

ABSTRAK

Bayu Priangga, NIM 7192210004. “Pengaruh Saluran Distribusi dan Kualitas Produk Terhadap Harga Jual Buah Naga Di Desa Sayur Matinggi” Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh saluran distribusi pemasaran terhadap harga jual buah naga di Desa Sayur Matinggi. Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel menggunakan teknik *purposive sampling*. Sampel dalam penelitian ini sebanyak 57 orang responden. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi linier berganda dan pengujian hipotesis uji t, uji F, dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengolahan data menggunakan SPSS versi 26.0.

Berdasarkan hasil penelitian secara parsial menunjukan bahwa adanya pengaruh positif dan signifikan variabel saluran distribus terhadap harga jual buah naga di Desa Sayur Matinggi. Adanya pengaruh positif dan signifikan variabel kualitas produk terhadap terhadap harga jual buah naga di Desa Sayur Matinggi. Berdasarkan hasil penelitian secara simultan menunjukan bahwa variabel saluran distribusi dan variabel kualitas produk berpengaruh terhadap terhadap harga jual buah naga di Desa Sayur Matinggi. Hal ini terlihat dari $F_{hitung} > F_{tabel}$.

Kata Kunci : *saluran distribusi, kualitas produk, harga jual*

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ABSTRACT

Bayu Priangga, NIM 7192210004. "The Influence of Distribution Channels and Product Quality on the Selling Price of Dragon Fruit in Sayur Matinggi Village" Thesis Department of Management, Faculty of Economics, Medan State University 2024.

This research aims to determine the influence of marketing distribution channels on the selling price of dragon fruit in Sayur Matinggi Village. This research uses a quantitative descriptive method with a sampling technique using a proportional sampling technique. The sample in this study was 57 respondents. The data collection technique in this research was carried out by distributing questionnaires which were measured using a Likert scale and processed statistically using multiple linear regression analysis and hypothesis testing, t test, F test, and coefficient of determination. The data had previously been tested using validity tests, reliability tests, and test classical assumptions. Data processing uses SPSS version 26.0.

Based on partial research results, it shows that there is a positive and significant influence of distribution channel variables on the selling price of dragon fruit in Sayur Matinggi Village. There is a positive and significant influence of product quality variables on the selling price of dragon fruit in Sayur Matinggi Village. Based on the results of research, it simultaneously shows that distribution channel variables and product quality variables influence the selling price of dragon fruit in Sayur Matinggi Village. This can be seen from $E_{count} > F_{table}$.

Keywords: distribution channels, product quality, selling price

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