

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN *SMARTPHONE* OPPO DI
KECAMATAN TUMIJAJAR KABUPATEN
TULANG BAWANG BARAT**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan harga terhadap keputusan pembelian *smartphone* OPPO di Kecamatan Tumijajar, Tulang Bawang Barat. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden yang pernah membeli dan menggunakan *smartphone* OPPO. Teknik pengambilan sampel menggunakan purposive sampling. Analisis data dilakukan dengan uji validitas, reliabilitas, regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2) menggunakan SPSS. Hasil penelitian menunjukkan bahwa seluruh instrumen penelitian valid dan reliabel. Secara parsial, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t hitung $3,262 > t$ tabel $1,660$, sedangkan harga berpengaruh positif dan signifikan dengan nilai t hitung $7,250 > t$ tabel $1,660$. Secara simultan, kualitas produk dan harga berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung $108,906 > F$ tabel $3,09$. Nilai koefisien determinasi (R^2) sebesar $0,692$ menunjukkan bahwa $69,2\%$ keputusan pembelian dipengaruhi oleh kualitas produk dan harga, sedangkan $30,8\%$ dipengaruhi faktor lain di luar penelitian.

Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian, *Smartphone* OPPO.

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ABSTRACT

This study aims to analyze the effect of product quality and price on purchasing decisions of OPPO smartphones in Tumijajar District, Tulang Bawang Barat. The research employed a quantitative approach using a survey method by distributing questionnaires to 100 respondents who had purchased and used OPPO smartphones. The sampling technique used was purposive sampling. Data were analyzed using validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2) with the assistance of SPSS software. The results showed that all research instruments were valid and reliable. Partially, product quality had a positive and significant effect on purchasing decisions, with a t-value of 3.262 greater than the t-table value of 1.660. Price also had a positive and significant effect on purchasing decisions, with a t-value of 7.250 greater than the t-table value of 1.660. Simultaneously, product quality and price significantly affected purchasing decisions, with an F-value of 108.906 greater than the F-table value of 3.09. The coefficient of determination (R^2) was 0.692, indicating that 69.2% of purchasing decisions were influenced by product quality and price, while the remaining 30.8% were influenced by other factors outside the scope of this study.

Kata Kunci: Product Quality, Price, Purchasing Decision, *OPPO Smartphone*