

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Produk, Harga, Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen Pada Kamtumi Coffee Padang. Metode pengumpulan data melalui survei dan mengedarkan kuesioner sebanyak 94 sampel responden dengan menggunakan metode teknik *Probability Purposive Sampling*. Metode analisis yang digunakan adalah regresi linear berganda, Uji T dan Uji F dengan SPSS 16.0 Windows Evaluation Vision. Hasil analisis data menyimpulkan, (1.) Kualitas Produk secara parsial berpengaruh signifikan terhadap Keputusan Pembelian Konsumen. (2.) Harga secara parsial tidak berpengaruh signifikan terhadap Keputusan Pembelian Konsumen. (3.) Kualitas Pelayanan secara parsial berpengaruh signifikan terhadap Keputusan Pembelian Konsumen. (4.) Digital Marketing secara parsial berpengaruh signifikan terhadap Keputusan Pembelian Konsumen. (5.) Kualitas Produk, Harga, Kualitas Pelayanan dan Digital Marketing secara bersama-sama berpengaruh terhadap Keputusan Pembelian Konsumen.

Kata Kunci: Kualitas Produk, Harga, Kualitas Pelayanan, Digital Marketing dan Keputusan Pembelian Konsumen.

ABSTRACT

This study aims to examine how much influence product quality, price, service quality have on consumer purchasing decisions at Kamtumi Coffee Padang. The data collection method is through surveys and distributing questionnaires to 94 sample respondents using the Probability Purposive Sampling technique. The analytical method used is multiple linear regression, T test and F test with SPSS 16.0 Windows Evaluation Vision. The results of the data analysis concluded, (1.) Product quality partially has a significant effect on consumer purchasing decisions. (2.) Price partially has no significant effect on Consumer Purchase Decisions. (3.) Service Quality partially has a significant effect on Consumer Purchase Decisions. (4.) Digital Marketing partially has a significant effect on Consumer Purchase Decisions. (5.) Product Quality, Price, Service Quality and Digital Marketing jointly affect Consumer Purchase Decisions.

Keywords : Product Quality, Price, Service Quality, Digital Marketing and Consumer Purchasing Decisions