

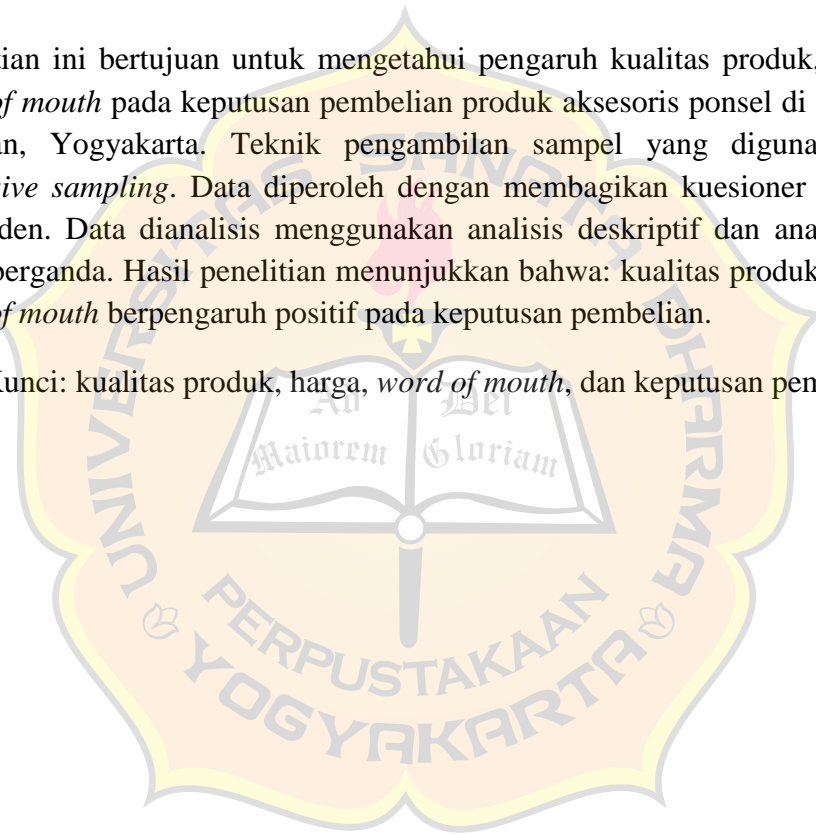
ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN *WORD OF MOUTH* PADA KEPUTUSAN PEMBELIAN PRODUK AKSESORIS PONSEL DI TOKO DAZZLE GEJAYAN, YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan *word of mouth* pada keputusan pembelian produk aksesoris ponsel di toko Dazzle Gejayan, Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 124 responden. Data dianalisis menggunakan analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: kualitas produk, harga, dan *word of mouth* berpengaruh positif pada keputusan pembelian.

Kata Kunci: kualitas produk, harga, *word of mouth*, dan keputusan pembelian.



ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRICE, AND WORD OF MOUTH ON THE PURCHASE DECISION OF PHONE ACCESSORIES PRODUCTS AT DAZZLE GEJAYAN STORE, YOGYAKARTA

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This study aims to determine the effect of product quality, price, and word of mouth on purchase decisions cell of phone accessories products at the Dazzle Gejayan store, Yogyakarta. The sampling technique employed was purposive sampling. Data was obtained by distributing questionnaires to 124 respondents. Data analys employed were descriptive analysis and multiple linear regression analysis. The results showed that: product quality, price, and word of mouth have positive effects on purchase decisions.

Keywords: product quality, price, word of mouth, and purchase decisions.

