

ABSTRAK

Anas Dwi Fahrudin, 2024. Pengaruh Lokasi, Harga, Kualitas Produk Dan *Word Of Mouth* Terhadap Keputusan Pembelian Di Mebel UD. Wahyu Jati Magetan. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dian Citaningtyas Ari Kadi S.E.,M.M. Pembimbing II : Indra Ayu Fatmala, S.E., M.M.

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh Lokasi, Harga, Kualitas Produk Dan *Word Of Mouth* Terhadap Keputusan Pembelian Di Mebel UD. Wahyu Jati Magetan. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 384 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa harga berpengaruh positif signifikan terhadap keputusan pembelian, kualitas produk berpengaruh signifikan terhadap keputusan pembelian, dan *Word Of Mouth* (WOM) tidak berpengaruh signifikan terhadap keputusan pembelian Mabel UD. Wahyu Jati Magetan.

Kata Kunci : Harga, Kualitas Produk, *Word Of Mouth* (WOM), Keputusan Pembelian.

ABSTRACT

Anas Dwi Fahrudin, 2024. The Influence of Location, Price, Product Quality and Word of Mouth on Purchasing Decisions at UD. Wahyu Jati Magetan Furniture. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dian Citaningtyas Ari Kadi S.E., M.M. Supervisor II: Indra Ayu Fatmala, S.E., M.M.

This study is to provide empirical evidence regarding the Influence of Location, Price, Product Quality and Word of Mouth on Purchasing Decisions at Mebel UD. Wahyu Jati Magetan. This type of research is descriptive research with a quantitative approach. The sample in this study amounted to 384 respondents. The sampling method is using the purposive sampling method. Data collection in this study used a questionnaire. The data analysis technique in this study used a test tool in the form of SmartSPSS 25 software. The results of the study prove that price has a significant positive effect on purchasing decisions, product quality has a significant effect on purchasing decisions, and Word of Mouth (WOM) does not have a significant effect on purchasing decisions at Mebel UD. Wahyu Jati Magetan..

Keywords: *Price, Product Quality, Word Of Mouth (WOM), Purchasing Decision.*