

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian (survei pada Rumah Makan Bolana Kabupaten Bogor).

Metode yang digunakan adalah explanatory research, dan pengujian hipotesis. Dengan teknik survey, menyebar kuesioner dengan skala Likert. Teknik penentuan memakai sampling dengan 86 responden.

Teknik analisis data yang digunakan analisis deskriptif dan analisis verifikatif yaitu: Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis Regresi Berganda, Analisis Koefisien Korelasi, Analisis Koefisien Determinasi (R²) dan Pengujian Hipotesis dengan Uji Parsial (uji t) dan Uji Simultan (uji F).

Hasil Pengujian dan analisisnya adalah sebagai berikut:

Hasil penelitian menunjukkan bahwa secara parsial besarnya pengaruh kualitas produk terhadap keputusan pembelian sebesar 30,7% dan Terdapat pengaruh harga terhadap keputusan pembelian sebesar 23% dan terdapat pengaruh positif dan signifikan antara kualitas produk dan harga terhadap keputusan pembelian secara simultan sebesar 53,8% dan sisanya 42% di pengaruhi variabel lain yang tidak di teliti. Sehingga dapat disimpulkan bahwa kualitas produk memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata Kunci: Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian

This study aims to determine the effect of product quality and price on purchasing decisions (a survey at Bolana Restaurant, Bogor Regency).

The method used is explanatory research, and hypothesis testing. With the survey technique, the questionnaire was distributed with a Likert scale. The determination technique used sampling with 86 respondents.

The data analysis techniques used were descriptive analysis and verification analysis, namely: Validity Test, Reliability Test, Classical Assumption Test, Multiple Regression Analysis, Correlation Coefficient Analysis, Coefficient of Determination Analysis (R²) and Hypothesis Testing with Partial Test (t test) and Simultaneous Test (F test).

The results of the test and analysis are as follows: The results showed that partially the influence of product quality on purchasing decisions was 30.7% and there was an effect of price on purchasing decisions by 23% and there was a positive and significant influence between product quality and price on purchasing decisions simultaneously by 53.8% and the remaining 42% is influenced by other variables that are not examined. So it can be concluded that product quality has the greatest influence on purchasing decisions.

Keywords: Effect of Product Quality and Price on Purchase Decision