

# **PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SUZUKI CARRY SAAT PANDEMI COVID-19 DI PROVINSI JAWA BARAT**

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## **ABSTRAK**

Studi ini menggambarkan riset bersifat kuantitatif yang bertujuan untuk bisa mengenali pengaruh mutu produk serta harga terhadap keputusan pembelian Suzuki carry dikala pandemic covid- 19 lagi berlangsung di provinsi Jawa Barat.. Dengan populasi yaitu konsumen suzuki yang melakukan pembelian suzuki carry di provinsi Jawa Barat sebanyak 50 responden. Pengumpulan sampel menggunakan sampel jenuh, yang berarti semua populasi menjadi sampel. Data dikumpulkan dengan cara menyebarkan kuisioner, dan disebarkan ke beberapa dealer di Jawa Barat. Pengujian data dilakukan dengan analisis PLS, dengan program *SmartPLS3.0* dengan tingkat signifikansi 5% (0,05). Hasil pengolahan data ini menunjukkan bahwa variabel (1) kualitas produk berpengaruh signifikan terhadap keputusan pembelian, dan (2) harga berpengaruh signifikan atas keputusan pembelian. Penelitian ini juga menunjukkan nilai R square yaitu sebesar 0,677. Dimana variabel kualitas produk dan harga memiliki pengaruh sebesar 67% terhadap keputusan pembelian, dan 33% lainnya dipengaruhi oleh variabel lainnya seperti promosi, citra merk, dan iklan.

Kata kunci : Kualitas Produk, Harga, Keputusan Pembelian, Kendaraan, Covid-19

# ***THE EFFECT OF PRODUCT QUALITY AND PRICE ON SUZUKI CARRY PURCHASING DECISIONS DURING THE COVID-19 PANDEMIC IN WEST JAVA***

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## **ABSTRACT**

*This study describes a quantitative research that aims to be able to identify the effect of product quality and price on purchasing decisions for Suzuki carry when the Covid-19 pandemic is taking place in West Java province. With a population of 50 Suzuki consumers who purchase Suzuki carry in West Java province respondents. The sample collection uses saturated samples, which means that all populations are sampled. Data were collected by distributing questionnaires, and distributed to several dealers in West Java. Data testing was performed using PLS (Partial Least Square) analysis, with the SmartPLS3.0 program with a significance level of 5% (0.05). The results of this data processing indicate that (1) product quality has a significant effect on purchasing decisions, and (2) price has a significant effect on purchasing decisions. This study also shows the R square value of 0.677. Where the variables of product quality and price have an influence of 67% on purchasing decisions, and 33% are influenced by other variables such as promotion, brand image, and advertising..*

*Keywords : Product Quality, Price, Purchasing Decision, Vehicle, Covid-19*