

ABSTRAK

Dhylah Adelia Saputri, 2023. “*Pengaruh Harga, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Produk di Marketplace Shopee*”. Skripsi Program Studi Manajemen Bisnis Syariah Institut Agama Islam Negeri Palopo. Dibimbing oleh Mursyid, S.Pd., M.M.

Skripsi yang berjudul “Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Di *Marketplace* Shopee” merupakan hasil penelitian kuantitatif yang bertujuan untuk menjawab pertanyaan tentang pengaruh harga, kualitas produk dan promosi terhadap keputusan pembelian produk di *marketplace* shopee khususnya bagi masyarakat di kecamatan Masamba.

Metode yang digunakan dalam penelitian ini adalah menggunakan metode penelitian kuantitatif. Pengambilan sampel yang digunakan dalam penelitian ini adalah menggunakan teknik *probability sampling* dan jenis pengambilan sampel menggunakan *simple random sampling*. Jumlah sampel yang diteliti sebanyak 100 responden. Metode analisis yang digunakan yaitu uji validitas, uji reliabilitas, uji asumsi klasik, analisis linear berganda dan uji hipotesis.

Hasil dari penelitian ini menunjukkan bahwa variabel Harga (X1) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk di *marketplace* shopee, variabel Kualitas Produk (X2) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk di *marketplace* shopee, dan variabel Promosi (X3) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) produk di *marketplace* shopee. Harga (X1), Kualitas Produk (X2) dan Promosi (X3) berpengaruh signifikan secara simultan terhadap Keputusan Pembelian (Y) produk di *marketplace* shopee. Adapun kemampuan Harga (X1), Kualitas Produk (X2) dan Promosi (X3) dalam menjelaskan Keputusan Pembelian (Y) Produk di *Marketplace* Shopee yaitu sebesar 95,7% dan sisanya 4,3% dijelaskan oleh variabel lain yang tidak dimasukkan dalam penelitian.

Kata Kunci: Harga, Kualitas Produk, Promosi, Keputusan Pembelian

ABSTRACT

Dhylah Adelia Saputri, 2023. *“The Effect Of Price, Product Quality And Promotion On Purchase Decisions In Marketplace Shopee”*. Thesis for the Sharia Business Management Study Program, Palopo State Islamic Institue. Supervised by Mursyid, S.Pd., M.M.

The thesis entitled “The Influence of Price, Product Quality and Promotion on Product Purchase Decisions in the Shopee Marketplace” is the result of quantitative research which aims to answer questions regarding the influence of Price, Product Quality and Promotion on Product Purchase Decisions in the Shopee Marketplace especially for people in Masamba sub-district.

The research method used in this research is to use quantitative research methods. Sampling used in this study is to use the Probability Sampling method and the type of using Simple Random Sampling. The number of samples studied was 100 respondents. The analytical method used is the validity test, reliability test, classic assumption test, multiple linear analysis and hypothesis testing.

The research results show that the Price variable (X1) has a positive and significant influence on the Purchase Drcision (Y) of products in the shopee marketplace, the Product Quality variable (X2) has a positive and significant influence on the Purchase Decision (Y) of product in the shopee marketplace and the Promotion variable (X3) has a positive and significant effect on Puchase Decision (Y) for products on the shopee marketplace. Price (X1), Product Quality (X2) and Promotion (X3) simultaneously have a significant influence on the Purchase Decision (Y) of products in the shopee marketplace. The ability of Price (X1), Product Quality (X2) and Promotion (X3) to explain product Purchasting Decisions on the Shopee Marketplace is 95,7% and the remaining 4,3% is explained by other variables not included in the research.

Keywords: Price, Product Quality, Purchase Decision