

ABSTRAK

Penelitian ini dilakukan pada pelanggan *MARKETPLACE SHOPPE*. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas, aplikasi, harga, dan promosi terhadap keputusan pembelian. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 100 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas (0,230), aplikasi (0,285), harga (0,262) dan promosi (0,190), semuanya berpengaruh positif terhadap keputusan pembelian. Dari uji F diperoleh hasil kualitas, aplikasi, harga, dan promosi, semuanya berpengaruh signifikan (0,000) secara simultan terhadap keputusan pembelian. Dari uji t diperoleh hasil kualitas (0,001) berpengaruh signifikan terhadap keputusan pembelian. Uji aplikasi (0,000) berpengaruh signifikan terhadap keputusan pembelian. Dan harga (0,000) berpengaruh signifikan terhadap keputusan pembelian. Serta promosi (0,006), semuanya berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: kualitas, aplikasi, harga, promosi dan keputusan pembelian

ABSTRACT

This research was conducted on MARKETPLACE SHOPPE customers. This study aims to determine the effect of quality, application, price, and promotion on purchasing decisions. In this study, data were collected using the tools of observation, interviews and questionnaires to 100 respondents using purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the analysis using regression, it can be seen that the variables of quality (0.230), application (0.285), price (0.262) and promotion (0.190) all have a positive effect on purchasing decisions. From the F test, it is obtained that the quality, application, price, and promotion results simultaneously have a significant effect (0.000) on purchasing decisions. From the t test, it was found that the quality (0.001) had a significant effect on purchasing decisions. Application test (0,000) has a significant effect on purchasing decisions. And price (0,000) has a significant effect on purchasing decisions. As well as promotion (0.006), all of them have a significant effect on purchasing decisions.

Keywords: quality, application, price, promotion and purchase decisions