

ABSTRACT

The purpose of this research is to investigate the effect of product quality and perceived price on product purchase decision. The concepts of product quality and perceived price were taken from various sources. This study is descriptive and quantitative in nature. Both primary and secondary data were employed. Secondary data were obtained from books, journals, and using website. Primary data were obtained using questionnaire using a convenience sampling, a total of 120 responses were obtained. Classic assumption tests which include heterocedasticity, multi collinearity, normality and auto correlative and linear regression analysis, T-test, F-test were employed. Based on linear regression analysis, it was found that product quality has significant effect on purchase decision. For the perceived price has no influence on purchase decision. Based on simultaneous regression analysis, product quality and perceived price have affect on purchase decision.

Keyword: product quality, perceived price, purchase decision

ABSTRAK

Tujuan penelitian adalah untuk mengetahui pengaruh kualitas produk dan persepsi harga terhadap keputusan pembelian. Dasar teori pada kualitas produk dan persepsi harga disadur dari berbagai sumber. Penelitian ini menggunakan bentuk penelitian deskriptif dan kuantitatif. Data sekunder berasal dari kepustakaan, jurnal dan website. Sedangkan data primer menggunakan kuisioner dengan metode pengambilan sample adalah convinence sampling berjumlah 120 responden. Pengujian data dengan menggunakan asumsi klasik, uji normalitas, uji heteroskedastisitas, uji autokorelasi, uji multikolinieritas, regresi linier berganda, uji F dan uji T. Berdasarkan analisis regresi linier berganda, menghasilkan kualitas produk berpengaruh terhadap keputusan pembelian. Untuk persepsi harga, juga berpengaruh terhadap keputusan pembelian. Berdasarkan uji simultan, kualitas produk dan persepsi harga berpengaruh terhadap keputusan pembelian

Kata kunci: kualitas produk, persepsi harga, keputusan pembelian