

PENGESAHAN

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN PADA SEPEDA MOTOR MATIC DI KOTA
GORONTALO**

Oleh

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Telah dipertahankan di depan Dewan Penguji

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ABSTRACT

Hilda Moonti. 931 411 155. 2015. The Influence of Product Quality and the Product Price on the Decision to Purchase Matic Motorbike in Gorontalo City. Skripsi. Bachelor Study Program of Management, Department of Management, Faculty of Economic and Business, State University of Gorontalo. Principal Supervisor was Dr. Ir. Syarwani Canon, M. Si and Co-supervisor was Yulinda L. Ismail, S. Pd., M. Pd.

The objective of this research is to find out whether the quality of the product and the price has influence on the decision to purchase the Matic Motorbike in Gorontalo city, either partially or simultaneously. The data used in this research are primary data, and the data collection method is through accidental sampling. The multiple regression analysis is used to analyze the data.

Based on the findings, partially it is found that 1) quality of the product positively but insignificantly influences the decision to purchase. 2) Price partially has positive influence on the decision to purchase. The price is divided into three level of price, namely, Medium price (D1) has negative but insignificant influence, High Price (D2) has positive but insignificant influence, and the Low Price have positive and significant influence.

Meanwhile the simultaneous test finds that the product quality and the price of the product have positive and significant influence on the decision to purchase the Matic motorbike.

Keywords: product quality, Price and Decision to Purchase

