

ABSTRAK

Ummul Mar'ah. 2022. Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Susu Bear Brand pada Swalayan Baroqah Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep di Era Covid-19. Skripsi: Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja. Pembimbing: Syaiful Anwar, SE., MM.

Kualitas produk merupakan berbagai hal yang bisa ditawarkan oleh produsen guna mendapatkan perhatian, diminati, dibeli, dicari dan dikonsumsi atau dipergunakan pasar agar keinginan atau kebutuhan pasar terkait dan bisa terpenuhi. Sementara harga merupakan sejumlah uang yang ditagih atas suatu produk, atau jumlah semua nilai yang diberikan oleh pelanggan untuk mendapatkan keuntungan dari memiliki atau menggunakan suatu produk. Kaitannya dengan kualitas produk dan harga susu bear brand pada Swalayan Baroqah Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep di Era Covid-19 ini mengalami peningkatan dari setiap tahunnya. Dimana penjualan pada tahun 2018 hingga 2021 mengalami peningkatan yang sangat pesat.

Jenis penelitian yang digunakan dalam penelitian ini adalah jenis penelitian kuantitatif. Populasi dalam penelitian ini adalah pembeli susu bear brand di Swalayan Baroqah Jl. Tanjung Pakka Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep dengan jumlah yang tidak diketahui secara pasti. Penentuan jumlah sampel diambil dengan menggunakan *incidental sampling* yaitu teknik pengambilan sampel berdasarkan secara kebetulan dengan 90 sampel. Teknik pengumpulan data dalam penelitian ini, ada tiga metode yaitu metode angket (koesenir), metode observasi dan metode dokumentasi. Teknik analisis data yang digunakan adalah *uji regresi linear berganda* dengan bantuan *Statistical Package For Social Science (SPSS) For Windows Versi 26*.

Berdasarkan hasil analisa data, maka peneliti dapat menarik sebuah kesimpulan bahwa kualitas produk dan harga berpengaruh secara parsial terhadap keputusan pembelian susu bear brand pada swalayan Baroqah Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep di era Covid-19. Hal karena nilai konstanta bernilai positif yaitu sebesar 19.965 yang menunjukkan apabila variabel kualitas produk dan harga 0, maka keputusan pembelian susu bear brand bernilai 19.965. Kualitas produk dan harga berpengaruh secara simultan terhadap keputusan pembelian susu bear brand pada swalayan Baroqah Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep di era Covid-19. Hal ini karena nilai sig sebagaimana pada tabel anova adalah $0,000 < 0,05$, maka hipotesis diterima. Sementara variabel harga paling dominan berpengaruh terhadap keputusan pembelian susu bear brand pada swalayan Baroqah Desa Sadulang Kecamatan Sapeken Kabupaten Sumenep di era Covid-19 karena memiliki β paling menjauhi nol (0).

Kata Kunci: *Kualitas Produk, Harga, Keputusan Pembelian, Susu Bear Brand, Era Covid-19*

ABSTRACT

Ummul Mar'ah. 2022. The Influence of Product Quality and Price on Bear Brand Milk Purchase Decisions at Baroqah Supermarkets, Sadulang Village, Sapeken District, Sumenep Regency in the Covid-19 Era. Thesis: Management Study Program, Faculty of Economics and Business, Wiraraja University. Supervisor: Syaiful Anwar, SE., MM.

Product quality is a variety of things that can be offered by producers in order to get attention, demand, be purchased, sought and consumed or used by the market so that the wants or needs of the related market can be fulfilled. While the price is the amount of money billed for a product, or the sum of all the values given by customers to benefit from owning or using a product. The relationship with product quality and the price of bear brand milk at the Baroqah Supermarket, Sadulang Village, Sapeken District, Sumenep Regency in the Covid-19 Era has increased from every year. Where sales in 2018 to 2021 have increased very rapidly.

The type of research used in this study is a type of quantitative research. The population in this study were bear brand milk buyers at Baroqah Supermarket Jl. Tanjung Pakka, Sadulang Village, Sapeken District, Sumenep Regency, with an unknown number of people. Determination of the number of samples taken by using incidental sampling is a sampling technique based on chance with 90 samples. Data collection techniques in this study, there are three methods, namely the questionnaire method (koesenir), the method of observation and the method of documentation. The data analysis technique used is multiple linear regression with the help of the Statistical Package For Social Science (SPSS) For Windows Version 26.

Based on the results of data analysis, the researcher can draw a conclusion that product quality and price partially influence the decision to purchase bear brand milk at the Baroqah supermarket, Sadulang Village, Sapeken District, Sumenep Regency in the Covid-19 era. This is because the constant value is positive, which is 19,965 which indicates that if the product quality and price variables are 0, then the decision to purchase bear brand milk is worth 19,965. Product quality and price simultaneously influence the decision to buy bear brand milk at the Baroqah supermarket, Sadulang Village, Sapeken District, Sumenep Regency in the Covid-19 era. This is because the sig value as in the ANOVA table is $0.000 < 0.05$, then the hypothesis is accepted. While the price variable most dominantly influences the decision to buy bear brand milk at the Baroqah supermarket, Sadulang Village, Sapeken District, Sumenep Regency in the Covid-19 era because it has away from zero (0).

Keywords: *Product Quality, Price, Purchase Decision, Bear Brand Milk, Covid-19 Era*