

## **ABSTRACT**

Moh Dhimas Saputra Marzuki, The Effect of Price and Product Quality on Purchasing Decisions for Belikopi Products made in Lamongan Regency. Under the guidance of Dr. Suyono, S.E, M.S.M.

The purpose of this study was to determine the effect of price and product quality on purchasing decisions for Belikopi products in Lamongan Regency. The population in this study were Belikopi consumers in Lamongan Regency. The sample used was 97 respondents with the criteria that they had purchased Belikopi products and were at least 17 years old. This type of research is quantitative research. The data analysis technique consists of descriptive statistics, data instrument test, classical assumption test, multiple linear regression analysis, coefficient of determination, T test and F test. The results showed (1) The price variable has a positive and significant effect on purchasing decisions (2) The product quality variable has a positive and significant effect on purchasing decisions (3) Price and product quality variables simultaneously affect purchasing decisions.

**Keywords: Price, Product Quality and Purchasing Decisions**

## **ABSTRAK**

Moh Dhimas Saputra Marzuki, Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Belikopi cabang made di Kabupaten Lamongan. Di bawah bimbingan Dr. Suyono, S.E, M.S.M.

Tujuan penelitian ini adalah untuk mengetahui pengaruh harga dan kualitas produk terhadap keputusan pembelian produk Belikopi cabang made di Kabupaten Lamongan. Populasi dalam penelitian ini adalah para konsumen Belikopi di Kabupaten Lamongan. Sampel yang digunakan sebanyak 97 responden dengan kriteria sudah pernah membeli produk Belikopi dan berusia minimal 17 tahun. Jenis penelitian adalah penelitian kuantitatif. Teknik analisis data terdiri dari statistik deskriptif, uji instrument data, uji asumsi klasik, analisis regresi linear berganda, koefisien determinasi, uji T dan Uji F. Hasil penelitian menunjukkan (1) Variabel harga berpengaruh secara positif dan signifikan terhadap keputusan pembelian (2) Variabel kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian (3) Variabel harga dan kualitas produk berpengaruh secara simultan terhadap keputusan pembelian.

**Kata Kunci:**Harga, Kualitas Produk dan Keputusan Pembelian