

## **ABSTRAK**

**Siti Julianti, 71180312012, Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018)**

Rumusan masalah dalam skripsi ini adalah bagaimana pengaruh kualitas produk terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, bagaimana pengaruh harga terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, bagaimana pengaruh kualitas produk dan harga terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas produk terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, harga terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, pengaruh kualitas produk dan harga terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018.

Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi Program Manajemen Stambuk 2018 yaitu berjumlah 212 orang mahasiswa dan yang dijadikan sampel adalah keseluruhan sebanyak 68 orang mahasiswa. Data diperoleh melalui data instansi, data perpustakaan dan literatur-literatur. Teknik pengambilan data penulis lakukan melalui wawancara (*interview*) dan studi dokumen. Teknik analisis data penulis lakukan melalui metode analisis deskriptif dan metode analisis regresi linear berganda.

Hasil penelitian ini menjelaskan bahwa ada pengaruh positif variabel kualitas produk terhadap variabel keputusan pembelian. Ada pengaruh positif variabel harga terhadap variabel keputusan pembelian. Ada pengaruh variabel kualitas produk dan harga terhadap keputusan pembelian pada *marketplace* Shopee mahasiswa Fakultas Ekonomi Universitas Islam Sumatera Utara Program Studi Manajemen Stambuk 2018. Kualitas produk dan harga secara simultan memiliki pengaruh terhadap keputusan pembelian.

**Kata Kunci : Kualitas Produk, Harga, Keputusan Pembelian**

## **ABSTRACT**

**Siti Julianti, 71180312012, Effect of Product Quality and Price on Purchase Decisions on the Shopee Marketplace (Case Study on Students of the Faculty of Economics UISU Stambuk Management Study Program 2018)**

*The formulation of the problem in this thesis is how is the effect of product quality on purchasing decisions in the Shopee marketplace for students of the Economics Faculty of UISU Stambuk Management Study Program 2018, how is the effect of price on purchasing decisions on the Shopee marketplace for students of the UISU Economics Faculty of Stambuk Management Study Program 2018, how is the effect of product quality and price on purchasing decisions on the Shopee marketplace of students of the Faculty of Economics UISU Stambuk Management Study Program 2018. The purpose of this study was to determine and analyze the effect of product quality on purchasing decisions on the Shopee marketplace of students of the Faculty of Economics UISU Stambuk Management Study Program 2018, prices on purchasing decisions on the Shopee marketplace of students of the Faculty of Economics UISU Stamp Management Study Program 2018, the influence of product quality and price on purchasing decisions on the Shopee marketplace for students of the Economics Faculty UISU Stambuk Management Study Program 2018. The population in this study were all students of the 2018 Stambuk Management Program Faculty of Economics, which amounted to 212 students and the total sample was 68 students. Data obtained through agency data, library data and literatures. The author's data collection technique was done through interviews (interviews) and document studies. The data analysis technique was carried out by the author through descriptive analysis methods and multiple linear regression analysis methods. The results of this study explain that there is a positive effect of product quality variables on purchasing decision variables. There is a positive effect of the price variable on the purchasing decision variable. There is an influence of product quality and price variables on purchasing decisions on the Shopee marketplace for students of the Faculty of Economics, North Sumatra Islamic University, Stambuk Management Study Program 2018. Product quality and price simultaneously have an influence on purchasing decisions.*

**Keywords:** *Product Quality, Price, Purchase Decision.*