

# **PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN TEH BOTOL SOSRO PADA KONSUMEN DI KECAMATAN SUKASADA**

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## **ABSTRAK**

Penelitian ini memiliki tujuan guna menguji pengaruh (1) kualitas produk terhadap keputusan pembelian, (2) harga terhadap keputusan pembelian, (3) kualitas produk terhadap harga, (4) harga memediasi pengaruh kualitas produk terhadap keputusan pembelian Teh Botol Sosro pada konsumen di Kecamatan Sukasada. Desain penelitian yang dipergunakan didalam penelitian ini ialah kuantitatif kausal. Subjek penelitian ini ialah konsumen Teh Botol Sosro di Kecamatan Sukasada. Objek penelitian ini ialah kualitas produk, harga dan keputusan pembelian. Sampel yang dipergunakan didalam penelitian ini yaitu 100 orang. Pengumpulan data mempergunakan kuesioner yang dianalisis melalui analisis jalur. Hasil yang didapat didalam penelitian ini yakni: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) kualitas produk berpengaruh positif dan signifikan terhadap harga, (4) harga memediasi parsial pengaruh kualitas produk terhadap keputusan pembelian Teh Botol Sosro pada konsumen di Kecamatan Sukasada.

Kata kunci : harga, keputusan pembelian, kualitas produk.

## **ABSTRACT**

*This study aims to examine the effect of (1) product quality on purchasing decisions, (2) price on purchasing decisions, (3) product quality on price, (4) price mediates the effect of product quality on purchasing decisions of Teh Botol Sosro on consumers in Sukasada District. . The research design used in this study is causal quantitative. The subject of this research is the consumers of Botol Sosro in Sukasada District. The object of this research is product quality, price and purchasing decisions. The sample used in this study amounted to 100 people. Data was collected by questionnaire which was analyzed by path analysis. The results obtained in this study are: (1) product quality has a positive and significant effect on purchasing decisions, (2) price has a positive and significant effect on purchasing decisions, (3) product quality has a positive and significant effect on prices, (4) prices mediate partial effect of product quality on purchasing decisions of Teh Botol Sosro on consumers in Sukasada District.*

*Keywords: price, product quality, purchasing decisions.*