

ABSTRACT

In this case the competition as it is now experienced by each company always needs to pay attention to factors such as product prices, product quality, and guarantees that are very decisive to influence purchasing decisions. basically the more competitors there are, the more choices for customers to be able to choose products that meet their expectations. The purpose of this study was to determine the effect of Price, Product Quality and Guarantee on Buying Decision Tupperware Products (Case Study in Kutisari Selatan II Village, Tenggilis Mejoyo Surabaya). Quantitative data is the type of data used in this study, using the Probability Sampling sampling technique, which is sampe random sampling. The sample used was 60 respondents based on Slovin formula. The results showed partially that Price, Product Quality and Guarantee a positive and significant effect on Buying Decision Tupperware products. Simultaneously the Price, Quality of Products and Guarantee on Buying Decision Tupperware Products.

Keyword: *Price, Product Quality, Guarantee, Buying Decision*

ABSTRAK

Dalam hal ini persaingan seperti sekarang yang di alami oleh setiap perusahaan senantiasa perlu memperhatikan faktor-faktor seperti harga produk, kualitas produk, dan garansi yang sangat menentukan sekali untuk mempengaruhi keputusan pembelian. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Harga, Kualitas Produk dan Garansi Terhadap Keputusan Pembelian Produk Tupperware. Data kuantitatif merupakan jenis data yang digunakan pada penelitian ini, dengan menggunakan teknik pengambilan sampel Probability Sampling yaitu Random Sampling . Sampel yang digunakan sebanyak 60 responden berdasarkan rumus Slovin. Hasil penelitian menunjukkan secara parsial Harga, Kualitas Produk dan Garansi berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk Tupperware. Secara simultan Harga, Kualitas Produk dan Garansi berpengaruh terhadap Keputusan Pembelian produk Tupperware.

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

