

ABSTRAK

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN PRODUK FASHION ERIGO DI
MARKETPLACE SHOPEE
(Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Kadiri)**

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Penelitian ini bertujuan untuk mengetahui adanya pengaruh secara parsial ataupun simultan dari Kualitas Produk dan Harga Produk terhadap Keputusan Pembelian Produk *Fashion* Erigo di *Marketplace* Shopee pada Mahasiswa Fakultas Ekonomi Universitas Kadiri, serta untuk menganalisis variabel yang dominan dalam mempengaruhi Keputusan Pembelian Produk *Fashion* Erigo di *Marketplace* Shopee pada Mahasiswa Fakultas Ekonomi Universitas Kadiri. Jenis penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 92 responden yang dipilih menggunakan teknik *nonprobability sampling* dengan metode *purposive sampling*. Data dikumpulkan melalui kuesioner secara online dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwa secara parsial, Kualitas Produk (X1) dan Harga Produk (X2) berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk *Fashion* Erigo di *Marketplace* Shopee pada Mahasiswa Fakultas Ekonomi Universitas Kadiri. Secara simultan, kedua variabel ini juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk *Fashion* Erigo di *Marketplace* Shopee pada Mahasiswa Fakultas Ekonomi Universitas Kadiri. Dari kedua variabel tersebut, Harga Produk (X2) ditemukan lebih dominan dalam mempengaruhi Keputusan Pembelian Produk *Fashion* Erigo dibandingkan dengan Kualitas Produk.

Kata kunci: Kualitas Produk, Harga Produk, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE PURCHASE DECISION OF ERIGO FASHION PRODUCTS ON THE SHOPEE MARKETPLACE

(Case Study on Students of the Faculty of Economics, Kadiri University)

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This study aims to determine the partial or simultaneous influence of Product Quality and Product Price on the Purchase Decision of Erigo Fashion Products on the Shopee Marketplace in students of the Faculty of Economics, Kadiri University, as well as to analyze the dominant variables in influencing the Purchase Decision of Erigo Fashion Products on the Marketplace Shopee to Students of the Faculty of Economics, Kadiri University. This type of research uses a quantitative approach with a sample of 92 respondents who are selected using nonprobability sampling techniques with the purposive sampling method. Data were collected through an online questionnaire and analyzed using multiple linear regression with the help of SPSS 25. The results of the study show that partially, Product Quality (X1) and Product Price (X2) have a positive and significant effect on the Purchase Decision of Erigo Fashion Products on the Shopee Marketplace in Students of the Faculty of Economics, Kadiri University. Simultaneously, these two variables also have a positive and significant effect on the Purchase Decision of Erigo Fashion Products on the Shopee Marketplace for Students of the Faculty of Economics, Kadiri University. Of these two variables, Product Price (X2) was found to be more dominant in influencing Erigo Fashion Product Purchase Decisions compared to Product Quality.

Keywords: *Product Quality, Product Price, Purchasing Decision*