

ABSTRAK

Elvin Faizal Harry, Pengaruh Kualitas Produk, Harga dan Gaya Hidup Terhadap Keputusan Pembelian motor Kawasaki Ninja 150 RR di Tangerang. (dibimbing oleh Endang Ruswanti).

Studi ini untuk mengetahui pengaruh Kualitas Produk, Harga dan Gaya Hidup terhadap Keputusan Pembelian motor Kawasaki Ninja 150 RR di Tangerang. Penelitian ini menggunakan Analisis Regresi Linier Berganda dan Skala Likert. Sampel yang digunakan 150 Responden, berdasarkan *Purposive Sampling*.

Dari hasil penelitian menunjukkan bahwa Kualitas Produk, Harga dan Gaya Hidup berpengaruh secara simultan terhadap Keputusan Pembelian motor Kawasaki Ninja 150 RR di Tangerang. Harga dan Gaya Hidup secara parsial berpengaruh terhadap Keputusan Pembelian tetapi Kualitas Produk tidak berpengaruh terhadap Keputusan Pembelian.

Penelitian ini merekomendasikan bahwa perusahaan harus lebih meningkatkan Harga dan Gaya Hidup para konsumen, sehingga dapat meningkatkan kepercayaan konsumen pada produk.

Kata kunci: Kualitas Produk, Persepsi Harga, Gaya Hidup dan Keputusan Pembelian

ABSTRACT

Elvin Faizal Harry, the Effects of Product Quality, Price and Lifestyle toward the Purchasing Decisions on Kawasaki Ninja 150 RR in Tangerang. (Guided by Endang Ruswanti).

This study is written to prove the effects of Product Quality, Price and Lifestyle toward the Purchasing Decisions on Kawasaki Ninja 150 RR in Tangerang. This study uses Multiple Linear Regression Analysis and Likert Scale. The sample used 150 respondents, based on purposive sampling.

The results of the study have shown that the Product Quality, Price and Lifestyle influence simultaneously on the Purchasing Decisions on Kawasaki Ninja 150 RR in Tangerang. Price and Lifestyle partially influence on the Purchasing Decisions but the Product Quality is not affect in the Purchasing Decisions.

The study recommends that the companies should more improve price and Lifestyle of the consumers thereby it can increase the consumer's confidence toward their product.

Key word: Product Quality, Price Perception, Lifestyle and Purchasing Decisions