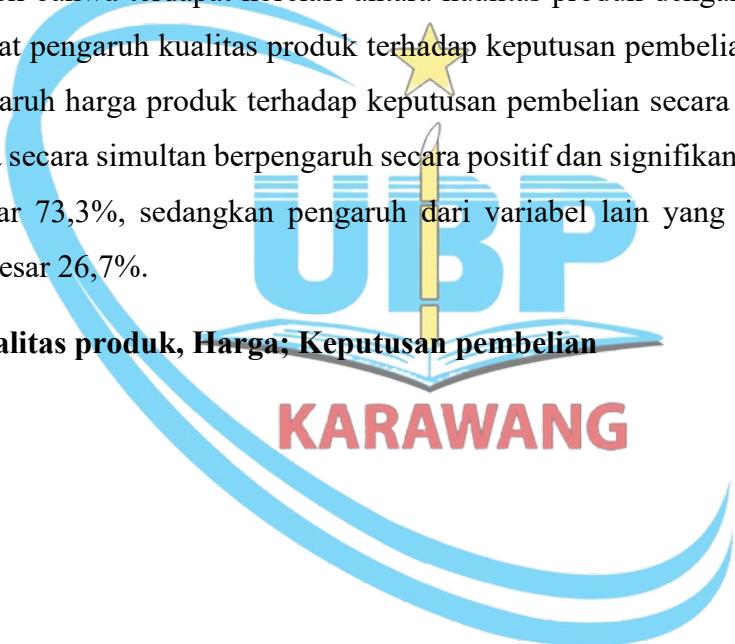


ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan: (1) Korelasi antara kualitas produk dengan harga; (2) Pengaruh kualitas produk terhadap keputusan pembelian; (3) Pengaruh harga produk terhadap keputusan pembelian; (4) Pengaruh kualitas produk dan harga terhadap keputusan pembelian. Penelitian dilakukan dengan menggunakan metode deskriptif dan analisis statistic inferensial dengan pendekatan kuantitatif. Jumlah sampel sebanyak 98 orang responden. Teknik pengambilan sampel menggunakan proportionale random sampling. Metode pengumpulan data menggunakan penyebaran kuisioner kepada responden. Alat analisis yang digunakan yaitu analisis jalur (path analysis). Penelitian ini menunjukkan hasil bahwa terdapat korelasi antara kualitas produk dengan harga yang positif dan kuat. Terdapat pengaruh kualitas produk terhadap keputusan pembelian secara signifikan, dan adanya pengaruh harga produk terhadap keputusan pembelian secara signifikan. Kualitas produk dan harga secara simultan berpengaruh secara positif dan signifikan terhadap keputusan pembelian sebesar 73,3%, sedangkan pengaruh dari variabel lain yang tidak diteliti dalam penelitian ini sebesar 26,7%.

Kata kunci: Kualitas produk, Harga; Keputusan pembelian



KARAWANG

The logo of Universitas Islam Negeri Sultan Syarif Kasim (UBP) Karawang. It features a blue circular emblem with three horizontal stripes at the bottom. In the center, the letters "UBP" are written vertically in blue, with a yellow star positioned above the top letter. Below "UBP", the word "KARAWANG" is written in red capital letters.

ABSTRACT

This study aims to determine, analyze and explain: (1) The correlation between product quality and price; (2) The effect of product quality on purchasing decisions; (3) The effect of product prices on purchasing decisions; (4) The effect of product quality and price on purchasing decisions. The research was conducted using descriptive methods and inferential statistical analysis with a quantitative approach. The number of samples as many as 98 respondents. The sampling technique used proportional random sampling. Data collection method using questionnaires to respondents. The analytical tool used is path analysis (path analysis). This study shows the results that there is a positive and strong correlation between product quality and price. There is a significant influence of product quality on purchasing decisions, and a significant influence of product prices on purchasing decisions. Product quality and price simultaneously have a positive and significant effect on purchasing decisions by 73.3%, while the influence of other variables not examined in this study is 26.7%.

Keywords: *product quality, price; Buying decision*

