

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk, Harga Dan *Brand Awareness* Terhadap Keputusan Pembelian Produk Sajodo Snack Di *E Commerce* Tiktok Shop” ditulis oleh Reza Mea Lauditha NIM.12405183095, pembimbing Dr. Moh. Rois Abin, M.Pd.I

Penelitian ini dilatar belakangi oleh pesatnya kemajuan teknologi yang mendorong keputusan pembelian dikalangan konsumen. Dalam era digital saat ini, e-commerce telah menjadi salah satu sarana utama bagi konsumen untuk melakukan pembelian produk, termasuk makanan ringan seperti Sajodo Snack. Oleh karena itu, penting untuk memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen di platform tersebut. Penelitian ini menghubungkan variabel bebas meliputi Kualitas Produk, Harga Dan *Brand Awareness* dengan variabel terikat yakni Keputusan Pembelian Produk.

Rumusan masalah dalam penelitian ini (1) Apakah kualitas produk berpengaruh terhadap keputusan pembelian produk sajodo snack di e-commerce tiktok shop? (2) Apakah harga berpengaruh terhadap keputusan pembelian produk sajodo snack di e-commerce tiktok shop? (3) Apakah *brand awareness* berpengaruh terhadap keputusan pembelian produk sajodo snack di e-commerce tiktok shop? (4) Apakah kualitas produk, harga dan *brand awareness* berpengaruh terhadap keputusan pembelian produk sajodo snack di e-commerce tiktok shop?

Metode yang digunakan yakni kuantitatif. Teknik pengambilan sampel yang digunakan yaitu teknik Probability dengan teknik random yang menggunakan 40 responden kepada para responden di kota blitar. Analisis data kuantitatif dalam penelitian ini menggunakan keabsahan data (uji validitas, uji reliabilitas), uji normalitas, uji asumsi klasik, uji analisis linier berganda, uji hipotesis dan koefisien determinasi (R^2).

Dari hasil penelitian ini menunjukkan bahwa 1) kualitas produk berpengaruh secara positif terhadap keputusan pembelian produk sajodo snack, 2) harga berpengaruh secara positif terhadap keputusan pembelian produk sajodo snack 3) *Brand Awareness* berpengaruh secara positif terhadap keputusan pembelian produk sajodo snack, dan 4) Secara bersama-sama kualitas produk, harga dan *brand awareness* berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk sajodo snack di *e commerce* tiktok shop.

Kata Kunci: Kualitas Produk, Harga, *Brand Awareness* dan Keputusan Pembelian.

ABSTRACT

Thesis with the title "The Influence of Product Quality, Price and Brand Awareness on Purchase Decisions for Sajodo Snack Products at the E-Commerce Tiktok Shop" was written by Reza Mea Lauditha NIM.12405183095, supervisor Dr. Moh. Rois Abin, M.Pd.I

This research is motivated by the rapid advancement of technology that drives purchasing decisions among consumers. In the current digital era, e-commerce has become one of the main means for consumers to purchase products, including snacks such as Sajodo Snack. Therefore, it is important to understand the factors that influence consumer purchasing decisions on these platforms. This study links the independent variables including Product Quality, Price and Brand Awareness with the dependent variable, namely Product Purchase Decision.

The formulation of the problem in this study (1) Does product quality affect the decision to purchase sajodo snack products in the e-commerce Tiktok shop? (2) Does the price affect the decision to buy sajodo snack products in the e-commerce Tiktok shop? (3) Does brand awareness affect purchasing decisions for sajodo snack products in the e-commerce Tiktok shop? (4) Does product quality, price and brand awareness influence the decision to buy sajodo snack products in the e-commerce Tiktok shop?

The method used is quantitative. The sampling technique used was the Probability technique with a random technique using 40 respondents in the city of Blitar. Quantitative data analysis in this study used data validity (validity test, reliability test), normality test, classic assumption test, analysis test multiple linear, hypothesis testing and coefficient of determination (R^2).

The results of this study indicate that 1) product quality has a positive effect on purchasing decisions for sajodo snack products, 2) price has a positive effect on purchasing decisions for sajodo snack products 3) Brand awareness has a positive effect on purchasing decisions for sajodo snack products, and 4) together product quality, price and brand awareness have a positive and significant effect on purchasing decisions for sajodo snack products in the e-commerce Tiktok shop.

Keywords: *Product Quality, Price, Brand Awareness and Purchase Decision.*