

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan kualitas pelayanan terhadap keputusan pembelian . Data yang digunakan dalam penelitian ini adalah data primer berupa kuesioner yang di isi oleh costumer yang pembeli produk pada PT. Maju Jaya di Jakarta Selatan.

Populasi dalam penelitian ini adalah para *Costumer* PT. Maju Jaya Jakarta Selatan. Sampel yang diambil sebanyak 97 responden dengan menggunakan teknik *Probability Sampling* dengan pendekatan *Simple Random sampling*, yaitu teknik penentuan sampel berdasarkan kebetulan, yaitu siapa yang kebetulan bertemu dengan peneliti dapat dijadikan sampel jika dipandang cocok.

Hasil penelitian yang diperoleh bahwa kualitas produk berpengaruh signifikan terhadap keputusan pembelian, harga berpengaruh signifikan terhadap keputusan pembelian dan kualitas Pelayanan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci :keputusan pembelian, kualitas produk, harga, kualitas Pelayanan.



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ABSTRACT

This study aims to determine the effect of product quality, price and service quality on purchasing decisions of textile fabrics. The data used in this study is primary data in the form of a questionnaire that is filled out by customers who are product buyers at the Company PT. Maju Jaya in Jakarta Selatan.

The population in this study were the customers of PT. Maju Jaya in Jakarta Selatan The sample was taken as many as 97 respondents using the Probability Sampling technique with the Simple Random Sampling approach, namely the technique of determining the sample based on chance, ie anyone who happened to meet with the researcher could be used as a sample if deemed suitable.

The research results obtained that product quality has a significant effect on purchasing decisions significant effect on purchasing decisions, price has a significant effect on purchasing decisions and service quality has a significant effect on purchasing decisions. purchase decisions and service quality has a significant effect on purchasing decisions purchase decision.

Keywords: *purchasing decisions, product quality, price, service quality.*

