

## ABSTRAK

Ilham Maulana, NIM: 7151210009. “Pengaruh Harga, Lokasi, Kualitas Terhadap Keputusan Pembelian Ikan Cupang Di Desa Bandar Setia Kec, Percut Sei Tuan, Kab, Deli Serdang”.

Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Lokasi, Dan Kualitas Terhadap Keputusan Pembelian Ikan Cupang di Desa Bandar Setia Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. Penelitian ini merupakan penelitian kuantitatif dengan mengambil sampel secara acak sebanyak 80 orang. Teknik pengambilan data dalam penelitian ini dengan menggunakan kuesioner yang diolah secara statistik dengan menggunakan metode analisis regresi linier berganda dan pengujian hipotesis dengan uji t (parsial), uji F (simultan) dan koefisien determinasi  $R^2$  yang telah diuji dengan uji validitas, uji reliabilitas dan uji asumsi klasik sebelumnya.

Hasil penelitian ini menunjukkan bahwasannya Harga secara parsial berpengaruh terhadap Keputusan Pembelian Ikan Cupang di Desa Bandar Setia Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. Lokasi secara parsial berpengaruh terhadap Keputusan Pembelian Ikan Cupang di Desa Bandar Setia Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. Kualitas secara parsial berpengaruh terhadap Keputusan Pembelian Ikan Cupang di Desa Bandar Setia Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. Sedangkan secara simultan bahwa Harga, Lokasi dan Kualitas berpengaruh secara bersamaan terhadap Keputusan Pembelian. Hal ini ditunjukkan oleh nilai  $F_{hitung} > F_{tabel} = 2,986 > 2,72$  dan nilai signifikansi sebesar  $0,036 < 0,05$ . Hasil uji koefisien dterminasi menunjukkan nilai sebesar 0,105 yang berarti Harga, Lokasi dan Kualitas berpengaruh terhadap Keputusan Pembelian Ikan Cupang di Desa Bandar Setia Kecamatan Percut Sei Tuan Kabupaten Deli Serdang sebesar 10,5% dan selebihnya dipengaruhi oleh variabel-variabel lain di luar penelitian ini.

**Kata kunci: Harga, Lokasi, Kualitas, Keputusan Pembelian**

## **ABSTRACT**

***Ilham Maulana, NIM: 7151210009. "The Influence of Price, Location, Quality on Betta Fish Purchase Decisions in Bandar Setia Village, District, Percut Sei Tuan, District, Deli Serdang".***

*This study aims to determine the effect of Price, Location, and Quality on Betta Fish Purchase Decisions in Bandar Setia Village, Percut Sei Tuan District, Deli Serdang Regency. This study is a quantitative study by taking a random sample of 80 people. The data collection technique in this study was using a statistically processed questionnaire using multiple linear regression analysis methods and hypothesis testing with  $t$  test (partial),  $F$  test (simultaneous) and the coefficient of determination  $R^2$  which has been tested with validity test, reliability test and test the previous classic assumption.*

*The results of this study indicate that the price partially influences the Betta Fish Purchase Decision in Bandar Setia Village, Percut Sei Tuan District, Deli Serdang Regency. Location partially influences the Betta Fish Purchase Decision in Bandar Setia Village, Percut Sei Tuan District, Deli Serdang Regency. Quality partially influences the Betta Fish Purchase Decision in Bandar Setia Village, Percut Sei Tuan District, Deli Serdang Regency. Meanwhile, simultaneously that Price, Location and Quality influence the Purchase Decision together. This is indicated by the value of  $F_{count} > F_{table} = 2,986 > 2.72$  and a significance value of  $0.036 < 0.05$ . The results of the determination coefficient test show a value of 0.105, which means that Price, Location and Quality affect the Betta Fish Purchase Decision in Bandar Setia Village, Percut Sei Tuan District, Deli Serdang Regency by 10.5% and the rest is influenced by other variables outside of this study.*

***Keywords: Price, Location, Quality, Purchase Decisions***