ABSTRAK

Miftha Fadhilla, NPM: 71220312042, Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Produk Tas JIMS HONEY (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis UISU 2022). Dibimbing oleh Dr. Tengku Ahmad Helmi, S.E.,M.Si sebagai Pembimbing I dan Ilham Sonata S.E.,M.M sebagai Pembimbing II, Skripsi 2026

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas produk (*kinerja (X1), daya tahan (X2), fitur (X3), keandalan (X4), estetika (X5), persepsi kualitas (X6), kemampuan pelayanan (X7), kesesuaian (X8)*) terhadap keputusan pembelian Produk Jims Honey studi pada mahasiswa Fakultas Ekonomi dan Bisnis UISU 2022. Penelitian ini merupakan penelitian deksriptif kuantitatif. Teknik pengumpulan data dilakukan melalui daftar pertanyaan (*questionaire*). Sampel dalam penelitian ini sebanyak 74 orang. Variabel diukur dengan skala likert. Pengujian hipotesis menggunakan analisis regresi linier berganda melalui uji F dan uji t. Hasil uji secara simultan menunjukkan bahwa kualitas produk produk (*kinerja (X1), daya tahan (X2), fitur (X3), keandalan (X4), estetika (X5), persepsi kualitas (X6), kemampuan pelayanan (X7), kesesuaian (X8)*) berpengaruh positif dan signifikan terhadap variabel keputusan pembelian pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara 2022. Secara parsial, kualitas produk Kualitas produk (kinerja (X_1) berpengaruh positif dan tidak signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (daya tahan (X_2) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (fitur (X3) berpengaruh positif dan tidak signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (keandalan (X4) berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (estetika (X5) berpengaruh positif dan tidak signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (persepsi kualitas (X6) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (kemampuan pelayanan (X7) berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jims Honey. Kualitas produk (kesesuaian (X8) berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian produk Jims Honey (Studi pada mahasiswa FEB UISU 2022).

Kata kunci: kualitas produk : kinerja, daya tahan, fitur, keandalan, estetika, persepsi kualitas, kemampuan pelayanan, kesesuian, keputusan pembelian

ABSTRACT

Miftha Fadhilla, NPM: 71220312042, The Influence of Product Quality on Purchasing Decisions of bag JIMS HONEY Products (A Study on Students of the Faculty of Economics and Business, UISU 2022). Supervised By: Tengku Ahmad Helmi As Advisor I, and Ilham Sonata As Advisor II, Skripsi 2026.

The purpose of this study is to determine and analyze the influence of product quality consisting of performance (X1), durability (X2), features (X3), reliability (X4), aesthetics (X5), perceived quality (X6), serviceability (X7), and conformance (X8) on purchasing decisions of Jims Honey products among students of the Faculty of Economics and Business at Universitas Islam Sumatera Utara (UISU) class of 2022. This research is a descriptive quantitative study. Data collection was conducted through questionnaires. The sample in this study consisted of 74 respondents. The variables were measured using a Likert scale. Hypothesis testing was conducted using multiple linear regression analysis through the F-test and t-test.The simultaneous test results show that product quality variables consisting of performance (X1), durability (X2), features (X3), reliability (X4), aesthetics (X5), perceived quality (X6), serviceability (X7), and conformance (X8) have a positive and significant effect on purchasing decisions among students of the Faculty of Economics and Business, Universitas Islam Sumatera Utara, class of 2022. Partially, product quality performance (X1) has a positive but not significant effect on purchasing decisions of Jims Honey products. Product quality durability (X2) has a positive and significant effect on purchasing decisions of Jims Honey products. Product quality features (X3) have a positive but not significant effect on purchasing decisions of Jims Honey products. Product quality reliability (X4) has a negative and not significant effect on purchasing decisions of Jims Honey products. Product quality aesthetics (X5) have a positive but not significant effect on purchasing decisions of Jims Honey products. Product quality perceived quality (X6) has a positive and significant effect on purchasing decisions of Jims Honey products. Product quality serviceability (X7) has a positive and significant effect on purchasing decisions of Jims Honey products. Product quality conformance (X8) has a negative and not significant effect on purchasing decisions of Jims Honey products.

Keywords: product quality, performance, durability, features, reliability, aesthetics, perceived quality, serviceability, conformance, purchasing decision.