

CINDY ANDALIA. NPM : 91811404122052. **Pengaruh Kualitas Produk Dan Lokasi Terhadap Keputusan Pembelian Pada Usaha Depot Air Minum Ria Riski Di Desa Tokorondo** Dibimbing oleh Holmes R. Kapuy dan Iswan M. Masirete.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk Dan Lokasi Terhadap Keputusan Pembelian Pada Usaha Depot Air Minum Ria Riski di Desa Tokorondo. Data yang digunakan yaitu data primer dan data sekunder. Teknik pengumpulan data menggunakan observasi, wawancara dan koesioner. Populasi dalam penelitian ini seluruh pelanggan air minum dan sampel menggunakan probability sampling dengan jumlah 40 responden. Data dalam penelitian ini dianalisis berdasarkan regresi linier berganda melalui Statistical Program For Social Science (SPSS).

Berdasarkan hasil penelitian, diperoleh persamaan regresi sebagai berikut $Y = 7.366 + .393X_1 + .627X_2$. Berdasarkan analisis data statistik. Indikator penelitian bersifat valid dan variabelnya bersifat reliabel. Pada pengujian asumsi klasik, model regresi bebas multikolinieritas, tidak terjadi heteroskedastisitas dan berdistribusi normal, hasil pengujian hipotesis yaitu koefisien determinasi R^2 diperoleh sebesar .569. Berarti 56.9% kualitas produk ditentukan oleh variabel lokasi dan keputusan pembelian, sisanya 43.1% ditentukan oleh variabel lain. Nilai t hitung variabel kualitas produk .681 signifikan sebesar $.005 < 0,05$, nilai t hitung variabel lokasi .1.010 signifikan sebesar $.039 < 0,05$. Hasil uji F menunjukkan. Kualitas produk dan lokasi secara simultan berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung 24.467 signifikan sebesar $.000 < 0,05$. Uji t membuktikan bahwa variabel independen kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian sedangkan variabel lokasi berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Lokasi, Keputusan Pembelian.

CINDY ANDALIA. NPM : 91811404122052. **The Influence of Product Quality and Location on Purchasing Decisions at Ria Riski's Water Depot Business in Tokorondo Village** Supervised by Holmes R. Kapuy and Iswan M. Masirete.

ABSTRACT

This study aims to find out the influence of product quality and location on purchasing decisions at the Ria Riski drinking water depot business in Tokorondo Village. The data used are primary data and secondary data. Data collection techniques using observation, interviews and questionnaires. The population in this study were all drinking water customers and the sample used probability sampling with a total of 40 respondents. The data in this study were analyzed based on multiple linear regression through the Statistical Program for Social Science (SPSS).

Based on the results of the study, the following regression equation was obtained $Y = 7.366 + 0.393X_1 + 0.627X_2$. Based on statistical data analysis. The research indicators are valid and the variables are reliable. In the classical assumption test, the regression model is free of multicollinearity, there is no heteroscedasticity and is normally distributed, the results of hypothesis testing, namely the coefficient of determination R^2 , are obtained at 0.569. It means that 56.9% of purchasing decisions is determined by product quality and location variables, the remaining 43.1% is determined by other variables. The t-value of the product quality variable is 0.681 significant at $0.005 < 0.05$, the t_{count} value for the location variable is .1,010 significant at $0.039 < 0.05$. F_{test} results show. Product quality and location simultaneously have a significant effect on purchasing decisions with a significant F_{count} value of $0.000 < 0.05$. The t_{test} proves that the independent variable product quality simultaneously has a significant effect on purchasing decisions, while the location variable has a significant effect on purchasing decisions.

Keywords: Product Quality, Location, Purchase Decision