

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Pada *Marketplace* Shopee (Studi Kasus Mahasiswa Jurusan Bisnis dan Manajemen Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung) ini ditulis oleh Githa Try Andistya, NIM 12405193285, dengan pembimbing Samsul Bakri, S.Pd.I., M.Pd.

Penelitian ini dilatar belakangi oleh adanya kualitas produk, harga, dan promosi yang memiliki peranan penting terhadap keputusan pembelian. Keputusan pembelian memiliki peranan penting dalam meningkatkan produk yang dipasarkan. Dikarenakan konsumen biasanya sebelum melakukan keputusan pembelian perlu mempertimbangkan dan memperhitungkan alternatif pada suatu produk. Jika konsumen telah memutuskan untuk melakukan pembelian karena mempertimbangkan kualitas produk, harga, dan promosi, kemungkinan konsumen akan melakukan pembelian ulang. Penelitian ini bertujuan untuk 1) menganalisis pengaruh kualitas produk secara parsial terhadap keputusan pembelian pada *marketplace* Shopee, 2) menganalisis pengaruh harga secara parsial terhadap keputusan pembelian pada *marketplace* Shopee, 3) menganalisis pengaruh promosi secara parsial terhadap keputusan pembelian pada *Marketplace* Shopee, 4) menganalisis pengaruh kualitas produk, harga dan promosi secara simultan terhadap keputusan pembelian pada *marketplace* Shopee.

Metode yang digunakan dalam penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik yang dipakai dalam pengambilan sampel yaitu menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan sebanyak 100 responden yang merupakan mahasiswa Jurusan Bisnis dan Manajemen Fakultas Ekonomi Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Teknik analisis data menggunakan uji asumsi klasik, uji analisis regresi linear berganda, dan uji hipotesis.

Hasil dari penelitian ini menggunakan uji t menunjukkan bahwa (1) variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *marketplace* Shopee, (2) variabel harga tidak berpengaruh positif signifikan dan memiliki hubungan negatif terhadap keputusan pembelian *marketplace* Shopee, (3) variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian *marketplace* Shopee. Secara simultan, variabel kualitas produk, harga, dan promosi berpengaruh signifikan terhadap keputusan pembelian pada *marketplace* Shopee. Implikasi praktis dari penelitian ini, adalah *marketplace* Shopee dapat meningkatkan kualitas produk, harga, dan promosi untuk meningkatkan keputusan pembelian.

Kata Kunci : *Kualitas Produk, Harga, Promosi, Keputusan Pembelian.*

ABSTRACT

The thesis entitled "The Effect of Product Quality, Price, and Promotion on Purchasing Decisions at the Shopee Marketplace (Case Study of Students of the Department of Business and Management, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung) was written by Githa Try Andistya, NIM 12405193285, with lecturer Samsul Bakri, S.Pd.I., M.Pd.

This research is motivated by the existence of product quality, price, and promotion which have an important role in purchasing decisions. Purchasing decisions have an important role in improving marketed products. Because consumers usually before making a purchase decision need to consider and take into account alternatives to a product. If consumers have decided to make a purchase because they consider product quality, price, and promotion, it is likely that consumers will make repeat purchases. This study aims to 1) analyze the effect of product quality partially on purchasing decisions at Marketplace Shopee, 2) analyze the effect of price partially on purchasing decisions at Marketplace Shopee, 3) analyze the effect of promotion partially on purchasing decisions at Marketplace Shopee, 4) analyze the effect of product quality, price and promotion simultaneously on purchasing decisions at Marketplace Shopee.

This research uses a quantitative approach with an associative research type. The technique used in sampling is purposive sampling technique. The number of samples used was 100 respondents who were students of the Business and Management Department of the Faculty of Islamic Business Economics at UIN Sayyid Ali Rahmatullah Tulungagung. The data analysis technique use classical assumption test, multiple linear regression analysis test, and hypothesis testing.

The results of this study using the t test show that (1) the product quality variable has a positive and significant effect on the Shopee marketplace purchasing decision, (2) the price variable has no significant positive effect and has a negative relationship to the Shopee marketplace purchasing decision, (3) the promotion variable has a positive and significant effect on the Shopee marketplace purchasing decision. Simultaneously, the variables of product quality, price, and promotion have a significant effect on purchasing decisions in the Shopee marketplace. The practical implication of this research is that the Shopee marketplace can improve product quality, price, and promotion to improve purchasing decisions.

Keywords: *Product Quality, Price, Promotion, Purchasing Decisions.*