

ABSTRACT

This study aims to (1) determine and analyze the effect of the influence factor of product quality, after-sales service quality and price on purchase decisions on PT. Patec Presisi Engineering (2) determine which variables have a dominant influence on price on purchase decisions on PT. Patec Presisi Engineering. Research methodology is quantitative research, where the variables are measured with Likert scale. Method of data collection by interview and the list of questions (questionnaire). Processing data using SPSS software for Windows version 17, with descriptive analysis and multiple regression analysis hypothesis testing. The results showed that (1) are jointly equal quality product, quality after-sales service and price significantly influence purchasing decisions on the PT. Patec Presisi Engineering (2) partial product quality, after-sales service quality and price significantly influence purchasing decisions on the PT. Patec Precision Engineering.

Product quality has the most dominant influence on purchasing decisions on the PT. Patec Presisi Engineering

Keywords:

Quality of Product, Quality of After-Sales service, Price , Purchase decision.



ABSTRAK

Penelitian ini bertujuan untuk (1) Mengetahui dan menganalisis pengaruh faktor kualitas produk, kualitas layanan purna jual dan harga terhadap keputusan pembelian pada PT. Patec Presisi Engineering (2) mengetahui variabel mana yang memiliki pengaruh dominan terhadap keputusan pembelian produk PT. Patec Presisi Engineering. Metode penelitian yang dilakukan adalah penelitian kuantitatif, dimana variabel diukur dengan skala likert. Metode pengumpulan data dilakukan dengan wawancara (interview) dan dengan daftar pertanyaan (*questionnaire*). Pengolahan data menggunakan perangkat lunak SPSS *for windows version 17*, dengan analisis deskriptif dan pengujian hipotesis analisis regresi berganda. Hasil penelitian menunjukkan, bahwa (1) secara bersama sama kualitas produk, kualitas layanan purna jual dan harga berpengaruh signifikan terhadap keputusan pembelian pada PT. Patec Presisi Engineering (2) secara parsial kualitas produk, kualitas layanan purna jual dan harga berpengaruh signifikan terhadap keputusan pembelian pada PT. Patec Presisi Engineering.

Kualitas produk mempunyai pengaruh yang paling dominan terhadap keputusan pembelian pada PT. Patec Presisi Engineering.

Kata kunci :

Kualitas Produk, Kualitas Layanan Purna Jual, Harga, Keputusan Pembelian.

