

ABSTRAK

PENGARUH HARGA, PROMOSI PENJUALAN DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PT KEDAUNG MEDAN INDUSTRIAL MEDAN

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Observasi ini dilakukan pada PT Kedaung Medan Industrial yang bergerak dibidang produksi alat rumah tangga seperti gelas, piring dan sebagainya. PT Kedaung Medan Industrial berlokasi di jalan Raya Medan 18,5 Tanjung Morawa. Penurunan keputusan pembelian disebabkan oleh harga, promosi penjualan dan kualitas produk. Pendekatan kuantitatif, jenis penelitian ini deskriptif kuantitatif, dan sifat penelitian ini adalah deskriptif *eksplanatory*. Metode pengumpulan data dilakukan dengan wawancara, kuesioner, dan dokumentasi. Metode analisis data yang digunakan adalah regresi berganda. Populasi berjumlah 186 pelanggan dan sampel penelitian berjumlah 110 pelanggan. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai thitung > tabel atau $2,908 > 1,983$ dan signifikan yang diperoleh $0,004 < 0,05$, nilai thitung > tabel atau $2,789 > 1,983$ dan signifikan yang diperoleh $0,006 < 0,05$, nilai thitung > tabel atau $2,071 > 1,983$ dan signifikan yang diperoleh $0,041 < 0,05$, berarti bahwa secara parsial Harga, Promosi Penjualan dan Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian PT Kedaung Medan Industrial. Hasil pengujian diperoleh nilai F hitung ($11,479$) > F tabel ($2,69$) dan probabilitas signifikansi $0,000 < 0,05$, berarti bahwa secara simultan Harga, Promosi Penjualan dan Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian PT Kedaung Medan Industrial. Hasil uji koefisien determinasi diperoleh nilai *Adjusted R Square* sebesar $0,224$ hal ini berarti $22,4\%$ dari variasi variabel terikat yaitu keputusan pembelian yang dapat dijelaskan oleh variasi variabel bebas harga, promosi penjualan dan kualitas produk sedangkan sisanya sebesar $77,60\%$ dijelaskan oleh variabel lain yang tidak diteliti pada observasi ini.

Kata kunci : Harga, Promosi Penjualan, Kualitas Produk, Keputusan Pembelian

ABSTRACT

EFFECT OF PRICE, SALES PROMOTION AND QUALITY PRODUCT A PURCHASE DECISION PT KEDAUNG MEDAN INDUSTRIAL MEDAN

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This research was conducted at PT Kedaung Medan Industrial which is engaged in the production of household appliances such as glass, plates and so on. PT Kedaung Medan Industrial is located on Jalan Raya Medan 18.5 Tanjung Morawa. Decrease in purchasing decisions caused by price, sales promotion and product quality. Quantitative approach, the type of research is descriptive quantitative, and the nature of this research is descriptive explanatory. The method of data collection is done by interviews, questionnaires, and documentation. Data analysis method used is multiple regression. The population is 186 customers and the study sample is 110 customers. The calculation result of hypothesis testing partially obtained $t_{count} > t_{table}$ or $2.908 > 1.983$ and significant obtained $0.004 < 0.05$, $t_{count} > t_{table}$ or $2.789 > 1.983$ and significant obtained $0.006 < 0.05$, $t_{count} > t_{table}$ or $2.071 > 1.983$ and significantly obtained $0.041 < 0.05$, means that partially Price, Sales Promotion and Product Quality has a positive and significant effect on the Purchasing Decision of PT Kedaung Medan Industrial. The test results obtained calculated F value $(11,479) > F$ table (2.69) and a significance probability of $0,000 < 0.05$, meaning that simultaneously Price, Sales Promotion and Product Quality has a positive and significant effect on the Purchasing Decision of PT Kedaung Medan Industrial. The coefficient of determination test results obtained Adjusted R Square value of 0.224, this means 22.4% of the variation of the dependent variable is the purchase decision that can be explained by variations in the free variable price, sales promotion and product quality while the remaining 77.60% is explained by other variables which was not examined in this study.

Keywords: Price, Sales Promotion, Product Quality, Purchase Decision