

## **ABSTRAK**

### **PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN IKLAN TERHADAP PROSES KEPUTUSAN PEMBELIAN**

**(Studi Pada pembelian Produk Distro Zeroun Revolt)**

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk, persepsi harga dan iklan terhadap proses keputusan pembelian produk distro Zeroun Revolt.

Populasi penelitian ini adalah konsumen yang berkunjung di distro Zeroun Revolt. Pengambilan sample dengan menggunakan metode *purposive sampling* yaitu pengunjung yang membeli produk distro Zeroun Revolt. Jumlah sample yang digunakan dalam penelitian ini sebanyak 100 orang. Metode pengambilan data primer yang digunakan adalah metode kuesioner. Regresi linier berganda, dan uji model.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap proses keputusan pembelian. Persepsi harga berpengaruh positif dan signifikan terhadap proses keputusan pembelian. Iklan berpengaruh positif tidak signifikan terhadap proses keputusan pembelian.

Kata kunci : kualitas produk, persepsi harga, iklan, proses keputusan pembelian

## ABSTRACT

### EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION AND ADVERTISING ON PURCHASE DECISION PROCESS

(Study on purchasing Zeroun Revolt Distro Products)

This study aims to test and analyze the effect of product quality, price perceptions and advertisements on the purchasing decision process of the Zeroun Revolt product distribution.

The population of this study is consumers visiting the Zeroun Revolt distribution. Sampling using a purposive sampling method, namely visitors who buy products Zeroun Revolt distributions. The number of samples used in this study were 100 people. The primary data collection method used was a questionnaire method. Multiple linear regression, and test models.

The results showed that product quality had a positive and significant effect on the purchasing decision process. Price perception has a positive and significant effect on the buying decision process. Advertising does not have a significant positive effect on the buying decision process.

Keywords: product quality, price perception, advertising, purchasing decision process