LISDIANA PUTRI LAGONDA. NPM : 91811404122028. **Pengaruh Kualitas Produk Beras, Harga dan Saluran Distribusi Terhadap Keputusan Pembelian Pada Tempat Penggilingan Padi Desa Bo'e.** Dibimbing oleh bapak Holmes R. Kapuy, dan Bapak Adolf O.S Lubalu.

## ABSTRAK

Tujuan penelitian ini mengetahui pengaruh variabel kualitas produk beras, harga dan saluran distribusi terhadap keputusan pembelian di penggilingan padi. Teknik sampel menggunakan probability sampling dengan jumlah 64 orang. Data dalam penelitian ini dianalisis berdasarkan Regresi linear berganda melalui (SPSS) versi 25.

Hasil penelitian menunjukan analisis data statistik,indikator penelitian bersifat valid dan variabelnya bersifat reliabel. Hasil persamaan regresi yaitu $Y= 18.995+0,341\ X1-0.297\ X2+0.229\ X3$. Hasil $R_{square}$ yaitu 0,167 atau 16,7%. Uji hipotesis menunjukkan bahwa dalam uji F variabel kualitas produk beras, harga dan saluran distribusi berpengaruh signifikan dengan nilai $F_{hitung}$ 4,000 sedangkan nilai signifikansi sebesar 0,012<0,05. Uji hipotesis selanjutnya menunjukan hasil nilai t hitung yaitu variabel kualitas produk beras bepengaruh signifikan lebih kecil 0,05 sedangkan variabel harga menunjukan hasil signifikan lebih kecil 0,05 variabel saluran distribusi menujukan lebih besar dari pada 0,05.

Kata Kunci : Kualitas Produk Beras, Harga, Saluran Distribusi, Keputusan Pembelian.

**LISDIANA PRINCESS LAGONDA**. NPM : 91811404122028. *The Influence of*

*Rice Product Quality, Price and Distribution Channels on Purchase Decisions at Rice Mills in Bo'e Village*. Supervised by Holmes R. Kapuy and Adolf O.S Lubalu.

## ABSTRACT

The purpose of this study was to find out the effect of rice product quality, price and distribution channels on purchasing decisions in rice mills. The sample technique uses probability sampling with a total of 64 people. The data in this study were analyzed based on multiple linear regression through (SPSS) version 25.

The results obtained that statistical data analysis, research indicators are valid and the variables are reliable. The results of the regression equation are $Y= 18.995+0.341\ X1-0.297\ X2+0.229\ X3$. The Rsquare result is 0.167 or 16.7%. The hypothesis test shows that in the F test the variables of rice product quality, price and distribution channel have a significant effect with the Fcount 4,000 while the significance value is $0.012 <0.05$. The next hypothesis test shows the results of the t-count value, namely the variable quality of rice products has a significantly smaller effect of 0.05 while the price variable shows significantly smaller results 0.05, the distribution channel variable indicates that it is greater than 0.05.

***Keywords****:Rice Product Quality, Price, Distribution Channels, Purchase Decision*