

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK, KUALITAS PELAYANAN, DAN DIVERSIFIKASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (STUDI PADA KONSUMEN MR. DIY DI BANDAR LAMPUNG)

Oleh

KARTIKA HAGAI

Perkembangan bisnis ritel di Indonesia mengalami kemajuan seiring dengan meningkatnya kebutuhan dan keinginan masyarakat yang diikuti oleh perubahan perilaku konsumen yang dahulu berbelanja di pasar tradisional yang identik kotor, bau, berisik dan becek beralih ke pasar modern yang lebih bersih, nyaman dan tertata. Penelitian ini memiliki tujuan untuk mengetahui besarnya pengaruh harga, kualitas produk, kualitas pelayanan dan diversifikasi produk terhadap keputusan pembelian konsumen MR. DIY di Bandar Lampung baik secara parsial maupun simultan. Jenis penelitian *explanatory research* dengan pendekatan kuantitatif. Teknik pengumpulan data melalui kuesioner dengan menggunakan *purposive sampling* yang menggunakan perhitungan rumus *Cochran sebanyak* 100 responden dan menggunakan *accidental sampling*, yang kemudian dianalisis menggunakan program SPSS versi 26. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik dan uji hipotesis. Hasil dari penelitian menunjukkan variabel harga, kualitas pelayanan dan diversifikasi produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian MR. DIY di Bandar Lampung, sedangkan variabel kualitas produk secara parsial memiliki pengaruh secara positif namun tidak signifikan. Variabel harga, kualitas produk, kualitas pelayanan dan diversifikasi produk memiliki pengaruh secara simultan terhadap keputusan pembelian MR. DIY di Bandar Lampung.

Kata Kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Diversifikasi Produk, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY, SERVICE QUALITY, AND PRODUCT DIVERSIFICATION ON CONSUMER PURCHASING DECISIONS (STUDY ON CONSUMERS MR. DIY IN BANDAR LAMPUNG)

By

KARTIKA HAGAI

The development of the retail business in Indonesia has progressed along with the increasing needs and desires of the community which is accompanied by changes in consumer behavior that used to shop in traditional markets that are synonymous with dirty, smelly, noisy and muddy switching to modern markets that are cleaner, more comfortable and organized. This study aims to determine the effect of price, product quality, service quality and product diversification on consumer purchasing decisions MR. DIY in Bandar Lampung both partially and simultaneously. This type of research is explanatory research with a quantitative approach. Data collection techniques through questionnaires using purposive sampling using the Cochran formula calculation of 100 respondents and using accidental sampling, which were then analyzed using the SPSS version 26 program. The data analysis techniques used include validity test, reliability test, classical assumption test and hypothesis testing. The results of the study showed that the price variable, service quality and product diversification partially had a positive and significant effect on purchasing decisions for MR. DIY in Bandar Lampung, while the product quality variable partially has a positive but insignificant effect. Price variables, product quality, service quality and product diversification have a simultaneous influence on purchasing decisions for MR. DIY in Bandar Lampung.

Keywords: Price, Product Quality, Service Quality, Product Diversification, Purchasing Decisions.