

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh harga terhadap keputusan pembelian melalui Facebook pada Online Shop Jersey Sepak Bola di Jember. (2) Pengaruh promosi terhadap keputusan pembelian melalui Facebook pada Online Shop Jersey Sepak Bola di Jember. (3) Pengaruh citra merek terhadap keputusan pembelian melalui Facebook pada Online Shop Jersey Sepak Bola di Jember. (4) Pengaruh kualitas produk terhadap keputusan pembelian melalui Facebook pada Online Shop Jersey Sepak Bola di Jember. (5) Pengaruh harga, promosi, citra merek dan kualitas produk terhadap keputusan pembelian melalui Facebook pada Online Shop Jersey Sepak Bola di Jember. Sampel dalam penelitian ini sejumlah 75 responden. Teknik pengambilan sampel menggunakan Purposive Sampling. Berdasarkan hasil penelitian diperoleh nilai koefisien variabel harga, promosi, citra merek, kualitas produk dengan arah positif serta variabel harga (X1) $T_{hitung} > T_{tabel}$ ($2,295 > 1,667$) signifikan 0,003, variabel promosi (X2) $T_{hitung} > T_{tabel}$ ($5,553 > 1,667$) signifikan 0,025, variabel citra merek $T_{hitung} > T_{tabel}$ ($2,621 > 1,667$) signifikan 0,011, variabel kualitas produk $T_{hitung} > T_{tabel}$ ($10,606 > 1,667$) signifikan 0,000. Berpengaruh positif terhadap keputusan pembelian pada *Online Shop* Jersey Sepak Bola di Jember secara parsial. Dan hasil penelitian diperoleh F_{hitung} (9,746) $>$ F_{tabel} (3,422) dan sig 0,000 hal ini menunjukkan bahwa harga, promosi, citra merek dan kualitas produk mempunyai pengaruh signifikansi terhadap keputusan pembelian simultan diterima.

Kata kunci : Harga, Promosi, Citra Merek, Kualitas Produk dan Keputusan Pembelian

ABSTRACT

This study aims to determine: (1) The influence of price on purchase decisions via Facebook in Online Shop Jersey Football in Jember. (2) The effect of promotions on purchase decisions via

Facebook pada Online Shop Jersey Football in Jember. (3) The influence of brand image on purchase decisions via Facebook in Online Shop Jersey Football in Jember. (4) The effect of the quality of products on purchase decisions via Facebook in Online Shop Jersey Football in Jember. (5) The effect of pricing, promotion, brand image and product quality on purchasing decisions via Facebook in Online Shop Jersey Football in Jember. The sample in this study of 75 respondents. The sampling technique used purposive sampling.. Based on the results obtained by the coefficient of variable pricing, promotion, brand image, product quality with arah positive as well as the price variable (X1) $T_{hitung} > T_{tabel}$ ($2.295 > 1.667$) was significantly 0,003, promotion variable (X2) $T_{hitung} > T_{tabel}$ ($5.553 > 1.667$) was significantly 0,025, brand image variable $T_{hitung} > T_{tabel}$ ($2.621 > 1.667$) 0.011 significant, variable product quality $T_{hitung} > T_{tabel}$ ($10.606 > 1.667$) 0.000 significant. Positive influence on purchase decisions in the Online Shop Jersey Football in Jember partially. And research results diperoleh F_{hitung} (9.746) $>$ F_{table} ($3,422$) and 0,000 sig suggesting that price, promotion, brand image and product quality has a significant influence on purchasing decisions simultaneously accepted

Keywords: Pricing, Promotion, Brand, Product Quality and Purchasing Decisions