

**ABSTRACT**

***THE EFFECT OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY  
ON PURCHASE DECISION OF BATIK FASHION PRODUCT IN  
BERINGHARJO MARKET YOGYAKARTA***

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2019*

*The research aims to examine and analyze the effect of price, product quality, and service quality on purchase decision of batik fashion product in Beringharjo Market Yogyakarta. This research is an explanatory research carried out in Beringharjo Market Yogyakarta in October-November 2018. The research population are consumers of Beringharjo Market and have bought batik fashion product in Beringharjo Market Yogyakarta. The research sample covered 80 respondents and the sampling technique was accidental. The data collection method was a questionnaire. The data analysis technique was multiple linear regression analysis.*

*The results of data analysis showed that: (1) price had positive effect on purchase decision of batik fashion product in Beringharjo Market Yogyakarta; (2) product quality did not have positive effect on purchase decision of batik fashion product in Beringharjo Market Yogyakarta; (3) service quality had positive effect on purchase decision of batik fashion product in Beringharjo Market Yogyakarta; and (4) price, product quality, and quality of service could be as predictors of batik fashion product in Beringharjo Market Yogyakarta.*

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

## ABSTRAK

**PENGARUH HARGA, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* BATIK DI PASAR BERINGHARJO YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian produk *fashion* batik di Pasar Beringharjo Yogyakarta. Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Pasar Beringharjo Yogyakarta pada bulan Oktober-November 2019. Populasi dalam penelitian ini adalah semua konsumen Pasar Beringharjo dan pernah membeli produk *fashion* batik di Pasar Beringharjo Yogyakarta. Sampel sebanyak 80 responden dan diambil dengan menggunakan teknik *accidental*. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda.

Analisis data menunjukkan bahwa: (1) harga berpengaruh positif terhadap keputusan pembelian produk *fashion* batik di Pasar Beringharjo Yogyakarta; (2) kualitas produk tidak berpengaruh positif terhadap keputusan pembelian produk *fashion* batik di Pasar Beringharjo Yogyakarta; (3) kualitas pelayanan berpengaruh positif terhadap keputusan pembelian produk *fashion* batik di Pasar Beringharjo Yogyakarta; serta (4) harga, kualitas produk dan kualitas pelayanan dapat menjadi prediktor keputusan pembelian produk *fashion* batik di Yogyakarta.

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