

ABSTRAK

Litasari, Della Amelia. 2018. Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Keramik Pada Pabrik Keramik Viola Kota Probolinggo. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan pada Pabrik Keramik Viola Kota Probolinggo dengan tujuan untuk mengetahui pengaruh antara harga dan kualitas produk secara simultan dan parsial terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo; dan untuk mengetahui variabel di antara harga dan kualitas produk yang berpengaruh dominan terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo.

Jenis penelitian yang digunakan yaitu jenis penelitian korelasional, dengan variabel yang digunakan terdiri atas Harga (X_1), Kualitas produk (X_2) dan Keputusan Pembelian (Y). Sampel yang digunakan sebanyak 62 orang konsumen. Metode analisis data penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa analisis regresi berganda sebelumnya diuji keabsahan dan kecukupan data dengan uji validitas, reliabilitas dan uji asumsi klasik.

Hasil penelitian menunjukkan bahwa ada pengaruh antara harga dan kualitas produk secara simultan terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo dengan nilai $F_{hitung} = 87,632$ dan nilai probabilitas ($\text{Sig. } F$) = $0,00 < \alpha$ (0,05). Pengaruh antara harga secara parsial terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo dengan nilai $t_{hitung} = 2,589$ dan nilai probabilitas ($\text{Sig. } t$) = $0,009 < \alpha/2$ ($0,05/2=0,025$). Pengaruh variabel kualitas produk secara parsial terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo dengan nilai $t_{hitung} = 8,056$ dan nilai probabilitas ($\text{Sig. } t$) = $0,000 < \alpha/2$ ($0,05/2=0,025$). Variabel kualitas produk yang berpengaruh dominan terhadap keputusan pembelian keramik pada Pabrik Keramik Viola Kota Probolinggo dengan nilai koefisien beta variabel $X_2 = 0,695$ lebih besar dari nilai koefisien beta variabel $X_1 = 0,232$.

Kata Kunci : Harga, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Litasari, Della Amelia. 2018. The Effect of Price and Product Quality on Purchasing Decisions of Ceramics at the Viola Ceramics Factory, Probolinggo City. Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.

This research was conducted at the Viola Ceramics Factory in Probolinggo City with the aim of knowing the effect of price and product quality simultaneously and partially on the decision to purchase ceramics at the Viola Ceramics Factory in Probolinggo City; and to determine the variables between price and product quality that have a dominant effect on the decision to buy ceramics at the Viola Ceramics Factory, Probolinggo City.

The type of research used is correlational research, with the variables used consisting of Price (X1), Product Quality (X2) and Purchase Decision (Y). The sample used was 62 consumers. The data analysis method of this research is descriptive quantitative method using statistics in the form of multiple regression analysis. Previously tested the validity and adequacy of the data by testing the validity, reliability and classical assumption test.

The results showed that there was an effect between price and product quality simultaneously on the decision to purchase ceramics at the Viola Ceramics Factory in Probolinggo City with $F_{count} = 87.632$ and probability value ($\text{Sig. } F$) = $0.00 < \alpha$ (0.05). The effect of partial price on the decision to buy ceramics at the Viola Ceramics Factory in Probolinggo City with a value of $t_{count} = 2.589$ and a probability value ($\text{Sig. } T$) = $0.009 < \alpha / 2$ ($0.05 / 2 = 0.025$). The effect of variable product quality partially on the decision to buy ceramics at the Viola Ceramics Factory in Probolinggo City with $t_{count} = 8.056$ and a probability value ($\text{Sig. } T$) = $0.000 < \alpha / 2$ ($0.05 / 2 = 0.025$). The product quality variable has a dominant influence on the decision to buy ceramics at the Viola Ceramic Factory in Probolinggo City with the variable beta coefficient value $X_2 = 0.695$, which is greater than the beta coefficient value of the variable $X_1 = 0.232$.

Keywords: Price, Product Quality, Purchase Decision