

**PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP  
KEPUTUSAN PEMBELIAN KERAJINAN ANYAMAN BAMBU  
DI DESA SIDETAPA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji: (1) pengaruh promosi dan kualitas produk terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa, (2) pengaruh promosi terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa, dan (3) pengaruh kualitas produk terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek penelitian adalah konsumen yang membeli kerajinan anyaman bambu di Desa Sidetapa dan objek penelitian penelitian adalah promosi, kualitas produk, dan keputusan pembelian. Sampel dalam penelitian ini berjumlah 100 responden. Metode pengumpulan data yaitu dengan menggunakan kuesioner yang dibagikan kepada responden. Hasil penelitian menunjukkan bahwa: (1) ada pengaruh promosi dan kualitas produk terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa sebesar 68,5%, sedangkan pengaruh dari variabel lain sebesar 31,5%, (2) ada pengaruh promosi terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa dengan keeratan hubungan sebesar 0,564 dan besar sumbangan pengaruh adalah 31,8%, dan (3) ada pengaruh kualitas produk terhadap keputusan pembelian kerajinan anyaman bambu di Desa Sidetapa dengan keeratan hubungan sebesar 0,490 dan besar sumbangan pengaruh adalah 24,0%.

**Kata kunci:** keputusan pembelian, kualitas produk, promosi.

**THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON PURCHASE DECISIONS OF BAMBOO WOVEN CRAFTS IN SIDETAPA VILLAGE**

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**ABSTRACT**

*This study aims to examine: (1) the effect of promotion and product quality on purchasing decisions of woven bamboo handicrafts in Sidetapa Village, (2) the effect of promotion on purchasing decisions of woven bamboo handicrafts in Sidetapa Village, and (3) the effect of product quality on purchasing decisions of handicrafts woven bamboo in Sidetapa Village. The research design used in this study is causal quantitative. The research subjects were consumers who bought woven bamboo handicrafts in Sidetapa Village and the research objects were promotions, product quality, and purchasing decisions. The sample in this study amounted to 100 respondents. The data collection method is by using a questionnaire distributed to respondents. The results showed that: (1) there was an effect of promotion and product quality on the purchasing decision of woven bambu crafts in Sidetapa Village by 68.5%, while the influence of other variables was 31.5%, (2) there was an effect of promotion on the decision to buy crafts woven bamboo in Sidetapa Village with a closeness relationship of 0.564 and a large contribution of influence is 31.8%, and (3) there is an influence of product quality on purchasing decisions of woven bamboo crafts in Sidetapa Village with a closeness of relationship of 0.490 and a large contribution of influence is 24.0 %.*

*Keywords: purchase decision, product quality, promotion.*

