

ABSTRAK

Frimanta Tarigan, NIM: 7193510023. “Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Cabai Merah di UD. Tarigan Desa Pertumbuken”

Penelitian ini bertujuan untuk mengetahui pengaruh dari harga dan kualitas produk secara parsial dan simultan terhadap keputusan pembelian cabai merah di UD. Tarigan desa Pertumbuken. Teknik pengambilan sampel dalam penelitian ini adalah simple random sampling dengan jumlah sampel sebanyak 60 responden. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dengan skala likert. Analisis data dalam penelitian ini menggunakan analisis regresi linear, uji T, uji F dan koefisien determinasi (R^2) yang dilakukan dengan bantuan IBM SPSS 22. Hasil penelitian menunjukkan bahwa harga secara parsial berpengaruh terhadap keputusan pembelian cabai merah di UD. Tarigan desa Pertumbuken dengan nilai $t_{hitung} > t_{tabel}$ ($3,108 > 1,672$) dan signifikansi $< 0,05$ ($0,003 < 0,05$). Kualitas produk secara parsial berpengaruh terhadap keputusan pembelian cabai merah di UD. Tarigan desa Pertumbuken dengan nilai $t_{hitung} > t_{tabel}$ ($4,219 > 1,672$) dengan signifikansi $< 0,05$ ($0,000 < 0,05$). Harga dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian cabai merah di UD. Tarigan desa Pertumbuken dengan nilai $F_{hitung} > F_{tabel}$ ($13,612 > 3,159$) dengan nilai signifikansi $< 0,05$ ($0,000 < 0,05$). Uji koefisien determinasi menunjukkan nilai R Square sebesar 0,323 yang bermakna bahwa variabel harga (X_1) dan variabel kualitas produk (X_2) memberikan pengaruh terhadap variabel terikat keputusan pembelian (Y) sebesar 32,3% sedangkan sisanya 67,7% dipengaruhi oleh variabel-variabel lain diluar variabel dalam penelitian ini.

Kata Kunci : Harga, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Frimanta Tarigan, NIM: 7193510023. “Effect of Price and Product Quality on the Decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village.

This research was aimed at discovering the effect of price and product quality partially and simultaneously on the decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village. The sampling technique of this research was simple random sampling with the number of samples were 60 respondent. This research used questionnaire as the technique of data collection. The validity and the reliability of the instrument had been tested. The questionnaire used Likert scale in scoring the responses. This research used linear regression as the technique of data analysis and hypothesis was tested by using ttest, f-test dan coefficient determination (R^2) which done by using IBM SPSS 22. The results showed that the price partially had positive and significant effect on the decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village which was proven by the score of $t_{count} > t_{table}$ ($3,108 > 1,672$) and signification $< 0,05$ ($0,003 < 0,05$). The product quality partially had positive and significant effect on the decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village which was proven by the score $nilai\ t_{count} > t_{table}$ ($4,219 > 1,672$) and signification $< 0,05$ ($0,000 < 0,05$). The price and product quality simultaneously had positive and significant effect on purchasing decision on the decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village which was proven by the score of $nilai\ F_{count} > F_{table}$ ($13,612 > 3,159$) and signification $< 0,05$ ($0,000 < 0,05$). The test of coefficient determination showed that the R Square was 0,323 which meant that price and product quality were able to explain their effects on the decision to Purchase Red Chilies at UD. Tarigan Pertumbuken Village as much as 32.3%. Meanwhile the rest of 67.7% was affected by the undefined factors.

Keywords: Price, Product Quality, Purchasing Decision