

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kualitas Pelayanan, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pada Industri Logam Harmonika Style Desa Sukowiyono Kecamatan Karangrejo Kabupaten Tulungagung” ini ditulis oleh Mella Andiviana, NIM: 17402163259, Dengan Dosen Pembimbing Dr. H. Mashudi M.Pd.I.,

Penelitian ini dilatarbelakangi oleh sebuah fenomena bahwa saat ini perkembangan usaha bengkel las di daerah Tulungagung khususnya di Desa Sukowiyono berkembang sangat pesat, maka dari itu diperlukan strategi pemasaran yang tepat. Kebanyakan konsumen dari bengkel las akan menjadi pelanggan tetap, karena mereka merasa cocok dengan harganya, seperti produk yang berkualitas sesuai kebutuhan, pelayanan yang baik serta citra merek yang terkenal.

Rumusan masalah pada penelitian ini adalah: (1) Apakah harga berpengaruh terhadap keputusan pembelian pada industri bengkel las harmonika style di Desa Sukowiyono?. (2) Apakah kualitas pelayanan berpengaruh terhadap keputusan pembelian pada industri bengkel las harmonika style di Desa Sukowiyono?. (3) Apakah citra merek berpengaruh terhadap keputusan pembelian pada industri bengkel las harmonika style di Desa Sukowiyono?. (4) Apakah kualitas produk berpengaruh terhadap keputusan pembelian pada industri bengkel las harmonika style di Desa Sukowiyono?. (5) Apakah harga, kualitas pelayanan, citra merek dan kualitas produk berpengaruh terhadap keputusan pembelian pada industri bengkel las harmonika style di Desa Sukowiyono?.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif asosiatif. Pengambilan sampel dengan teknik *purposive sampling*. Pengumpulan data dilakukan dengan cara memberikan kuesioner penelitian kepada responden. Selanjutnya data kuesioner yang telah diperoleh kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji T, uji F, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa harga, kualitas pelayanan, citra merek dan kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian produk bengkel las di desa Sukowiyono baik secara parsial maupun simultan. Hal ini dapat dilihat dari hasil uji T bahwa nilai signifikan untuk variabel harga 0,002, variabel kualitas pelayanan 0,001, variabel citra merek 0,003, dan variabel kualitas produk 0,003. Keempat variabel memiliki nilai signifikan kurang dari 0,05 yang berarti keempat variabel memiliki pengaruh signifikan terhadap keputusan pembelian produk bengkel las.

Kata Kunci: Harga, Kualitas Pelayanan, Citra Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

This thesis with the title “The Influence of Price, Service Quality, and Product Quality On Purchase Decision of Product at Industrial Metal Harmonica Style Village of Sukowiyono Kecamatan Karangrejo Tulungagung” is the title of thesis that is written Mella Andiviana, NIM 17402163259, by Supervisor Dr. H. Mashudi M.Pd.I.,

This research is motivated by a phenomenon that is currently the business development repairing in the area of Tulungagung, especially in Sukowiyono's village growing very rapidly so that it needs the right marketing strategy. Many consumers of a maintenance store will be regular customers because they feel they are suitable with the price, such as product quality according to the needs, good service as well as brand loyalty.

The formulation of the problem in this research is: (1) What price influences purchase decisions on industrial maintenance harmonica style in Sukowiyono's village?. (2) What quality of service influences purchase decisions on industrial maintenance harmonica style in Sukowiyono's village?. (3) What influences brand loyalty on purchase decisions on industrial repairing harmonica style in the Sukowiyono's village?. (4) What the quality of the product influences purchase decisions on industrial maintenance harmonica style in Sukowiyono's village?. (5) What price, service quality, brand loyalty and product quality influence purchase decisions on industrial harmonica style in Sukowiyono's village?/

This study uses a quantitative approach with a descriptive type of research that is associative which is sampling with purposive sampling technique and data collection was done by giving the questionnaires to the respondents. Furthermore, the questionnaire data that has been obtained is then analyzed using validity test, reliability test, classical assumption test, multiple linear regression test, T test, F test, and test the coefficient of determination.

The results of the research show that the price, quality of service, brand loyalty and product quality significantly influence the purchase decision of the product maintenance in Sukowiyono's village either partially or simultaneously. It can be seen from the result of the T test that significant value to the variable price to 0.002; the variable quality of service of 0.001; the variable brand loyalty of 0.003; and the variable quality of the product 0.003. The fourth variable had a value significantly less than 0.05; which means that the four variables had a significant influence on the purchase decision of the maintenance's product.

Keywords: Price, Service Quality, Brand Loyalty, Product Quality, Purchase Decision