatan Sepulu Kabupaten Bangkalan, (3) Pengaruh promosi terhadap keputusan pembelian di Desa Kelbung Kecamatan Sepulu Kabupaten Bangkalan, dan (4) Pengaruh kualitas produk, harga, dan promosi secara bersama-sama mempengaruhi keputusan pembelian di Desa Kelbung Kecamatan Sepulu Kabupaten Bangkalan.

Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen kerajinan Daun Agel didesa Kelbung Sepuluh Bangkalan yang pernah membeli kerajinan Daun Agel. Teknik pengambilan sampel menggunakan purposive sampling, dan diperoleh jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian pada taraf signifikansi 0,05 menunjukkan bahwa: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dari nilai t_{hitung} sebesar 6.222 dengan nilai signifikansi sebesar 0,000 ($0,000 < 0,05$), dan koefisien regresi mempunyai nilai positif sebesar 0.441; (2) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dari nilai t_{hitung} sebesar 3.474 dengan nilai signifikansi sebesar 0,001 ($0,001 < 0,05$), dan koefisien regresi mempunyai nilai positif sebesar 0.250; (3) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dari nilai t_{hitung} sebesar 5.352 dengan nilai signifikansi sebesar 0,000 ($0,000 < 0,05$), dan koefisien regresi mempunyai nilai positif sebesar 0.366.

Kata Kunci: Kualitas Produk, Harga, Promosi, Keputusan Pembelian.

ABSTRACT

Nurul Azizah. *The Effect of Product Quality, Price and Promotion on Purchase Decisions for Agel Leaf Crafts in Kelbung Village, Sepulu District, Bangkalan Regency. Under the guidance of Mr. Fathur, SE.MM.*

This study aims to analyze: (1) The effect of product quality on purchasing decisions in Kelbung Village, Sepulu District, Bangkalan Regency, (2) The effect of price on purchasing decisions in Kelbung Village, Sepulu District, Bangkalan Regency, (3) The effect of promotion on purchasing decisions in Kelbung Village, Sepulu District, Bangkalan Regency, and (4) The influence of product quality, price, and promotion together affects purchasing decisions in Kelbung Village, Sepulu District, Bangkalan Regency.

This type of research is a survey research with a quantitative approach. The population in this study were consumers of Agel Leaf handicrafts in Kelbung Ten Bangkalan village who had bought Agel Leaf crafts. The sampling technique used purposive sampling, and the number of samples obtained was 100 people. Data collection techniques using a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression.

The results of the study at a significance level of 0.05 indicate that: (1) Product quality has a positive and significant effect on purchasing decisions, as evidenced by the tcount of 6.222 with a significance value of 0.000 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.411; (2) Price has a positive and significant effect on purchasing decisions, as evidenced by the tcount value of 3.474 with a significance value of 0.001 ($0.001 < 0.05$), and the regression coefficient has a positive value of 0.250; (3) Promotion has a positive and significant effect on purchasing decisions, as evidenced by the tcount value of 5.352 with a significance value of 0.000 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.366.

Keywords: Product Quality, Price, Promotion, Purchase Decision.