

ABSTRAK

Christ Julyandre Butar Butar, NIM 7171210005. Pengaruh Personal Selling Dan Kualitas Produk Terhadap Keputusan Pembelian Jamur Tiram Di Desa Wonosari Kecamatan Tanjung Morawa. Skripsi. Jurusan Manajemen Program Studi Manajemen. Fakultas Ekonomi Universitas Negeri Medan. 2021.

Penelitian ini bertujuan untuk mengetahui dan mengkaji pengaruh personal selling dan kualitas produk terhadap keputusan pembelian jamur tiram di Desa Wonosari Kecamatan Tanjung Morawa. Penelitian ini dilakukan pada konsumen jamur tiram di Desa Wonosari Kecamatan Tanjung Morawa pada Tahun 2021 dengan jumlah sampel sebanyak 100 orang. Sampel penelitian ini ditentukan dengan teknik random sampling. Teknik yang digunakan dalam pengumpulan data adalah observasi, penelitian kepustakaan, wawancara, dan kuesioner/angket. Teknik analisis data yang digunakan terdiri dari analisis regresi linear berganda dengan rumus $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. Dari hasil penelitian ini diperoleh $Y = 1.037 + 0,791X_1 + 0,254X_2 + e$. Koefisien determinasi (R^2) sebesar 0,250 yang berarti variabel Personal Selling (X_1) dan Kualitas Produk (X_2) dalam menjelaskan variabel Keputusan Pembelian (Y) sebesar 25% sedangkan sisanya 75% dijelaskan oleh variabel lain diluar model yang tidak diteliti. Uji t bahwa Personal Selling berpengaruh positif terhadap Keputusan Pembelian jamur tiram dan sama halnya dengan Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian jamur tiram. Uji f bahwa variabel Personal Selling dan Kualitas Produk secara bersama-sama (simultan) berpengaruh terhadap Keputusan Pembelian jamur tiram.

Kata Kunci : Personal Selling, Kualitas Produk, dan Keputusan Pembelian

ABSTRACT

Christ Julyandre Butar Butar, NIM 7171210005. Effect of Personal Selling and Product Quality on Oyster Mushroom Purchase Decisions in Wonosari Village, Tanjung Morawa District. Essay. Department of Management Management Study Program. Faculty of Economics, State University of Medan. 2021.

This study aims to determine and examine the effect of personal selling and product quality on purchasing decisions of oyster mushrooms in Wonosari Village, Tanjung Morawa District. This research was conducted on oyster mushroom consumers in Wonosari Village, Tanjung Morawa District in 2021 with a total sample of 100 people. The sample of this study was determined by random sampling technique. The techniques used in data collection are observation, library research, interviews, and questionnaires. The data analysis technique used consisted of multiple linear regression analysis with the formula $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. From the results of this study obtained $Y = 1.037 + 0.791X_1 + 0.254X_2 + e$. The coefficient of determination (R^2) is 0.250, which means that the Personal Selling (X_1) and Product Quality (X_2) variables in explaining the Purchasing Decision variable (Y) are 25% while the remaining 75% is explained by other variables outside the model that were not examined. The t-test that Personal Selling has a positive effect on purchasing decisions of oyster mushrooms and the same as product quality has a positive effect on purchasing decisions of oyster mushrooms. Test f that the Personal Selling and Product Quality variables together (simultaneously) affect the Purchase Decision of oyster mushrooms.

Keywords: Personal Selling, Product Quality, and Purchase Decision