

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap keputusan pembelian produk Byones, harga terhadap keputusan pembelian produk Byones, dan kualitas pelayanan terhadap keputusan pembelian produk Byones.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kausal komparatif. Populasi yang digunakan pada penelitian ini yaitu konsumen yang melakukan pembelian produk Byones. Sumber data yang digunakan yaitu data primer. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *accidental sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Adapun teknik analisa yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda dengan menggunakan alat bantu SPSS (*Statistical Product and Service Solution*) versi 23.0.

Hasil pengujian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Byones, harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk Byones dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Byones

Kata Kunci : kualitas produk, harga, kualitas pelayanan, keputusan pembelian.

ABSTRACT

This research aimed to analyze and find out the effect of product quality on buying decision of Boyes product, price on buying decision of Boyes product, and service quality on buying decision of Boyes product. The research was consumers who buy some Byones product.

The research was causal-comparative, which focused on cause and effect between two variables or more. Moreover, the data were primary. Furthermore, the data collection technique used accidental sampling. In line with, there were 100 respondents as sample. Additionally, the instrument was questionnaires. The questionnaires were given directly to consumers of Byones products. In addition, the data analysis technique used multiple linear regression with SPSS (Statistic Product and Service Solution) 23.

The research result concluded product quality had positive and significant effect on buying decision of Boyes product. Likewise, price had positive and significant effect on buying decision of Boyes product. Similar to product quality had positive and significant effect on buying decision of Boyes product.

Keywords: *product quality, price, promotion, service quality, buying decision.*