

ABSTRAK

Chornelia Ivani, Npm : 71210314001, Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Di Toko Vani Fashion Di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu (Studi Pada Mahasiswa FEB UISU Program Studi Kewirausahaan Angkatan 2021), Dibimbing oleh : Tri Kartika Yudha, S.E., M.M. Sebagai Dosen Pembimbing I dan Tika Indria, S.E., M.EI sebagai pembimbing II

Analisis penelitian bertujuan untuk mengetahui apakah harga berpengaruh terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu. Apakah kualitas produk berpengaruh terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu. Apakah harga dan kualitas produk berpengaruh terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu. Penelitian ini menggunakan regresi linier berganda. Penelitian sampel yang dilakukan dengan menggunakan metode "*Accedential Sampling*", yaitu metode pengambilan sampel dengan memilih siapa yang kebetulan ada/ dijumpai. Dalam pengambilan sampel, penelitian ini menggunakan rumus Zikmund sehingga sampel sebanyak 97 responden. Pengambilan data primer menggunakan kuesioner. Hasil penelitian menunjukkan bahwa harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu. Kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu. Harga dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen di Toko Vani Fashion di jalan Gohor Lama Kabupaten Langkat Kecamatan Wampu.

Kata Kunci : Harga, Kualitas Produk Dan Keputusan Pembelian Konsumen

ABSTRACT

Chornelia Ivani, Npm: 71210314001, The Influence of Price and Product Quality on Consumer Purchasing Decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District (Study on FEB UISU Students, Entrepreneurship Study Program, Class of 2021), Supervised by: Tri Kartika Yudha, S.E., M.M. as Supervisor I and Tika Indria, S.E., M.EI as Supervisor II

The research analysis aims to determine whether price influences consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District. Does product quality influence consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District. Do product price and quality influence consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District. This study uses multiple linear regression. The sample research was conducted using the "Accedential Sampling" method, which is a sampling method by choosing who happens to be there/met. In sampling, this study used the Zikmund formula so that the sample was 97 respondents. Primary data collection used a questionnaire. The results of the study showed that price partially had a positive and significant effect on consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District. Product quality partially had a positive and significant effect on consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District. Price and product quality simultaneously have a positive and significant effect on consumer purchasing decisions at the Vani Fashion Store on Jalan Gohor Lama, Langkat Regency, Wampu District..

Keywords : Price, Product Quality and Consumer Purchasing Decisions