

ABSTRAK

Choiriyah Riris. 2021. **Skripsi. Pengaruh Saluran Distribusi, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Di PT. Hajar Aswad Kabupaten Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di PT. Hajar Aswad Kabupaten Probolinggo dengan tujuan untuk mengetahui pengaruh Saluran Distribusi, Kualitas Produk dan Harga terhadap Keputusan Pembelian di PT. Hajar Aswad Kabupaten Probolinggo.

Jenis penelitian yang dilakukan adalah kuantitatif dengan pendekatan hubungan kausal, dengan variabel X_1 Saluran Distribusi, variabel X_2 Kualitas Produk, variabel X_3 Harga dan Variabel Y Keputusan Pembelian. Teknik sampling yang digunakan adalah *non-probability sampling*, yaitu *purposive sampling* dengan jumlah sampel 54 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis penelitian ini adalah uji regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Saluran Distribusi berpengaruh positif terhadap Keputusan Pembelian di PT. Hajar Aswad Kabupaten Probolinggo hal ini dibuktikan dengan nilai $t_{hitung} > t_{tabel}$ ($4,351 > 2,008$), signifikansi $0,000 < 0,05$; (2) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian di PT. Hajar Aswad Kabupaten Probolinggo hal ini dibuktikan dengan nilai $t_{hitung} > t_{tabel}$ ($3,386 > 2,008$) signifikansi $0,001 < 0,05$; (3) Harga berpengaruh positif terhadap Keputusan Pembelian di PT. Hajar Aswad Kabupaten Probolinggo hal ini dibuktikan dengan nilai $t_{hitung} > t_{tabel}$ ($8,858 > 2,008$) signifikansi $0,000 < 0,05$; Hasil uji R^2 pada penelitian ini diperoleh nilai R^2 sebesar 90,7%, sedangkan sisanya 9,3 % dipengaruhi oleh faktor lain yang tidak termasuk dalam penelitian ini.

Kata kunci: Saluran Distribusi, Kualitas Produk, dan Harga terhadap Keputusan Pembelian.

ABSTRACT

Choiriyah Riris. 2021. **Thesis. The Influence of Distribution Channels, Product Quality, and Prices on Purchasing Decisions at PT. Hajar Aswad, Probolinggo Regency.** Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.

The research was conducted at PT. Hajar Aswad Probolinggo Regency with the aim to determine the effect of Distribution Channels, Product Quality and Prices on Purchasing Decisions at PT. Hajar Aswad, Probolinggo Regency.

This type of research is quantitative with a causal relationship approach, with the X_1 distribution channel variable, the X_2 product quality variable, the X_3 price variable and the Y purchase decision variable. The sampling technique used was non-probability sampling, namely purposive sampling with a sample size of 54 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the research hypothesis is multiple regression test.

The results of this study indicate that: (1) Distribution channels have a positive effect on purchasing decisions at PT. Hajar Aswad, Probolinggo Regency, this is evidenced by the value of $t_{count} > t_{table}$ ($4.351 > 2.008$), the significance of $0.000 < 0.05$; (2) Product Quality has a positive effect on Purchasing Decisions at PT. Hajar Aswad Probolinggo Regency, this is evidenced by the value of $t_{count} > t_{table}$ ($3.386 > 2.008$) with a significance of $0.001 < 0.05$; (3) Price has a positive effect on Purchasing Decisions at PT. Hajar Aswad Probolinggo Regency, this is evidenced by the value of $t_{count} > t_{table}$ ($8.858 > 2.008$) with a significance of $0.000 < 0.05$; The results of the R^2 test in this study showed that the R^2 value was 90.7%, while the remaining 9.3% was influenced by other factors not included in this study.

Keywords: Distribution Channels, Product Quality, and Prices on Purchasing Decisions.