

ABSTRAK

Tien Yohanna Siagian, NIM : 7203560022. “Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Thrifting Jalan Pajak Sore No.65 Padang Bulan Kota Medan”. Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini dilakukan untuk mengetahui apakah ada Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Thrifting Jalan Pajak Sore No.65 Padang Bulan Kota Medan. Penelitian ini menggunakan metode kuantitatif, populasi dalam penelitian ini berjumlah 18.540 orang. Pengolahan data menggunakan program SPSS 22. Hasil penelitian menunjukkan bahwa: (1) Kualitas Produk secara parsial memberikan pengaruh positif dan signifikan sebesar 20,6% terhadap Keputusan Pembelian, (2) Promosi secara parsial memberikan pengaruh positif dan signifikan sebesar 11,3% terhadap Keputusan Pembelian, (3) Kualitas Produk dan Promosi secara bersama-sama memberikan pengaruh positif dan signifikan terhadap Keputusan Pembelian. Koefisien Determinasi yang disesuaikan (Adjusted R²) sebesar 0,488 yang berarti variabel Kualitas Produk dan Promosi mampu memberikan kontribusi terhadap pengaruh Keputusan Pembelian sebesar 48,8% sementara sisanya sebesar 51,2% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan Keputusan Pembelian.

Kata Kunci: Kualitas Produk, Promosi, Keputusan Pembelian

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ABSTRACT

Tien Yohanna Siagian, NIM: 7203560022. “The Effect of Product Quality and Promotion on Purchasing Decisions for Thrifting Products on Jalan Pajak Sore No.65 Padang Bulan Medan City”. Department of Management, Faculty of Economics, State University of Medan 2024.

This study was conducted to determine whether there is an effect of product quality and promotion on purchasing decisions for thrifting products on Jalan Pajak Sore No.65 Padang Bulan Medan City. This study uses quantitative methods, the population in this study amounted to 18,540 people. Data processing using the SPSS 22 program. The results showed that: (1) Product Quality partially has a positive and significant effect of 20.6% on Purchasing Decisions, (2) Promotion partially has a positive and significant effect of 11.3% on Purchasing Decisions, (3) Product Quality and Promotion together have a positive and significant effect on Purchasing Decisions. The adjusted coefficient of determination (Adjusted R²) is 0.488, which means that the product quality and promotion variables are able to contribute to the influence of purchasing decisions by 48.8%, while the remaining 51.2% is determined by other variables outside this research model. This shows that there are still other variables that can explain Purchasing Decisions.

Keywords: Product Quality, Promotion, Purchasing Decisions

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