

# **PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU FUTSAL NIKE DI TOKO VENUS SINGARAJA**

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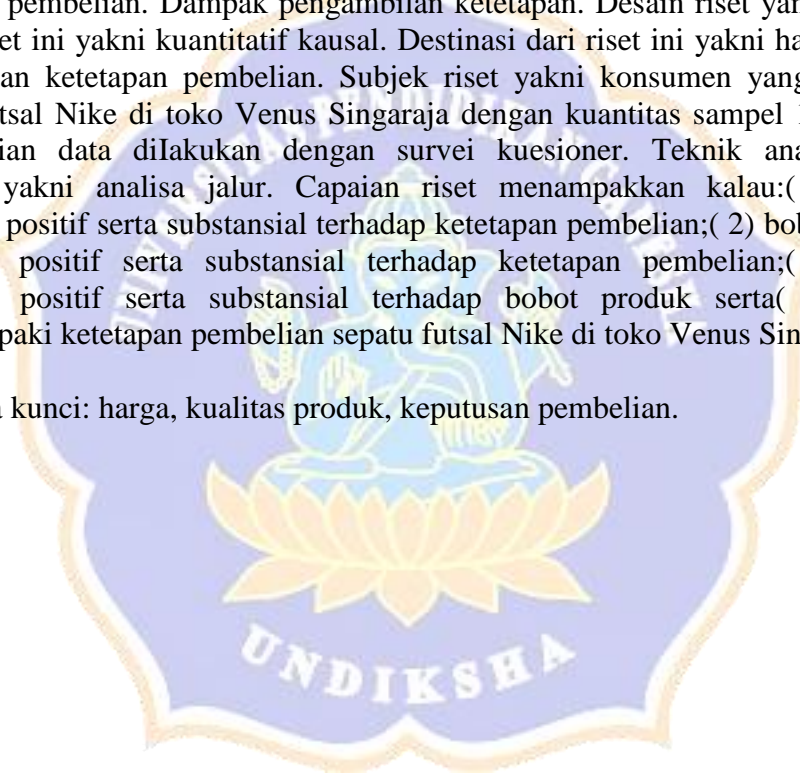
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## **ABSTRAK**

Riset ini bertujuan untuk menguji dampak elemen-elemen berikut: (1) harga sepatu bola Nike di toko Venus Singaraja terhadap ketetapan pembelian, (2) bobot produk terhadap ketetapan pembelian, (3) harga terhadap produk bobot dan (4) harga pembelian. Dampak pengambilan ketetapan. Desain riset yang dipakai dalam riset ini yakni kuantitatif kausal. Destinasi dari riset ini yakni harga, bobot produk dan ketetapan pembelian. Subjek riset yakni konsumen yang membeli sepatu futsal Nike di toko Venus Singaraja dengan kuantitas sampel 100 orang. Perangkaian data dilakukan dengan survei kuesioner. Teknik analisa yang dipakai yakni analisa jalur. Capaian riset menampakkan kalau: (1) harga berakibat positif serta substansial terhadap ketetapan pembelian; (2) bobot produk berakibat positif serta substansial terhadap ketetapan pembelian; (3) harga berakibat positif serta substansial terhadap bobot produk serta (4) Harga memdampaki ketetapan pembelian sepatu futsal Nike di toko Venus Singaraja.

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



**THE INFLUENCE OF PRODUCT PRICE AND QUALITY ON  
PURCHASE DECISIONS ON NIKE FUTSAL SHOES  
AT THE VENUS SINGARAJA STORE**

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**ABSTRACT**

This study aims to examine the effect of: (1) price on purchasing decision, (2) product quality on purchasing decision, (3) price on product quality and (4) price on purchasing decision for Nike futsal shoes at Toko Venus Singaraja. The research design used in this research is causal quantitative. The objects of this research were price, product quality and purchase decisions. The research subjects were consumers who purchased Nike futsal shoes at Toko Venus Singaraja with a sample of 100 people. Data collected by questionnaire method. The analysis technique is used by path analysis. The results showed that: (1) price has a positive and significant effect on purchasing decision, (2) product quality has a positive and significant effect on purchasing decision, (3) price has a positive and significant effect on product quality and (4) price has a positive and significant effect on purchasing decision Nike futsal shoes at Toko Venus Singaraja.

Keywords: price, product quality, purchase decision

