

**THE IMPACT OF PRODUCT QUALITY AND PRICE OF PURCHASE
DECISIONS IN BANDAR LAMPUNG AT BANDAR LAMPUNG THRIFTH
SHOP (BRANDED USED CLOTHES)**

ABSTRACT

By

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This study aims to determine the effect of product quality and price on purchasing decisions in Bandar Lampung at Thrift Shop (Branded Used Clothing) Bandar Lampung partially and simultaneously. The sampling method used purposive sampling, because the population size is not known with certainty, the number of samples using the calculation of Hair et al with the formula 5 x the number of indicators and the resulting sample is 75 or rounded up to 100 respondents. Instrument testing uses validity and reliability tests, data analysis methods use multiple linear regression analysis and the coefficient of determination. The results of research on product quality and price partially have a positive and significant effect on purchasing decisions of Thrift Shop (Branded Used Clothing) Bandar Lampung. The results showed that product quality and price simultaneously had a positive and significant effect on the purchasing decision of the Bandar Lampung Thrift Shop (Branded Used Clothing), while the Coefficient of Determination (R²) was 0.571. This shows that the value of 0.571 The purchasing decision variable can be influenced by product quality (X1) and price (X2). While the remaining 42.9 there are other variables that are not present in this study.

Keywords: *Purchase Decision, Product Quality, Price, Clothes, Thrift Shop*

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN DI BANDAR LAMPUNG PADA THRIFTH
SHOP (PAKAIAN BEKAS BRANDED) BANDAR LAMPUNG**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan Harga terhadap keputusan pembelian Di Bandar Lampung pada Trift Shop (Pakaian Bekas Branded) Bandar Lampung secara Parsial dan simultan. Metode pengambilan sampel menggunakan Purposive sampling, karena jumlah populasi tidak diketahui secara pasti, jumlah sampel menggunakan perhitungan Hair et al dengan rumus $5 \times$ jumlah indikator dan sampel yang dihasilkan 75 atau dibulatkan menjadi 100 responden. Pengujian instrumen menggunakan uji Validitas dan reliabilitas, metode analisis data menggunakan analisis regresi linier berganda dan koefisien determinasi. Hasil penelitian kualitas produk dan Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian Thrift Shop (Pakaian Bekas Branded) Bandar Lampung. Hasil penelitian menunjukkan bahwa kualitas produk dan Harga secara simultan berpengaruh Positif dan signifikan terhadap keputusan pembelian Thrift Shop (Pakaian Bekas Branded) Bandar Lampung, sedangkan pada Koefisien Determinasi (R^2) sebesar 0.571. Hal tersebut menunjukkan bahwa nilai 0,571 Variabel keputusan pembelian dapat di pengaruhi oleh Kualitas Produk (X_1), dan Harga (X_2). Sedangkan sisa nya 42,9 terdapat variabel lain yang tidak ada pana penelitian ini.

Kata Kunci: Keputusan Pembelian, Kualitas Produk, Harga, Pakaian, *Thrift Shop*