

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN AIR MINERAL YEH BULELENG DI SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga terhadap keputusan pembelian, (2) pengaruh kualitas produk terhadap keputusan pembelian, dan (3) pengaruh harga dan kualitas produk terhadap keputusan pembelian. Populasi dalam penelitian ini, yakni masyarakat di Singaraja yang jumlahnya tidak diketahui dan menggunakan rumus Ferdinand untuk mengetahui jumlah sampel berdasarkan indikator dengan menggunakan teknik *Purposive sampling* dengan jumlah sampel yang digunakan sebanyak 140 orang. Metode pengumpulan data menggunakan kuesioner dan analisis data menggunakan analisis regresi linear berganda. Uji hipotesis menggunakan uji t dan uji F yang diolah dengan perangkat *software Statistical Package for The Social Science* (SPSS) versi 25. Hasil penelitian menunjukkan bahwa (1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian air mineral yeh buleleng, (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian air mineral yeh buleleng, dan (3) harga dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian air mineral yeh buleleng.

Kata Kunci : Harga, Kualitas Produk, Keputusan Pembelian

***THE EFFECT OF PRICE AND PRODUCT QUALITY ON THE PURCHASE
DECISION OF YEH BULELENG MINERAL WATER IN SINGARAJA***

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ABSTRACT

This study aims to find out: (1) the effect of price on purchase decisions, (2) the effect of product quality on purchase decisions, and (3) the effect of price and product quality on purchase decisions. The population in this study, namely the people in Singaraja whose number is unknown and uses the Ferdinand formula to determine the number of samples based on indicators using the Purposive sampling technique with the number of samples used as many as 140 people. The data collection method used questionnaires and data analysis using multiple linear regression analysis. The hypothesis test used the t-test and the F-test which were processed with the Statistical Package for The Social Science (SPSS) software device version 25. The results of the study show that (1) price has a positive and significant effect on the purchase decision of yeh buleleng mineral water; (2) the quality of the product has a positive and significant effect on the purchase decision of yeh buleleng mineral water; and (3) the price and quality of the product have a positive and significant effect on the purchase decision of yeh buleleng mineral water.

Keywords: *Price; Product Quality; Purchase Decision*