

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, harga produk terhadap keputusan pembelian lampu LED (studi kasus pada pedagang yang menggunakan lampu LED di pasar krian sidoarjo). Sampel penelitian sebanyak 108 responden . Data diambil menggunakan kuesioner, kemudian dilakukan uji data validitas dan reliabilitas, uji asumsi klasik meliputi uji normalitas, uji heteroskedastisitas, uji multikolinieritas, dan uji autokorelasi. Selanjutnya dilakukan uji analisis regresi berganda, uji T dan uji F. Hasil penelitian ini menunjukkan bahwa Kualitas Produk, Kualitas Pelayanan, dan Harga Produk secara simultan berpengaruh terhadap keputusan pembelian lampu LED di pasar Krian Sidoarjo.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, Harga Produk dan Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of product quality, service quality, product price on purchasing decisions for LED lights (a case study of traders who use LED lights in the krian Sidoarjo market). The research sample was 108 respondents. The data were collected using a questionnaire, then tested the validity and reliability of the data, the classical assumption test included normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test. Furthermore, multiple regression analysis tests, T test and F test were carried out. The results of this study indicate that Product Quality, Service Quality, and Product Price simultaneously influence the LED lamp purchasing decision in the Krian Sidoarjo market.

Keywords: Product Quality, Service Quality, Product Price and Purchase Decision