

THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SALES PROMOTION ON THE PURCHASE DECISION OF COMPASS SHOES IN JAKARTA SELATAN

By Muhammad Fathan Aldina Yaskur

Abstract

The tight competition in the shoe industry has made Compass intensive and often observes consumer behavior, one of which is to consider the factors that influence the buying decision process. This research was conducted with the aim of analyzing the effect of product quality, price, and sales promotion on purchasing decisions for Compass shoes in South Jakarta. The research subjects include consumers of Compass shoes in South Jakarta. The sampling method uses purposive sampling and produces responses from 100 consumers of Compass Shoes. Data processing uses SmartPLS 4 and the results are (1) Product Quality has a positive and significant by 0,384 effect on the Decision to Purchase Compass shoes in South Jakarta, (2) Price has a positive and significant by 0,338 effect on the Decision to Purchase Compass shoes in South Jakarta, and (3) Sales Promotion has a positive effect and significant by 0,251 to the decision to buy Compass shoes in South Jakarta. While the adjusted R-square value shows product quality, price and sales promotion together contributing 52.70% while the remaining 47.30% is caused by other factors that are outside the research model on Compass shoes in South Jakarta.

Keywords: *Product Quality, Price, Sales Promotion, Purchase Decision, Compass*

PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PEMBELIAN SEPATU COMPASS DI JAKARTA SELATAN

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Abstrak

Persaingan industri sepatu yang ketat membuat Compass gencar dan sering mengamati perilaku konsumen, satu di antaranya ialah mempertimbangkan faktor-faktor yang mempengaruhi proses keputusan pembelian. Penelitian ini dilakukan dengan tujuan menganalisis pengaruh kualitas produk, harga, dan promosi penjualan terhadap keputusan pembelian sepatu Compass di Jakarta Selatan. Subyek penelitian meliputi konsumen sepatu Compass di Jakarta Selatan. Metode pengambilan sampel menggunakan purposive sampling dan menghasilkan tanggapan 100 responden konsumen Sepatu Compass. Pengolahan data menggunakan SmartPLS 4 dan hasilnya adalah (1) Kualitas Produk berpengaruh positif dan signifikan sebesar 0,384 terhadap Keputusan Pembelian sepatu Compass di Jakarta Selatan, (2) Harga berpengaruh positif dan signifikan sebesar 0,338 terhadap Keputusan Pembelian sepatu Compass di Jakarta Selatan, dan (3) Promosi Penjualan berpengaruh positif dan signifikan sebesar 0,251 terhadap Keputusan Pembelian sepatu Compass di Jakarta Selatan. Sedangkan nilai *adjusted R-square* 52,70% yang artinya bahwa kualitas produk, harga dan promosi penjualan secara bersama sama memberikan kontribusi terhadap keputusan pembelian sedangkan sisanya 47,30% di sebabkan oleh faktor lain yang berada di luar model penelitian pada sepatu Compass di Jakarta Selatan.

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