

PENGARUH HARGA DAN KUALITAS PRODUK ATAS KEPUTUSAN PEMBELIAN ES JERUK MUMBO DI KOTA SINGARAJA

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ABSTRAK

Studi ini bermaksud untuk menganalisis (1) pengaruh harga (X1), (2) kualitas produk (X2) dan (3) keputusan pembelian Es Jeruk Mumbo di Kota Singaraja (Y). Studi ini memakai pendekatan kuantitatif. Populasi saat studi ini adalah semua pelanggan yang bisa beli dan mengkonsumsi produk Es Jeruk Mumbo. Teknik pengambilan sampel yang dipakai adalah *non-probability sampling* melalui metode *purposive sampling* dan dibagikan total sampel sebanyak 100 responden. Data dikumpulkan melalui kuesioner memakai skala Likert dan dianalisis memakai analisis regresi linear berganda. Hasil penelitian menampilkan bahwa (1) harga secara parsial berpengaruh nyata atas Keputusan pembelian, (2) kualitas Produk secara parsial berpengaruh nyata atas Keputusan pembelian, (3) serta secara simultan variabel harga dan kualitas produk berpengaruh nyata atas keputusan pembelian.

Kata kunci: Harga, Keputusan Pembelian, Kualitas Produk



***THE EFFECT OF PRICE AND PRODUCT QUALITY ON PURCHASE
DECISIONS OF ES JERUK MUMBO IN SINGARAJA CITY***

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ABSTRACT

This study aims to analyze (1) the effect of price (X1), (2) product quality (X2), and (3) purchasing decisions of Es Jeruk Mumbo in Singaraja City (Y). This research employed a quantitative approach. The population consisted of all consumers who had purchased and consumed Es Jeruk Mumbo products. The sampling technique used was non-probability sampling through a purposive sampling method, resulting in a sample of 100 respondents. Data were collected through a questionnaire using a Likert scale and analyzed using multiple linear regression analysis. The results showed that (1) price partially has a significant effect on purchasing decisions, (2) product quality partially has a significant effect on purchasing decisions, and (3) simultaneously, price and product quality have a significant effect on purchasing decisions.

Keywords: *Price, Product Quality, Purchase Decision*

