

**ABSTRAK****PENGARUH HARGA, KUALITAS PRODUK, KUALITAS LAYANAN  
TERHADAP KEPUTUSAN PEMBELIAN MOBIL TOYOTA  
DI NASMOCO MLATI YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk, dan kualitas layanan terhadap keputusan pembelian mobil Toyota di Nasmoco Mlati Yogyakarta. Penelitian ini merupakan penelitian eksplanasi yang dilaksanakan di Nasmoco Mlati Yogyakarta pada bulan Agustus-September 2017. Populasi dalam penelitian ini adalah pelanggan di Nasmoco Mlati Yogyakarta. Sampel diambil menggunakan teknik *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner. Variabel terikat dalam penelitian ini adalah keputusan pembelian mobil Toyota, sedangkan variabel bebasnya adalah harga, kualitas produk, dan kualitas layanan. Analisis data menggunakan regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) harga berpengaruh positif terhadap keputusan pembelian mobil Toyota di Nasmoco Mlati Yogyakarta; (2) kualitas produk berpengaruh positif terhadap keputusan pembelian mobil Toyota di Nasmoco Mlati Yogyakarta; (3) kualitas layanan tidak berpengaruh terhadap keputusan pembelian mobil Toyota di Nasmoco Mlati Yogyakarta; dan (4) harga dan kualitas produk secara bersama-sama berpengaruh terhadap keputusan pembelian di Nasmoco Mlati Yogyakarta.

**Kata kunci:** harga, kualitas produk, kualitas layanan dan keputusan pembelian

**ABSTRACT****THE INFLUENCE OF PRICE, QUALITY OF PRODUCT, AND SERVICE QUALITY ON PURCHASE DECISION OF TOYOTA CAR IN NASMOCO MLATI YOGYAKARTA**

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*This research aims to determine the effect of price, product quality, and service quality to purchase decision of Toyota car in Nasmoco Mlati Yogyakarta. This research is a explanation research which conducted in Nasmoco Mlati Yogyakarta on August-September 2017. The research population were customers in Nasmoco Mlati Yogyakarta. The sampling technique was accidental sampling. The data collection method was questionnaire. Dependent variables in this research is Toyota car purchase decisions, while independent variables are price, product quality, and service quality. Multiple linear regression analysis was used as a technique of data analysis.*

*The results of data analysis showed that: (1) price has a positive effect on Toyota car purchase decision at Nasmoco Mlati Yogyakarta; (2) product quality has positive influence on Toyota car purchase decision at Nasmoco Mlati Yogyakarta; (3) service quality has no effect on Toyota car purchase decision in Nasmoco Mlati Yogyakarta; and (4) price and product quality could be as predictors of purchase decision of Toyota car in Nasmoco Mlati Yogyakarta.*

**Keyword:** *price, product quality, service quality and purchase decision.*