

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Kualitas produk , Harga dan Promosi terhadap proses keputusan pembelian Produk Youthscarf di Tokopedia. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan rumus slovin. Sampel yang digunakan sebanyak 85 responden. Pengolahan data dilakukan dengan analisis regresi linear berganda, pengujian hipotesis dan koefisien determinasi. Dari hasil pengujian hipotesis parsial bahwa bahwa variabel Kualitas produk (X_1), Harga (X_2), dan Promosi (X_3) berpengaruh secara signifikan terhadap proses keputusan pembelian (Y). Berdasarkan penelitian dari hasil uji simultan diketahui bahwa variabel Kualitas produk (X_1), Harga (X_2), dan Promosi (X_3) mempunyai pengaruh terhadap proses keputusan pembelian (Y) sebesar 86% dan sisanya sebesar 14% dipengaruhi oleh faktor lain.

Kata kunci : Kualitas produk, Harga, Promosi, Proses keputusan pembelian

ABSTRACT

This research aims to examine the influence of product quality, price and promotion on the purchasing decision process for Youthscarf products on Tokopedia. The research method used is descriptive and verification with a quantitative approach. The sampling technique uses the Slovin formula. The sample used was 85 respondents. Data processing was carried out using multiple linear regression analysis, hypothesis testing and coefficient of determination. From the results of partial hypothesis testing, it is clear that the variables product quality (X1), price (X2), and promotion (X3) have a significant effect on the purchasing decision process (Y). Based on research from the results of simultaneous tests, it is known that the variables product quality (X1), price (X2), and promotion (X3) have an influence on the purchasing decision process (Y) of 86% and the remaining 14% is influenced by other factors.

Keywords: Product Quality, Price, Promotion, Purchase Decision