

***Analysis Of Quality Product, The Price, And Promotion Toward
Yamaha Mio Motorcycle Buying Decision
(A Case Study In District Pejuang, Bekasi Barat)***

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Abstract

This study is a quantitative study aims to know the analysis of the quality product, the price, and the promotion toward buying decision. The population of this study is the society of district Pejuang, Bekasi Barat. The sample was conducted for 75 respondents. The methodology of this study is non-probability sampling, especially purposive sampling. The data was collected by distributing the questionnaire. This study analyzed using PLS (Partial Least Square) analysis technique. The result of this study showed that (1) the product quality significantly affect the buying decision with the coefficient percentage as big as 0,633. (2) the price significantly affect the buying decision with the coefficient percentage as big as 0,393. (3) the promotion did not significantly affect the buying decision with the coefficient as big as -0,052.

Keywords: product quality, the price, promotion and buying decision.

**Analisis Kualitas Produk, Harga, dan Promosi Terhadap
Keputusan Pembelian Sepeda Motor Yamaha Mio
(Studi Kasus Di Kelurahan Pejuang Bekasi Barat)**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui analisis kualitas produk, harga dan promosi terhadap keputusan pembelian. Populasi dalam penelitian ini adalah masyarakat di Kelurahan Pejuang, Bekasi Barat. Ukuran Sampel diambil sebanyak 75 orang responden, dengan metode *non probability sampling* khususnya purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) kualitas produk memiliki pengaruh signifikan terhadap keputusan pembelian dengan nilai koefisien jalur sebesar 0,633. (2) harga memiliki pengaruh signifikan terhadap keputusan pembelian dengan nilai koefisien jalur sebesar 0,393. (3) promosi memiliki pengaruh tidak signifikan terhadap keputusan pembelian dengan nilai koefisien jalur sebesar - 0,052.

Kata kunci: kualitas produk, harga, promosi, dan keputusan pembelian.