

## ABSTRAK

Amrinie Shierly. 2021. Skripsi. “**Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Di PT. Roda Sakti Surya Megah (Dealer Yamaha Surya Inti Putra Soetta Kota Probolinggo)**”. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan bertujuan untuk mengetahui pengaruh variabel kualitas produk dan harga baik secara parsial (t), simultan (F) maupun secara dominan terhadap variabel keputusan pembelian di PT. Roda Sakti Surya Megah (Dealer Yamaha Surya Inti Putra Soetta Kota Probolinggo).

Pada penelitian ini jenis penelitian yang digunakan adalah Deskriptif kuantitatif, Variabel yang digunakan meliputi variabel independen (bebas) dan dependen (terikat). Variabel independen meliputi : (1) kualitas produk, (2) harga. Sedangkan variabel dependen yaitu keputusan pembelian. Populasi dalam penelitian ini adalah para konsumen di PT. Roda Sakti Surya Megah (Dealer Yamaha Surya Inti Putra Soetta Kota Probolinggo) yang berjumlah 33 orang. Sampel yang diambil berjumlah 33 orang responden dengan menggunakan *non probability sampling* dengan teknik pengambilan sample dengan menggunakan metode *sampling insidental*. Sumber data meliputi : (1) data primer, (2) data sekunder. Metode analisis data yang digunakan meliputi : statistik deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, uji (t), uji (F), dan uji dominan

Hasil penelitian ini menunjukkan bahwa (1) dari hasil analisis uji Secara parsial (uji t) untuk variabel kualitas produk diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $2,523 > 2,039$ ) dengan nilai sig.  $0,017 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian. Sedangkan untuk variabel harga diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $4,716 > 2,039$ ) dengan nilai sig.  $0,000 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa harga berpengaruh secara signifikan terhadap keputusan pembelian. (2) Secara simultan (uji F) diperoleh nilai  $F_{hitung} > F_{tabel}$  ( $25,621 > 3,32$ ) dengan nilai signifikansi  $0,000 < 0,05$ , maka  $H_0$  ditolak dan  $H_a$  diterima artinya bahwa kualitas produk dan harga secara bersama-sama berpengaruh terhadap keputusan pembelian. (3) Berdasarkan uji secara parsial (t) yang berpengaruh dominan terhadap keputusan pembelian sepeda motot di PT. Roda Sakti Surya Megah SIP Soetta Kota Probolinggo adalah variabel harga. Hasil ini dapat diketahui dari nilai *Standardized Coefficients* Beta variabel Kualitas Produk ( $X_1$ ) adalah sebesar 0,317 dengan *Standart Error* 0,060 dan variabel Harga ( $X_2$ ) sebesar 0,593 dengan *Standart Error* 0,119.

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

## **ABSTRACT**

*Amrinie Shierly. 2021. Thesis. "The Effect of Product Quality and Price on Motorcycle Purchase Decisions at PT. Roda Sakti Surya Megah (Yamaha Surya Inti Putra Soetta Probolinggo City Dealer)". Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.*

*The research was conducted to determine the effect of variable product quality and price either partially (t), simultaneously (F) or dominantly on purchasing decision variables at PT. Roda Sakti Surya Megah (Yamaha Surya Inti Putra Soetta Dealer, Probolinggo City).*

*In this research, the type of research used is descriptive quantitative, the variables used include independent (free) and dependent (dependent) variables. The independent variables include: (1) product quality, (2) price. While the dependent variable is the purchase decision. The population in this study were consumers at PT. Roda Sakti Surya Megah (Yamaha Surya Inti Putra Soetta Probolinggo City Dealer), totaling 33 people. Samples taken were 33 respondents using non-probability sampling with sampling techniques using incidental sampling method. Data sources include: (1) primary data, (2) secondary data. The data analysis methods used include: descriptive statistics, validity and reliability tests, classical assumption tests, multiple regression analysis, test (t), test (F), and dominant test.*

*The results of this study indicate that (1) from the results of the partial test analysis (t test) for the variable product quality, the value of  $t_{count} > t_{table}$  ( $2.523 > 2.039$ ) is obtained with a sig.  $0.017 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that product quality has a significant effect on purchasing decisions. Meanwhile, for the price variable, the value of  $t_{count} > t_{table}$  ( $4.716 > 2.039$ ) is obtained with a sig.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the price has a significant effect on purchasing decisions. (2) Simultaneously (F test), the value of  $F_{count} > F_{table}$  ( $25.621 > 3.32$ ) is obtained with a significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, which means that product quality and price together have an effect on purchasing decisions. (3) Based on the partial test (t) which has a dominant effect on the decision to buy a motorbike at PT. Roda Sakti Surya Megah SIP Soetta City of Probolinggo is a variable price. These results can be seen from the value of Standardized Coefficients Beta of the Product Quality variable (X1) is 0.317 with a Standard Error of 0.060 and the Price variable (X2) is 0.593 with a Standard Error of 0.119.*

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