

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk, Persepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian baik secara parsial maupun simultan pada Toko Galink Clothing. Metode yang digunakan adalah metode penelitian deskriptif dan verifikatif dengan jumlah sampel dalam penelitian ini adalah 93 responden. Teknik pengumpulan data yang digunakan adalah obesrvasi, wawancara, dan penyebaran kuesioner. Metode analisis yang digunakan adalah regresi linier berganda, korelasi berganda, koefisien determinasi dan uji hipotesis.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif, dan signifikan antara Kualitas Produk, Persepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian. Besarnya Pengaruh Kualitas Produk, Persepsi Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian secara simultan sebesar 88,4% dan sisanya 11,6% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh Kualitas Produk terhadap Keputusan Pembelian Sebesar 31,6%, pengaruh Persepsi Harga terhadap Keputusan Pembelian 2,6% dan pengaruh Kualitas Pelayanan terhadap Keputusan Pembelian sebesar 54,2% sehingga dapat disimpulkan bahwa Kualitas Produk dan Kualitas Pelayanan berpengaruh terhadap Keputusan Pembelian secara parsial dan Persepsi Harga tidak berpengaruh terhadap Keputusan Pembelian secara parsial.

**Kata Kunci: Kualitas Produk, Persepsi Harga, Kualitas Pelayanan, dan Keputusan Pembelian**

## **ABSTRACT**

*This study aims to determine the effect of Product Quality, Perceived Price and Service Quality on Purchasing Decisions either partially or simultaneously at Galink Clothing Stores. The method used is descriptive and verification research methods with the number of samples in this study were 93 respondents. Data collection techniques used were observation, interviews, and distributing questionnaires. The analytical method used is multiple linear regression, multiple correlation, coefficient of determination and hypothesis testing. The results of the study indicate that there is a positive and significant influence between Product Quality, Perceived Price and Service Quality on Purchasing Decisions.*

*The magnitude of the influence of product quality, perceived price and service quality on purchasing decisions is simultaneously 88.4% and the remaining 11.6% is influenced by other variables not examined. Partially, the influence of product quality on purchasing decisions is 31.6%, the effect of perceived price on purchasing decisions is 2.6% and the effect of service quality on purchasing decisions is 54.2% so it can be concluded that product quality and service quality have an effect on purchasing decisions. partially and Price Perception has no effect on Purchasing Decisions partially.*

**Keywords: Product Quality, Perceived Price, Service Quality, and Purchase Decision**