

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Kualitas Produk dan *Influencer* terhadap Keputusan Pembelian Suplemen Fitness Evolene.

Dengan rumusan masalah Apakah Harga berpengaruh terhadap keputusan pembelian Suplemen *fitness* Evolene?, Apakah Kualitas Produk berpengaruh terhadap keputusan pembelian Suplemen *fitness* Evolene? dan Apakah *Influencer* berpengaruh terhadap keputusan pembelian Suplemen *fitness* Evolene?.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah konsumen Suplemen Fitnes Evolene yang jumlah populasinya besar dan tidak dapat diketahui sehingga disebut populasi infinit. Berdasarkan rumus Lemeshow didapatkan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan *self-report data* yang dilakukan dengan cara penyebaran kuesioner. Teknik analisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS versi 29.

Hasil penelitian ini menunjukkan bahwa Harga tidak berpengaruh signifikan terhadap Keputusan Pembelian, Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian dan *Influencer* berpengaruh signifikan terhadap Keputusan Pembelian.

**Kata kunci:** Harga, Kualitas Produk, *Influencer*, Keputusan Pembelian

## **ABSTRACT**

*This research determines the effect of price, product quality, and influencer on the purchasing decisions of Evolene fitness supplement.*

*The research was implemented due the problems as follows: 1) whether that price affected the purchasing decisions of Evolene fitness supplement, 2) whether that product quality affected the purchasing decisions of Evolene fitness supplement, and 3) whether influencer affected the purchasing decisions of Evolene fitness supplement.*

*The study applies quantitatively. Furthermore, the population consists of consumers of Evolene fitness supplement with a great number and unknown unlimited respondents. In line with that, based on the Lemeshow formula 100 people were taken as samples. Moreover, the data were in the form of self-report with a questionnaire as the instrument in the data collection technique. The questionnaires were distributed to the respondents. The data analysis technique used was multiple linear regression analysis with SPSS program 29 version.*

*The result shows that price has an insignificant effect on purchasing decisions. On the other hand, product quality has a significant effect on purchasing decisions. Likewise, influencer has a significant effect on purchasing decisions.*

**Keywords:** *price, product quality, influencer, and purchasing decisions.*

