

ABSTRAK

Hafiza Haqqi NIM 7141210010. Pengaruh Harga, Lokasi Penjualan dan Kualitas Produk Terhadap Keputusan Pembelian Jambu Sari di Deli Tua Kabupaten Deli Serdang. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan 2019.

Penelitian ini bertujuan untuk mengetahui pengaruh variabel harga, lokasi penjualan dan kualitas produk terhadap keputusan pembelian Jambu Sari di Deli Tua Kabupaten Deli Serdang. Jumlah populasi dalam penelitian ini adalah konsumen yang melakukan pembelian Jambu Sari di Deli Tua dan menggunakan accidental sampling dalam teknik pengambilan sampel yaitu 60 orang konsumen. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan angket (kuesioner) yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji reabilitas dan uji asumsi klasik. Pengolahan data menggunakan SPSS 18.0 for windows.

Berdasarkan hasil pengolahan data yang menggunakan uji statistik diperoleh model regresi penelitian yaitu $Y = 3,726 + 0,320X_1 + 0,226X_2 + 0,395X_3 + e$. Uji parsial diperoleh bahwa harga berpengaruh secara positif dan signifikan terhadap keputusan pembelian, selain itu lokasi penjualan berpengaruh terhadap keputusan pembelian dan kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian Jambu Sari di Deli Tua Kabupaten Deli Serdang dengan nilai signifikan lebih kecil dari 0,05. Hasil uji simultan diperoleh $F_{hitung} = 49,154 > F_{tabel} = 3,16$ yang berarti variabel harga, lokasi penjualan dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan Jambu Sari di Deli Tua Kabupaten Deli Serdang. Nilai $R^2 = 0,725$ menunjukkan bahwa sebesar 72,5% kemampuan variabel harga, lokasi penjualan dan kualitas produk menjelaskan pengaruhnya terhadap keputusan pembelian dan 27,5% dijelaskan oleh variabel-variabel lain yang tidak diteliti dalam penelitian ini.

Kesimpulan dalam penelitian ini adalah harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, selain itu lokasi penjualan berpengaruh terhadap keputusan pembelian serta kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian jambu sari di Deli Tua Kabupaten Deli Serdang.

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ABSTRACT

HafizaHaqqi NIM 7141210010. The effect of price, sales location and product quality on the purchasing decision ofGuava in Deli Tua Deli SerdangRegency.Thesis.Manajemen Department, Facculty of Economics, Medan State University ,2019.

This research aims to determine the effect of price, sales location and product quality variables on the purchasing decision of Guava in Deli Tua, Deli SerdangRegency. The population in this research was consumers who buyguava in Deli Tua and used accidental sampling in a sampling technique of 60 consumers. Data collection techniques in this research were done by distributing questionnaires that they were measured by a Likert scale and processed statistically by using multiple regression analysis and hypothesis testing t test, f test and coefficient of determination which previously the data had been tested by using validity test, reliability test and classic assumption test. Processing data used SPSS 18.0 for Windows.

Based on the results of data processing using statistical tests were obtained the research regression model, namely $Y = 3.726 + 0.320X_1 + 0.226X_2 + 0.395X_3 + e$. Partial test found that the price has positive and significant effect on purchasing decisions, besides that the location of sales has an influence on purchasing decisions and product quality has a positive and significant effect on the purchasing decisions of Guava in Deli Tua, Deli SerdangRegencywith a significant value lower than 0.05 . Simultaneous test results obtained $F_{count} = 49.154 > F_{table} = 3.16$, which means the variable of price, sales location and product quality simultaneously have a positive and significant effect on purchasing decision of Guava in Deli Tua, Deli SerdangRegency. The value of R square = 0.725 indicates that 72.5% of the ability of the price variable, sales location and product quality explains the effect on purchasing decisions and 27.5% is explained by other variables which were not examined in this research.

The conclusion in this research is price has a positive and significant effect on Purchasing Decisions, besides that the location of sales influences purchasing decisions and product quality has a positive and significant effect on purchasing decisions of guava in Deli Tua, Deli Serdang Regency.

Keywords: Price, Location, Quality Of Products, Purchase Decisions

