

ABSTRAK

Dalam penelitian ini, peneliti ingin mengetahui maupun menganalisis kualitas produk maupun harga adakah pengaruhnya terhadap keputusan pembelian bisban yang ada di perusahaan PT. Margahayu Citra Utama. Adapun Sampel diambil dengan memakai *sampling accidental* sebanyak 88 responden. Dari perolehan data yang sudah dianalisis memakai bantuan *software IBM SPSS version 23* didapat kesimpulan kualitas produknya mempengaruhi keputusan pembelian, harganya juga mempengaruhi keputusan pembelian, begitupula baik kualitas produknya maupun harganya juga mempengaruhi keputusan pembelian bisban di PT. Margahayu Citra Utama secara bersama sebanyak 25.9%.

Kata Kunci : Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

In this research, the researcher wants to know and analyze the product quality and price, is there any influence on the existing bisban purchase decision at the company PT. Margahayu Citra Utama. Samples were taken using accidental sampling of 88 respondents. From obtaining data that has been analyzed using the help of IBM SPSS version 23 software, it can be concluded that the quality of the product affects the purchase decision, the price also affects the purchase decision, as well as both the quality of the product and the price also affects the purchasing decision can be at PT. Margahayu Citra Utama together as much as 25.9%.

Keywords: *Product Quality, Price, Purchase Decision*