

ABSTRAK

Putri Oktaviyani, Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Tas Wanita Sophie Paris di Wilayah Cirebon, Jawa Barat. (Dibimbing oleh Jatmiko).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk, Harga dan Promosi terhadap Keputusan Pembelian Tas Wanita Sophie Paris di Wilayah Cirebon, Jawa Barat. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 150 responden yakni seluruh orang yang pernah membeli dan menggunakan Tas Wanita Sophie Paris. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (i) Kualitas produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Tas Wanita Sophie Paris (ii) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Tas Wanita Sophie Paris (iii) Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian Tas Wanita Sophie Paris (iv) Kualitas Produk, Harga dan Promosi berpengaruh positif secara simultan terhadap Keputusan Pembelian Tas Wanita Sophie Paris (v) Promosi merupakan variabel dominan yang berpengaruh terhadap Keputusan Pembelian Tas Wanita Sophie Paris di Wilayah Cirebon, Jawa Barat.

Kata kunci : Kualitas Produk, Harga, Promosi dan Keputusan Pembelian

ABSTRACT

Putri Oktaviyani, Influence of Product Quality, Price and Promotion on the Decision to Purchase Sophie Paris Women's Handbags in Cirebon Region, West Java. (Supervisor by Jatmiko).

This study aims to determine the influence of Product Quality, Price and Promotions on the Decision to Purchase Sophie Paris Women's Bags in Cirebon Region, West Java. Data analysis techniques using Multiple Linear Regression Analysis. Samples taken were 150 respondents, namely all people who had bought and used Sophie Paris Women's Bags. Determination of samples with non probability sampling technique.

Based on the results of the study, it can be concluded that (i) Product quality has a positive and significant effect on the Purchase Decision of Sophie Paris Women's bags (ii) Price has a positive and significant effect on the Purchase Decision of Sophie Paris Women's Bags (iii) Promotion has a positive and significant effect on the Purchase Decision of Sophie Paris Women's Bags (iv) Product Quality, Price and Promotions simultaneously have a positive effect on the Purchasing Decision of Sophie Paris Women's Bags (v) Promotion is the dominant variable that influences the Purchase Decision of Sophie Paris Women's Bags in the Cirebon Region, West Java.

Keywords: Product Quality, Price, Promotion and Purchase Decisions