

**PENGARUH STRATEGI KUALITAS PRODUK, KEMASAN DAN
KUALITAS PELAYANAN TERHADAP KEPUTUSAN
PEMBELIAN DI PT. SURYA ANDALAN
GLOBAL ABADI**

Oleh:

Muhammad Agung Anggoro
Leo Nardo
Jhon Amdiray Saragih
Nurlince Fransiska Simanjuntak
Hanna Kristin Ravela Simarmata

Program Studi Manajemen
Fakultas Ekonomi Universitas Prima Indonesia

ABSTRAK

Penelitian ini bertujuan untuk uji serta analisis pengaruh strategi kualitas produk, kemasan dan kualitas pelayanan pada keputusan pembelian di PT. Surya Andalan Global Abadi. Peneliti melakukan penelitian pada PT. Surya Andalan Global Abadi yang beralamat di Jalan Pulau Karimun II, KIM 2, Desa Saentis Kecamatan Percut Sei tuan, Kabupaten Deli Serdang, Sumatra Utara. Penelitian ini berlangsung bulan September 2020 – Agustus 2021. Dengan pendekatan penelitian kuantitatif. Jenis penelitian deskriptif kuantitatif. Sifat penelitian deskriptif *eksplanatory*. Populasi pada penelitian ini yakni 370 pembeli PT. Surya Andalan Global Abadi, dengan sampel 30 orang untuk uji validitas serta reliabilitas, sisanya 192 orang untuk uji sampel. Uji asumsi klasik yang dipakai yakni: uji normalitas, multikolenieritas, serta heteroskedestisitas. Model analisis data memakai analisis regresi berganda. Hasilnya yakni strategi kualitas produk 3,034 serta nilai signifikan 0,003 secara parsial berdampak signifikan pada minat beli di PT. Surya Andalan Global Abadi. Kemasan 3,060 serta nilai signifikan 0,003 secara parsial berdampak signifikan pada minat beli di PT. Surya Andalan Global Abadi. Kualitas pelayanan 2,664 serta nilai signifikan 0,008 secara parsial berdampak pada minat beli di PT. Surya Andalan Global Abadi.

Kata Kunci : Strategi Kualitas Produk, Kemasan, Kualitas Pelayanan, Keputusan Pembelian

**THE INFLUENCE OF PRODUCT QUALITY STRATEGIES,
PACKAGING AND SERVICE QUALITY ON PT. SURYA
ANDALAN GLOBAL ABADI**

By:

Muhammad Agung Anggoro
Leo Nardo
Jhon Amdiray Saragih
Nurlince Fransiska Simanjuntak
Hanna Kristin Ravela Simarmata

Management Study Program
Faculty of Economics, University of Prima Indonesia

ABSTRACT

The research objective was to examine and analyze the effect of product quality strategies, packaging and service quality on purchasing decisions at PT. Surya Andalan Global Abadi. Researchers conducted research at PT. Surya Andalan Global Abadi which is located at Pulau Karimun street II, KIM 2, Saentis Village, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. Researchers plan research activities in September 2020 - August 2021. This research approach is quantitative research. This type of descriptive quantitative research. The nature of this research is descriptive explanatory research. The population in this study are customers who make purchases at PT. Surya Andalan Global Abadi, amounting to 370 customers, where for testing the validity and reliability used by the researcher were 30 customers and the rest were 192 customers as the sample test. The classical assumption tests used include: normality test, multicollinearity test, and heteroscedicity test. This data analysis model uses multiple regression analysis. The results of the study as well as the conclusion of the study is the product quality strategy of 3.034 with a significant value of 0.003 partially significant effect on purchasing decisions at PT. Surya Andalan Global Abadi. Packages of 3.060 with a significant value of 0.003 partially have a significant effect on purchasing decisions at PT. Surya Andalan Global Abadi. Service quality of 2,664 with a significant value of 0.008 partially influences customer purchasing decisions at PT. Surya Andalan Global Abadi.

Keywords: Product Quality Strategy, Packaging, Service Quality, Purchasing Decision

