

PENGARUH KUALITAS PRODUK, HARGA, DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN MOBIL TOYOTA AVANZA DI DKI JAKARTA

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Abstrak

Penelitian ini adalah penelitian kuantitatif untuk mengetahui, menganalisis, membuktikan pengaruh kualitas produk, pengaruh harga dan pengaruh *word of mouth* terhadap keputusan pembelian mobil Toyota Avanza di Jakarta. Populasi pada penelitian ini yaitu masyarakat Jakarta yang memiliki mobil Toyota. Total sampel yang diambil pada penelitian kali ini adalah sebanyak 100 responden, pengambilan sampel dilakukan dengan metode non Probability sampling dan metode yang digunakan yaitu metode Purposive sampling, pada penelitian kali ini memakai kuesioner dalam menghimpun data dari responden dan memakai PLS (Partial Least Square) kemudian dalam melakukan analisis menggunakan bantuan aplikasi SmartPLS 4.0. Hasil yang didapat dari penelitian ini yaitu bahwa (1) Kualitas Produk berpengaruh secara signifikan terhadap keputusan pembelian mobil Toyota Avanza di Jakarta, (2) Harga berpengaruh secara signifikan terhadap keputusan pembelian mobil Toyota Avanza di Jakarta, (3) *Word of Mouth* berpengaruh secara signifikan terhadap keputusan pembelian mobil Toyota Avanza di Jakarta.

Katakunci : *Kualitas Produk, Harga, Word of Mouth, Keputusan Pembelian*

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND WORD OF MOUTH ON THE DECISION TO PURCHASE A TOYOTA AVANZA CAR IN JAKARTA

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Abstract

This research is quantitative research to find out, analyze, prove the influence of product quality, the influence of price and the influence of word of mouth on the decision to purchase a Toyota Avanza car in Jakarta. The population in this study is the people of Jakarta who own Toyota cars. The total sample taken in this research was 100 respondents, sampling was carried out using a non-probability sampling method and the method used was the purposive sampling method, in this research a questionnaire was used to collect data from respondents and used PLS (Partial Least Square) then in carrying out the analysis using the help of the SmartPLS 4.0 application. The results obtained from this research are that (1) Product Quality has a significant effect on the decision to purchase a Toyota Avanza car in Jakarta, (2) Price has a significant effect on the decision to purchase a Toyota Avanza car in Jakarta, (3) Word of Mouth has a significant effect on the decision to purchase a Toyota Avanza car in Jakarta.

Keywords: *Product Quality, Price, Word of Mouth, Purchasing Decisions*