

**PENGARUH DIFERENSIASI PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN PADA PROVIDER TELKOMSEL DI
COUNTER GILANG CELL**

**DEDE CANDRA
NIM 19416261201053**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan antara pengaruh diferensiasi produk secara parsial terhadap keputusan pembelian, pengaruh harga secara parsial terhadap keputusan pembelian, pengaruh diferensiasi produk dan harga secara simultan terhadap keputusan pembelian pada provider Telkomsel di *Counter Gilang Cell* . Penelitian ini dilakukan dengan menggunakan metode kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel menggunakan rumus lemeshow yang dimana diperoleh sampel 96 responden. Metode pengumpulan data menggunakan kuesioner yang telah disebar kepada responden melalui google form. Alat analisis yang digunakan yaitu analisis regresi linear berganda. Penelitian ini menunjukkan hasil Diferensiasi produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian , Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, Diferensiasi produk dan harga secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada provider Telkomsel di *Counter Gilang Cell*.

Kata kunci: diferensiasi produk, harga, keputusan pembelian

THE EFFECT OF PRODUCT DIFFERENCE AND PRICE ON PURCHASE DECISIONS AT TELKOMSEL PROVIDER AT GILANG CELL COUNTERS

DEDE CANDRA
NIM 19416261201053

ABSTRACT

This study aims to determine, analyze and explain the effect of product differentiation partially on purchasing decisions, the effect of partial price on purchasing decisions, the effect of product differentiation and price simultaneously on purchasing decisions at Telkomsel providers at Counter Gilang Cell. This research was conducted using quantitative methods. The sampling technique used purposive sampling with the sample using the Lemeshow formula which obtained a sample of 96 respondents. The data collection method uses a questionnaire that has been distributed to respondents via Google from. The analytical tool used is multiple linear regression analysis. This research shows that product differentiation partially has a positive and significant effect on purchasing decisions, price partially has a positive and significant effect on purchasing decisions, product differentiation and price simultaneously has a positive and significant effect on purchasing decisions at Telkomsel providers at Gilang Cell Counter.

Keywords: product differentiation, price, purchase decision