

## **Abstrak**

### **Pengaruh Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian dengan Minat Beli sebagai Variabel Intervening pada Konsumen toko peralatan rumah tangga di Medan melalui Media Sosial TikTok**

Untuk berhasil di pasar barang rumah tangga yang sangat kompetitif, Anda perlu memahami apa yang membuat orang membeli barang-barang seperti peralatan dapur, dekorasi, dan alat-alat rumah tangga. Dengan minat pembelian sebagai variabel perantara, studi bermaksud guna menyelidiki dampak harga produk dan persepsi kualitas terhadap pilihan pembelian barang rumah tangga. Karena sifat kuantitatif studi ini, diperlukan 96 peserta untuk menghitung ukuran sampel menggunakan metode Cochran, mengasumsikan populasi tak terbatas, margin kesalahan 10%, serta tingkat kepercayaan 95%. Peserta studi ini dipilih secara acak dari penduduk Medan yang menggunakan produk Wiego Houseware. SEM mempergunakan SmartPLS 4.0, yang berbasis varians, dipergunakan mengkaji data. Hasil uji validitas memperlihatkan faktor dengan beban  $>0,7$  serta nilai AVE  $>0,5$  dianggap valid; temuan tes reliabilitas memperlihatkan reliabilitas komposit serta nilai Cronbach's alpha  $> 0,7$  dianggap reliabel. Dari hasil uji t, simpulanya ada hubungan negatif dan secara statistik signifikan Harga (X1) serta Keputusan Pembelian (Y), Serta hubungan positif secara signifikan dari harga (X1) atas minat beli (Z). Demikian pula, Kualitas Produk (X2) ada efek positif serta secara statistik signifikan atas Keputusan Pembelian (Y), tetapi hanya ada hubungan lemah beserta minat Pembelian (Z). Terakhir, Keputusan Pembelian (Y) dipengaruhi secara negatif serta tak signifikan secara statistik Niat Pembelian (Z).

**Kata Kunci : Persepsi Harga, Kualitas Produk, Minat Beli, Keputusan Pembelian**

## **Abstract**

### **The Effect of Price Perception and Product Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable among Consumers of Home Appliance Stores in Medan through TikTok Social Media**

Knowing what makes people buy housewares (such kitchen appliances, decorations, and household items) is crucial in the cutthroat home goods market. The purpose of this research is to examine the relationship between product interest as an intermediary variable and the impact of product price and quality perceptions on the purchase of houseware items. This study is quantitative in nature and used a statistical method to calculate a sample size. The sample size was 96 respondents, and the parameters were an infinite population, a 10% margin of error, and a 95% confidence level. People living in Medan who use Wiego Houseware were randomly chosen for the sample. A kind of Structural Equation Modeling (SEM) called SmartPLS 4.0 was used to evaluate the data. Factor loadings more than 0.7 and AVE values greater than 0.5 were deemed valid according to the validity test findings. Reliability, as measured by composite reliability and Cronbach's alpha, was deemed trustworthy at values above 0.7. The t-test results show that there is a negative and significant effect of price (X1) on purchase decision (Y), a positive and significant effect of product quality (X2) on purchase interest (Z), a negative and insignificant effect of purchase interest (Z) on purchase decision (Y), a positive and significant effect of product quality (X2) on purchase interest (Y), and a positive and insignificant effect of product quality (X1) on purchase interest (Z).

**Keywords: Price Perception, Product Quality, Purchase Interest, Purchase Decision**