

## ABSTRAK

Natasha Rame Simanullang, 7193210021. “Pengaruh Harga, Kualitas Produk, dan Lokasi Terhadap Keputusan Pembelian Ulos di Kampung Ulos Hutaraja Kabupaten Samosir”.

Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian Ulos Di Kampung Ulos Hutaraja Kabupaten Samosir. Penelitian ini merupakan penelitian kuantitatif dengan mengambil sampel secara acak sebanyak 90 orang. teknik pengambilan data dalam penelitian ini dengan menggunakan kuisioner yang diolah secara statistik dengan menggunakan metode analisis regresi 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.

Penelitian ini menunjukkan bahwasanya Harga secara parsial berpengaruh signifikan positif terhadap Keputusan Pembelian Ulos di Kampung Ulos Hutaraja Kabupaten Samosir. Kualitas Produk secara parsial berpengaruh signifikan positif terhadap Keputusan Pembelian Ulos di Kampung Ulos Hutaraja Kabupaten Samosir. Lokasi secara parsial berpengaruh signifikan positif terhadap Keputusan Pembelian Ulos di Kampung Ulos Hutaraja Kabupaten Samosir. Sedangkan secara simultan Harga, Kualitas Produk, dan Lokasi berpengaruh secara bersama-sama terhadap Keputusan Pembelian. Hal ini ditunjukkan Hasil uji koefisien  $F_{hitung} > F_{tabel} = 24,514 > 2,71$  dan nilai signifikan sebesar  $0,000 < 0,05$  yang berarti bahwa Harga, Kualitas Produk, dan Lokasi berpengaruh terhadap Keputusan Pembelian Ulos di Kampung Ulos Hutaraja Kabupaten Samosir dan nilai koefisien determinan  $R^2$  sebesar 0,461 yang menjelaskan bahwa Harga, Kualitas Produk, dan Lokasi berpengaruh terhadap Keputusan Pembelian sebesar 46,1% dan selebihnya dipengaruhi oleh variabel-variabel lain di luar penelitian ini.

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

## ABSTRACT

Natasha Rame Simanullang, 7193210021. "The Influence of Price, Product Quality, and Location on Ulos Purchasing Decisions in Ulos Hutaraja Village, Samosir Regency".

This study aims to determine the effect of price, product quality, and location on the decision to purchase Ulos in Ulos Hutaraja Village, Samosir Regency. This research is a quantitative study by taking a random sample of 90 people. data collection techniques in this study using questionnaires which were processed statistically using multiple regression analysis methods and hypothesis testing with t test (partial), F test (simultaneous) and the coefficient of determination R<sup>2</sup> which has been tested with validity tests, reliability tests and assumption tests classic before.

This study shows that price partially has a significant positive effect on Ulos Purchase Decisions in Ulos Hutaraja Village, Samosir Regency. Product quality partially has a significant positive effect on Ulos Purchase Decisions in Ulos Hutaraja Village, Samosir Regency. Location partially has a positive significant effect on Ulos Purchase Decisions in Ulos Hutaraja Village, Samosir Regency. Meanwhile, price, product quality, and location simultaneously influence purchasing decisions. This is shown by the results of the coefficient test  $F_{count} > F_{table} = 24,514 > 2,71$  and a significant value of  $0.000 < 0.05$  which means that Price, Product Quality, and Location affect Ulos Purchase Decisions in Ulos Hutaraja Village, Samosir Regency and the coefficient value the determinant of R<sup>2</sup> is 0.461 which explains that Price, Product Quality, and Location have an effect on Purchasing Decisions of 46,1% and the rest is influenced by other variables outside this study.

**Keywords: Price, Product Quality, Location, Purchase Decision**