

RINGKASAN

ZUBAIDAH. Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Produk Minyak Gamat (Studi Kasus: Usaha Minyak Gamat Asli Mak Ngah Pulau Penyengat). Dibimbing oleh TETTY dan LINDA WATY ZEN

Kepulauan Riau, khususnya Pulau Penyengat, teripang diolah menjadi minyak gamat yang menjadi produk lokal unggulan yaitu Minyak Gamat Asli Mak Ngah. Namun, meskipun produksi relatif stabil, peningkatan minat beli konsumen belum signifikan. Penelitian bertujuan untuk menganalisis pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian minyak gamat oleh konsumen. Metode penelitian yang digunakan adalah kuantitatif. Penelitian dilaksanakan pada Januari–Februari 2026 di usaha Minyak Gamat Asli Mak Ngah Pulau Penyengat, Kota Tanjungpinang, Kepulauan Riau. Data yang digunakan meliputi data primer dari kuesioner kepada 43 responden yang dipilih dengan teknik *purposive sampling* serta data sekunder dari literatur pendukung. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS, serta uji koefisien determinasi, uji t, dan uji F untuk menguji pengaruh variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa secara simultan kualitas produk, harga, dan promosi berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi F sebesar 0,000. Nilai koefisien determinasi (*R Square*) sebesar 0,762 yang berarti 76,2% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel tersebut. Secara parsial, kualitas produk berpengaruh positif dan signifikan, sedangkan harga dan promosi tidak berpengaruh signifikan terhadap keputusan pembelian. Kualitas produk menjadi faktor paling dominan dalam memengaruhi keputusan pembelian konsumen. Hal ini menunjukkan bahwa konsumen lebih mempertimbangkan kualitas dan manfaat produk dibandingkan faktor harga maupun promosi. Oleh karena itu, peningkatan kualitas produk menjadi strategi utama dalam meningkatkan minat beli konsumen.

Kata kunci: *Holothuroidea*, Harga, Kualitas Produk, Minyak Gamat, Pulau Penyengat

SUMMARY

ZUBAIDAH. The Influence of Product Quality, Price, and Promotion on Purchase Decisions of Sea Cucumber Oil Products (Case Study: Mak Ngah Sea Cucumber Oil Business, Penyengat Island). Supervised by Tetty and Linda Waty Zen.

Riau Islands, particularly on Penyengat Island, sea cucumbers are processed into sea cucumber oil, a leading local product known as Mak Ngah Original Sea Cucumber Oil. However, although production has remained relatively stable, consumer purchase interest has not increased significantly. This study aimed to analyze the effects of product quality, price, and promotion on consumers' purchasing decisions for sea cucumber oil. The research employed a quantitative approach and was conducted from January to February 2026 at the Mak Ngah Original Sea Cucumber Oil business on Penyengat Island, Tanjungpinang City, Riau Islands. The data consisted of primary data collected through questionnaires distributed to 43 respondents selected using purposive sampling, as well as secondary data obtained from relevant literature. Data were analyzed using multiple linear regression with the assistance of SPSS, complemented by the coefficient of determination test, t-test, and F-test to examine the effects of the independent variables on the dependent variable. The results showed that product quality, price, and promotion simultaneously had a significant effect on purchasing decisions. The coefficient of determination indicated that the three variables jointly explained a substantial proportion of the variation in purchasing decisions. Partially, product quality had a positive and significant effect, whereas price and promotion had no significant effect on purchasing decisions. Product quality was identified as the most dominant factor influencing consumers' purchasing decisions. These findings indicate that consumers place greater emphasis on product quality and perceived benefits than on price or promotional activities. Therefore, improving product quality should be the primary strategy for increasing consumer purchase interest..

Keywords: Holothuroidea, Penyengat Island, Price, Product Quality, Sea cucumber oil.