

ABSTRAK

**PENGARUH HARGA, KUALITAS PRODUK, DAN PELAYANAN
TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* MELALUI
MEDIA SOSIAL DI YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk, dan pelayanan terhadap keputusan pembelian produk *fashion* melalui media sosial di Yogyakarta. Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di wilayah Yogyakarta pada bulan Maret-April 2019. Populasi dalam penelitian ini adalah semua konsumen pengguna media sosial dan pernah membeli produk *fashion* melalui media sosial di Yogyakarta. Sampel sebanyak 100 responden dan diambil dengan menggunakan teknik *puposive sampling*. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda.

Analisis data menunjukkan bahwa: (1) harga berpengaruh positif terhadap keputusan pembelian produk *fashion* melalui media sosial di Yogyakarta; (2) kualitas produk tidak berpengaruh terhadap keputusan pembelian produk *fashion* melalui media sosial di Yogyakarta; (3) kualitas pelayanan berpengaruh positif terhadap keputusan pembelian produk *fashion* melalui media sosial di Yogyakarta; serta (4) harga dan kualitas pelayanan secara bersama-sama berpengaruh terhadap keputusan pembelian produk *fashion* melalui media sosial di Yogyakarta.

Kata kunci: harga, kualitas produk, kualitas pelayanan, dan keputusan pembelian.

ABSTRACT***THE EFFECT OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASE DECISION OF FASHION PRODUCT THROUGH SOCIAL MEDIA IN YOGYAKARTA.***

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The research aims to examine and analyze the effect of price, product quality, and service quality on purchase decision of fashion product through social media in Yogyakarta. This research is an explanatory research carried out in Yogyakarta in March-April 2019. The research population are all consumers who access social media and have bought fashion product through social media in Yogyakarta. The research sample covered 100 respondents and the sampling technique was purposive sampling. The data collection method was a questionnaire. The data analysis was multiple linear regression analysis.

The results of data analysis showed that: (1) price had a positive effect on purchasing decision of fashion product through social media in Yogyakarta; (2) product quality did not affect purchasing decision of fashion product through social media in Yogyakarta; (3) service quality had a positive effect on purchasing decision of fashion product through social media in Yogyakarta; and (4) price and quality of service together had effect on purchasing decision of fashion product through social media in Yogyakarta.

Keywords : *price, quality product, service quality, and purchasing decisions*