

ABSTRAK

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN DI DISTRO JACKARMY

Beberapa konsumen distro Jackarmy Kota Bandung cenderung membeli produk tergantung bagaimana kualitas produknya, jika kualitas produk tersebut baik, maka konsumen merasa puas. Konsumen juga cenderung memilih merek yang mereka suka dan mereka kenal.

Penelitian ini dilakukan bertujuan untuk mengetahui, mendeskripsikan, dan menganalisis kualitas produk, harga, dan keputusan pembelian, serta mengukur pengaruh kualitas produk dan harga terhadap keputusan pembelian di distro Jackarmy.

Metode yang digunakan dalam penelitian ini adalah metode analisis deskriptif dan verifikatif. Populasi dalam penelitian ini adalah konsumen distro Jackarmy. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Metode Analisa yang digunakan dalam penelitian ini adalah analisis linier berganda pada taraf signifikansi sebesar 10%.

Berdasarkan hasil penelitian secara parsial kualitas produk berpengaruh terhadap keputusan pembelian. Secara simultan kualitas produk dan harga terhadap keputusan pembelian di distro Jackarmy.

Kata Kunci: Kualitas Produk, Harga dan Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS AT JACKARMY DISTRO

Some consumers of the Jackarmy distro in Bandung City tend to buy products depending on the quality of the product, if the quality of the product is good, then consumers feel satisfied. Consumers also tend to choose brands that they like and are familiar with.

This study was conducted to determine, describe, and analyze product quality, price, and purchasing decisions, as well as measure the effect of product quality and price on purchasing decisions at Jackarmy distro.

The method used in this research is descriptive and verification analysis method. The population in this study were Jackarmy distro consumers. The number of samples in this study were 100 respondents. The analysis method used in this research is multiple linear analysis at a significance level of 10%.

Based on the research results partially product quality has an effect on purchasing decisions. Simultaneously product quality and price on purchasing decisions at Jackarmy distro.

Keywords: Product Quality, Price and Purchase Decision