

ABSTRAK

Nursafika, 2023 : Pengaruh Kualitas Produk, Promosi, dan Harga Emas Lelang Terhadap Keputusan Pembelian Pada PT Pegadaian CP Bukit Bestari Tanjungpinang. Dosen Pembimbing Hj. Iranita, SE., M.Si dan Kiki Wulandari, SE., M.M.

Hasil penelitian ini untuk menjelaskan Kualitas Produk, Promosi, Dan Harga Terhadap Keputusan Pembelian. Penelitian ini menggunakan penelitian kuantitatif. Populasi penelitian ini berjumlah 380 nasabah. Data yang digunakan dalam penelitian ini yaitu data primer yang berasal dari kuesioner. Data yang dikumpulkan dan di uji menggunakan aplikasi SPSS (*Statistic Package Social Sciences*) versi 26 dengan dianalisis regresi linear berganda, termasuk uji t, uji F dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk (X1) dan Harga (X3) berpengaruh signifikan terhadap Keputusan Pembelian (Y) sedangkan, Promosi (X2) tidak berpengaruh terhadap Keputusan Pembelian (Y). Hasil uji F diperoleh nilai F_{hitung} 20,542 dengan nilai F_{tabel} 2,725 mengidentifikasi bahwa variabel Kualitas Produk, Promosi dan Harga secara simultan berpengaruh signifikan terhadap keputusan pembelian (Y). Berdasarkan uji koefisien determinasi 42,6% variabel Keputusan Pembelian dipengaruhi oleh variabel Kualitas Produk, Promosi dan Harga. Sisanya 57,4% dipengaruhi atau dijelaskan oleh faktor-faktor lain yang tidak dimasukkan dalam penelitian ini.

Kata Kunci : Kualitas Produk, Promosi Dan Harga Terhadap Keputusan Pembelian.

ABSTRACT

Nursafika, 2023 : The Effect of Product Quality, Promotion, and Auction Gold Price Against the Purchase Decision at PT Pegadaian CP Bukit Bestari Tanjungpinang. Advisory Lecturer Hj. Iranita, SE., M. Si and Kiki Wulandari, SE., M.M.

The results of this study are to explain product quality, promotion, and price against purchasing decisions. This study used quantitative research. The population of this study amounted to 380 customers. The data used in this study were primary data derived from questionnaires. Data were collected and tested using SPSS (Statistical Package Social Sciences) version 26 application with multiple linear regression analysis, including t test, F test and coefficient of determination. The results showed that partially the variables of product quality (X1) and Price (X3) had a significant effect on the Purchase Decision (Y) whereas, Promotion (X2) had no effect on the Purchase Decision (Y). The results of the F test obtained a calculated F_{value} of 20.542 with an F_{tabel} value of 2.725 identifying that the variables Product Quality, Promotion and Price simultaneously have a significant effect on purchasing decisions (Y). Based on the 42.6% determination coefficient test, the Purchase Decision variable is influenced by the variables Product Quality, Promotion and Price. The remaining 57.4% were influenced or explained by other factors not included in the study.

Keywords : *product quality, promotion and price against decision Purchase.*