

ABSTRAK

Skripsi yang berjudul “Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Sepeda Motor Matic Honda Beat Dimasa Pandemi Covid 19” merupakan hasil Penelitian Kuantitatif yang bertujuan untuk menjawab pertanyaan tentang Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Pada Sepeda Motor Matic Honda Beat. Populasi dalam Penelitian ini ditujukan Kepada Pembeli Sepeda Motor Matic Honda Beat di Dealer Honda Prima. Semua populasi masuk ke dalam subjek Penelitian dengan jumlah 150 orang. Metode Pengumpulan Data Menggunakan Metode *Survey*, dengan instrumen Penelitian *Kuesioner*. Metode Analisis Data Menggunakan *SmartPLS (Partial Least Square)*. Penelitian ini membuktikan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, dan Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada masa Pandemi Covid 19. Berdasarkan nilai *Original Sample Estimate* Kualitas Produk adalah sebesar 0,235 Harga 0,355, Promosi 0,348 dengan signifikan dibawah 0,5%.

Kata Kunci : Kualitas Produk, Harga, Promosi , Keputusan Pembelian



ABSTRACT

The thesis entitled "The Influence of Product Quality, Price, and Promotion on Purchase Decisions for Honda Beat Matic Motorcycles During the Covid 19 Pandemic" is the result of quantitative research that aims to answer questions about the Influence of Product Quality, Price, and Promotion on Purchase Decisions on Matic Motorcycles. Honda Beat. The population in this study is addressed to buyers of Matic Honda Beat Motorcycles at Honda Prima Dealers. All populations are included in the research subject with a total of 125 people. Methods of data collection using a survey method, with a questionnaire research instrument. Data analysis method using SmartPLS (Partial Least Square). This study proves that Product Quality has a positive and significant effect on Purchase Decisions, Price has a positive and significant effect on Purchase Decisions, and Promotion has a positive and significant effect on Purchase Decisions during the Covid 19 Pandemic. Based on the Original Sample Estimate value, Product Quality is 0.235, Price 0.355, Promotion 0.348 with a significant under 0.5%.

Keywords: Product Quality, Price, Promotion, Purchase

