

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian dengan Kepuasan Pelanggan sebagai variabel intervening pada Cafe Rumah Diskusi Alco Kota Padang. Penelitian ini menggunakan metode pengumpulan data melalui survei dan mengedarkan kuesioner sehingga didapat jumlah sampel 50 responden. pengolahan data menggunakan aplikasi spss versi 2.6. Teknik analisis data menggunakan validitas, reabilitas, asumsi klasik, analisis regresi linier berganda serta analisis jalur untuk menguji dan membuktikan hipotesis penelitian ini.

Hasil penelitian menunjukkan secara simultan Harga dan Kualitas Produk berpengaruh signifikan terhadap kepuasan konsumen sedangkan Harga dan Kualitas Produk secara simultan juga berpengaruh signifikan terhadap Keputusan Pembelian secara simultan Harga dan Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian. Secara parsial Harga berpengaruh signifikan terhadap Kepuasan Pelanggan. Secara parsial Kualitas Produk berpengaruh signifikan terhadap Kepuasan Pelanggan. Secara parsial Harga berpengaruh signifikan terhadap Keputusan Pembelian dan Kualitas Produk berpengaruh secara signifikan terhadap Keputusan pembelian. Secara parsial Kepuasan Pelanggan berpengaruh signifikan terhadap Keputusan Pembelian. Kemudian hasil penelitian secara analisis jalur Harga berpengaruh signifikan terhadap Keputusan Pembelian melalui Kepuasan Pelanggan sedangkan Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian melalui Kepuasan Pelanggan.

Kata kunci : Harga, Kualitas Produk , Keputusan Pembelian , Kepuasan Pelanggan.

ABSTRAK

The purpose of this study is to find out how much influence Price and Product Quality have on Customer Satisfaction Purchasing Decisions as an intervening variable at the Cafe Rumah Diskusi Alco in Padang City. This study used a data collection method through surveys and circulated questionnaires so that a total sample of 50 respondents was obtained. Data processing using SPSS application version 2.6. Data analysis techniques use validity, reability, classical assumptions, multiple linear regression analysis as well as path analysis to test and prove the hypothesis of this study.

The results showed that simultaneously Price and Product Quality have a significant effect on consumer satisfaction while Price and Product Quality simultaneously also have a significant effect on purchasing decisions simultaneously Price and Product Quality have a significant effect on Purchasing Decisions. Partially Price has a significant effect on Customer Satisfaction. Partially Product Quality has a significant effect on Customer Satisfaction. Partially Price has a significant effect on Purchasing Decisions and Product Quality has a significant effect on purchasing decisions. Partially Customer Satisfaction has a significant effect on Purchasing Decisions. Then the results of the research in price path analysis have a significant effect on purchasing decisions through customer satisfaction while product quality has a significant effect on purchasing decisions through customer satisfaction.

Keywords: Price, Product Quality, Purchasing Decisions , Customer Satisfaction.