

## ABSTRAK

Fineyza Mahza Azzahra. 2024. Pengaruh Promosi, Kualitas Produk, dan Harga terhadap Keputusan Pembelian Produk Hanasui (Studi Kasus pada Konsumen Hanasui di Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Apriyanti, S.E., M.M., CPSMM. Pembimbing (II) Metik Asmike, S.E. M.M.

Penelitian ini bertujuan untuk mengetahui adanya pengaruh promosi, kualitas produk, dan harga terhadap keputusan pembelian produk Hanasui. Metode penelitian yang digunakan yaitu pendekatan kuantitatif. Sampel pada penelitian ini sebanyak 384 responden. Pengambilan data menggunakan kuesioner. Teknik analisis data berupa analisis regresi linear berganda. Pengolahan data dalam penelitian ini menggunakan SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap keputusan pembelian produk Hanasui, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Hanasui, harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk Hanasui.

**Kata Kunci:** Promosi, Kualitas Produk, Harga, Keputusan Pembelian

## **ABSTRACT**

Fineyza Mahza Azzahra. 2024. The Influence of Promotion, Product Quality, and Price on Hanasui Product Purchasing Decisions (Case Study of Hanasui Consumers in Madiun). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Apriyanti, S.E., M.M., CPSMM. Supervisor (II) Metik Asmike, S.E. M.M.

This study aimed to determine the influence of promotion, product quality, and price towards purchasing decisions for Hanasui products. The research method used was a quantitative approach. The sample in this study was 384 respondents. Data collection using a questionnaire. Data analysis techniques in the form of multiple linear regression analysis. Data processing in this study used SPSS version 25.

The results of this study indicate: promotion has a positive and significant effect towards purchasing decisions for Hanasui products, product quality has a positive and significant effect towards purchasing decisions for Hanasui products, price has a positive and significant effect towards purchasing decisions for Hanasui products.

**Keywords:** Promotion, Product Quality, Price, Purchase Decision