

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN PRODUK *ONLINE SHOP* DI
KALANGAN MAHASISWA PENDIDIKAN EKONOMI**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan harga terhadap keputusan pembelian produk *online shop* di kalangan mahasiswa Pendidikan Ekonomi secara parsial dan simultan. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Populasi penelitian ini adalah seluruh mahasiswa Pendidikan Ekonomi Universitas Pendidikan Ganesha. Sampel penelitian ini adaah mahasiswa Pendidikan Ekonomi Universitas Pendidikan Ganesha yang melakukan pembelian produk *online shop* sebanyak 182 orang. Data yang dikumpulkan dengan kuesioner dan dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh terhadap keputusan pembelian produk *online shop* di kalangan mahasiswa Pendidikan Ekonomi, (2) harga berpengaruh terhadap keputusan pembelian produk *online shop* di kalangan mahasiswa Pendidikan Ekonomi, dan (3) kualitas produk dan harga secara simultan berpengaruh terhadap keputusan pembelian produk *online shop* di kalangan mahasiswa Pendidikan Ekonomi.

Kata-kata kunci: harga, keputusan pembelian, kualitas produk.

***THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON ONLINE
SHOPPING PURCHASE DECISIONS AMONG ECONOMICS EDUCATION
STUDENTS***

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ABSTRACT

This study aims to examine the influence of product quality and price on online shopping purchase decisions among Economics Education students, both partially and simultaneously. The research design used is quantitative. The population in this study consists of all Economics Education students at Ganesha University of Education. The sample comprises 182 Economics Education students who have made purchases through online shops. Data was collected using a questionnaire and analyzed using multiple linear regression analysis. The results show that: (1) product quality has a significant influence on online shopping purchase decisions among Economics Education students, (2) price has a significant influence on online shopping purchase decisions among Economics Education students, and (3) product quality and price simultaneously have a significant influence on online shopping purchase decisions among Economics Education students.

Keywords: price, purchase decision, product quality

