

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Kopi ajoe di Kota padang. Populasi dalam penelitian ini seluruh konsumen Kopi Ajoe keliling Kota Padang yang jumlahnya tidak diketahui dengan pasti. sampel sebanyak 150 responden. Data diperoleh dengan melakukan penyebaran kuesioner kemudian diolah dan diuji dengan menggunakan IBM SPSS Statistics 22 Dari penelitian yang dilakukan diketahui berdasarkan hasil pengujian hipotesis menunjukkan, Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Kopi Ajoe Kota padang, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian kopi Ajoe Kota Padang, Harga dan Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Kopi Ajoe Kota Padang.

Kata kunci: Harga, Kualitas Produk dan Keputusan Pembelian

ABSTRACT

This research aims to determine the effect of Price and Product Quality on the Purchasing Decision of Ajoe Coffee in Padang City. The population in this study consists of all consumers of Ajoe Coffee mobile in Padang City, the exact number of which is unknown. A sample of 150 respondents was taken. Data were obtained by distributing questionnaires, which were then processed and tested using IBM SPSS Statistics 22. From the conducted research, it was found that based on the results of hypothesis testing, Price has a positive and significant effect on the Purchasing Decision of Ajoe Coffee in Padang City, Product Quality has a positive and significant effect on the Purchasing Decision of Ajoe Coffee in Padang City, and Price and Product Quality together have a positive and significant effect on the Purchasing Decision of Ajoe Coffee in Padang City.

Keywords: Price, Product Quality, and Purchasing Decision