

ABSTRAK

Akh Jakfar Ajiputra, Pengaruh Harga, Promosi, Dan Kualitas Produk Dalam Keputusan Pembelian Paket Data Internet Pada Provider Smartfren (Studi Pada Mahasiswa Di Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura). Dibimbing oleh : Bambang Setiyo Pambudi, S.E, M.M

Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi, dan kualitas produk dalam keputusan pembelian paket data internet pada provider smartfren pada mahasiswa di fakultas ekonomi dan bisnis universitas trunojoyo Madura. Teknik yang digunakan pada sampel penelitian ini adalah *Purposive sampling* dengan umlah data 97 sampel. Pengumpulan data diperoleh dari hasil penyebaran kuesioner dengan menggunakan skala yang diukur dengan skala Likert. Teknik analisis data yang digunakan dalam penelitian ini yaitu teknik analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa secara parsial Harga berpengaruh signifikan terhadap Keputusan Pembelian, Promosi berpengaruh signifikan terhadap Keputusan Pembelian, Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian, dan secara simultan Harga, Promosi, Kualitas Produk berpengaruh terhadap variabel Keputusan Pembelian Paket Data Internet Pada Provider Smarfren.

Kata kunci: harga, promosi, kualitas produk, dan keputusan pembelian.

ABSTRACT

The Effect of Price, Promotion, and Quality Product in Purchasing Decisions for Internet Data Package on Smartfren Provider (Study on Student of Economics and Business Faculty, University of Trunojoyo Madura). This study was supervised by Bambang Setiyo Pambudi, S.E., M.M

The aims of this study were to know the effect of price, promotion, and quality product in purchasing decisions for internet data package on Smartfren provider in Economics and Business Faculty students, University of Trunojoyo Madura. The technique that used on this study sample was Purposive sampling with a total data 97 of samples. Data collecting was obtained by the result of distributing questionnaires using a scale measured by the Likert scale. Data analysis technique using in this research was multiple linear regression analysis technique.

The result of the study showed that partially the price had a significant effect on purchasing decisions, the promotion had a significant effect on purchasing decisions, product quality also had a significant effect on purchasing decisions, and price, promotion, and product quality had a simultaneously effect on variable of purchasing decisions for internet data package on Smartfren provider.

Keywords: price, promotion, product quality, and purchasing decisions.