

ABSTRAK

Steven Chairus, 181010175, 2022, Pengaruh Promosi, Kualitas Produk dan Harga terhadap Keputusan Pembelian Kue di Toko Lily, STIE Eka Prasetya, Program Studi Manajemen, Pembimbing I: Muammar Rinaldi, S.Pd., M.Si., Pembimbing II: Irvan Rolyesh Situmorang, S.E., M.Si.,

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi terhadap Keputusan Pembelian pada toko kue Lily, mengetahui pengaruh Kualitas Produk terhadap Keputusan Pembelian pada toko kue Lily, mengetahui pengaruh Harga terhadap Keputusan Pembelian pada toko kue Lily, mengetahui pengaruh Promosi, Kualitas Produk dan Harga terhadap Keputusan Pembelian pada toko kue Lily.

Metodologi penelitian yang digunakan adalah metode deskriptif kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif, yaitu data yang diperoleh dalam bentuk angka atau bilangan. Sumber data berupa data primer dan data sekunder. Data primer diperoleh dari hasil penyebaran kuesioner kepada responden, data sekunder diperoleh dari data dan literatur yang berkenaan dengan permasalahan yang dibahas. Populasi penelitian yang digunakan dalam penelitian adalah seluruh konsumen toko kue Lily selama periode 2021 sebanyak 8326 konsumen. Dengan menggunakan rumus Slovin dengan tingkat kesalahan 10%, maka diperoleh jumlah responden sebanyak 98 responden.. Data dianalisis dengan menggunakan metode analisis regresi linear berganda. Hasil analisis memberikan persamaan **Loyalitas Konsumen = 8,848 + 0,335 Promosi - 0,257 Kualitas Produk + 0,852 Harga + e.**

Hasil analisis penelitian menunjukkan bahwa Harga berpengaruh negatif dan signifikan terhadap Keputusan Pembelian pada toko kue Lily berdasarkan hasil uji hipotesis secara parsial yaitu $-t_{hitung} 4,406 > -t_{tabel} 1,984$. Hasil analisis menunjukkan Promosi memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian pada toko kue Lily berdasarkan hasil uji hipotesis secara simultan yaitu sebesar $t_{hitung} 2,207 > t_{tabel} 1,984$. Hasil analisis menunjukkan Kualitas Produk memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian pada toko kue Lily berdasarkan hasil uji hipotesis secara simultan yaitu sebesar $t_{hitung} 2,844 > t_{tabel} 1,984$. Hasil penelitian menunjukkan Promosi, Kualitas Produk dan Harga berpengaruh positif dan signifikansi terhadap Keputusan Pembelian pada toko kue Lily berdasarkan hasil uji hipotesis secara simultan yaitu $F_{hitung} 26,522 > F_{tabel} 2,14$. Hasil penelitian ini didukung oleh nilai R square (R^2) = ,456 artinya variabel Keputusan Pembelian dapat dijelaskan oleh variabel Promosi, Kualitas Produk dan Harga sebesar 45,6 % sedangkan sisanya 54,4% dipengaruhi oleh faktor-faktor lain yang bersal dari luar model penelitian ini seperti persepsi, motivasi, perilaku, layanan, kepuasan, loyalitas konsumen dan berbagai variabel lainnya.

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

ABSTRACT

Steven Chairus, 181010175, 2022, The Influence of Promotion, Product Quality and Price on Purchase Decisions Cake at Lily's Shop, STIE Eka Prasetya, Management Study Program, Supervisor I: Muammar Rinaldi, S.Pd., M.Sc., Supervisor II: Irvan Rolyesh Situmorang, S.E., M.Sc.,

This study aims to determine the effect of Promotion on Purchase Decisions at Lily cake shop, to determine the effect of Product Quality on Purchase Decisions at Lily cake shop, to determine the effect of Price on Purchase Decisions at Lily cake shop, to determine the effect of Promotion, Product Quality and Price on Purchase Decisions at Lily cake shop. Lily's cake shop.

*The research methodology used is quantitative descriptive method. The type of data used in this study is quantitative data, namely data obtained in the form of numbers or numbers. Sources of data in the form of primary data and secondary data. Primary data was obtained from the results of distributing questionnaires to respondents, secondary data was obtained from data and literature relating to the problems discussed. The research population used in the study were all consumers of Lily's cake shop during the 2021 period as many as 8326 consumers. By using the Slovin formula with an error rate of 10%, the number of respondents was 98 respondents. The data were analyzed using the multiple linear regression analysis method. The results of the analysis give the equation **Consumer Loyalty = 8.848 + 0.335 Promotion - 0.257 Product Quality + 0.852 Price + e.***

The results of the research analysis show that the price has a negative and significant effect on purchasing decisions at Lily's cake shop based on the results of partial hypothesis testing, namely $-t_{count} 4.406 > -t_{table} 1.984$. The results of the analysis show that promotion has a positive and significant effect on purchasing decisions at Lily's cake shop based on the results of simultaneous hypothesis testing, which is equal to $t_{count} 2,207 > t_{table} 1,984$. The results of the analysis show that product quality has a positive and significant influence on purchasing decisions at Lily's cake shop based on the results of simultaneous hypothesis testing, namely $t_{count} 2.844 > t_{table} 1.984$.

The results showed that promotion, product quality and price had a positive and significant effect on purchasing decisions at Lily's cake shop based on the results of simultaneous hypothesis testing, namely $F_{count} 26.522 > F_{table} 2.14$. The results of this study are supported by the value of R square (R^2) = ,456 meaning that the Purchasing Decision variable can be explained by the Promotion, Product Quality and Price variables of 45.6% while the remaining 54.4% is influenced by other factors originating from outside the model. this research such as perception, motivation, behavior, service, satisfaction, customer loyalty and various other variables.

Keywords : Promotion, Product Quality, Price, Purchase Decison.