

**PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN MELALUI LINK AFILIASI SHOPEE PADA
AKUN TWITTER @263JUTA**

**Wenny Della Nainggolan
2019112188**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian konsumen melalui link afiliasi Shopee pada akun Twitter @263juta baik secara parsial dan simultan. Populasi dari penelitian ini adalah konsumen yang pernah melakukan pembelian melalui link Shopee afiliasi pada akun Twitter @263juta, dengan menggunakan teknik purposive sampling memakai rumus Slovin sehingga diketahui sampel dalam penelitian ini berjumlah 100 responden. Teknik pengumpulan data menggunakan teknik wawancara dan kuesioner berbantuan google form. Hasil penelitian ini membuktikan bahwa variabel kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian konsumen melalui link afiliasi Shopee pada akun Twitter @263juta. Variabel harga berpengaruh signifikan terhadap keputusan pembelian konsumen melalui link afiliasi Shopee pada akun Twitter @263juta. Variabel promosi berpengaruh signifikan terhadap keputusan pembelian konsumen melalui link afiliasi Shopee pada akun Twitter @263juta. Pada hasil uji F variabel kualitas produk, harga dan promosi berpengaruh signifikan secara bersama-sama terhadap variabel keputusan pembelian konsumen melalui link afiliasi Shopee pada akun Twitter @263juta.

Kata Kunci : Kualitas Produk, Harga, Promosi, Keputusan Pembelian, Afiliasi Shopee

THE INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION ON CONSUMER PURCHASING DECISIONS THROUGH SHOPEE AFFILIATE LINKS ON THE @263JUTA TWITTER ACCOUNT

**Wenny Della Nainggolan
2019112188**

ABSTRACT

This research aims to determine the effect of product quality, price and promotion on consumer purchasing decisions through the Shopee affiliate link on the @263juta Twitter account both partially and simultaneously. The population of this study were consumers who had made purchases through the affiliate Shopee link on the Twitter account @263juta, using purposive sampling techniques using the Slovin formula so that the sample in this study amounted to 100 respondents. Data collection techniques using interview techniques and questionnaires assisted by google form. The results of this study prove that the product quality variable has no significant effect on consumer purchasing decisions through the Shopee affiliate link on the @263juta Twitter account. The price variable has a significant effect on consumer purchasing decisions through the Shopee affiliate link on the @263juta Twitter account. The promotion variable has a significant effect on consumer purchasing decisions through the Shopee affiliate link on the Twitter account @ 263 million. In the results of the F test, the variables of product quality, price and promotion have a significant effect together on the variable consumer purchasing decisions through the Shopee affiliate link on the Twitter account @ 263juta.

Keywords: *Product Quality, Price, Promotion, Purchasing Decision, Shopee Affiliate*