

ABSTRAK

Rianto Alex Sander Lumban Gaol, NIM: 7202660002. Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Usaha Ro Nauli Olshop Di Kecamatan Sunggal. Skripsi, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Pada Usaha Ro Nauli Olshop Di Kecamatan Sunggal, baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah seluruh konsumen Ro Nauli Olshop tahun 2023 yaitu 209 orang dengan jumlah sampel sebanyak 68 orang. Yang menjadi responden merupakan orang yang sudah pernah membeli sofa di Ro Nauli Olshop. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dan pengujian hipotesis uji t, uji F dan koefisien determinasi dimana data sebelumnya telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik. Pengolahan data menggunakan program SPSS 25 for windows.

Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa: 1) Kualitas Produk (X_1) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) 2) Harga (X_2) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y). Hasil analisis uji F menunjukkan bahwa Kualitas Produk (X_1) dan Harga (X_2) secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) pada usaha Ro Nauli Olshop di Kecamatan Sunggal.

Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian

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ABSTRACT

Rianto Alex Sander Lumban Gaol, NIM: 7202660002. The Influence of Product Quality and Price on Purchasing Decisions in the Ro Nauli Olshop Business in Sunggal District. Thesis, Department of Management, Faculty of Economics, Medan State University 2024.

This research aims to determine and explain the influence of product quality and price on purchasing decisions at the Ro Nauli Olshop business in Sunggal District, both partially and simultaneously. The population in this research is all Ro Nauli Olshop consumers in 2023, namely 209 people with a sample size of 68 people. The respondents were people who had bought a sofa at Ro Nauli Olshop. The data analysis technique used is multiple linear regression analysis and hypothesis testing, t test, F test and coefficient of determination, where the data has previously been tested using validity tests, reliability tests and classical assumptions. Data processing uses the SPSS 25 for Windows program.

Based on the research results, hypothesis testing shows that: 1) Product Quality (X_1) has a positive and significant effect on Purchasing Decisions (Y) 2) Price (X_2) has a positive and significant effect on Purchasing Decisions (Y). The results of the F test analysis show that Product Quality (X_1) and Price (X_2) simultaneously have a positive and significant effect on Purchasing Decisions (Y) at the Ro Nauli Olshop business in Sunggal District.

Keywords: Product Quality, Price, Purchasing Decisions

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