

ABSTRAK

Devi Susanti. 2022. Faktor-Faktor Yang Dipertimbangkan Konsumen Dalam Pengambilan Keputusan Penggunaan Jasa Jahit Di Desa Langsar Kecamatan Saronggi. Skripsi : Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja Sumenep. Pembimbing Very Ardrianingsih, S.E., M.M.

Penelitian ini dilatar belakangi faktor-faktor yang dipertimbangkan konsumen dalam pengambilan keputusan penggunaan jasa jahit di desa langsar kecamatan saronggi dikalangan masyarakat. Permasalahan yang akan dibahas dalam penelitian ini yaitu Pengaruh kualitas produk, harga dan gaya hidup terhadap pengambilan keputusan penggunaan jasa jahit di Desa Langsar Kecamatan Saronggi. Tujuan dari permasalahan dalam penelitian ini dapat diketahui seberapa besar pengaruh kualitas produk, harga dan gaya hidup terhadap pengambilan keputusan penggunaan jasa jahit di Desa Langsar Kecamatan Saronggi secara parsial dan simultan.

Penelitian ini dilakukan di Wamina tailor Desa Langsar Kecamatan Saronggi. Dalam menjawab permasalahan tersebut, jenis penelitian yang digunakan yaitu metode kuantitatif dengan responden yang di ambil sebanyak 40 diketahui dengan analisis tersebut pengambilan sampel menggunakan metode *sampling insidental* dengan cara penyebaran kuisioner. Adapun teknik analisis data yang digunakan yaitu uji kualitas data, uji asumsi klasik, analisis regresi linear berganda dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa Kualitas produk, harga, dan gaya hidup berpengaruh secara simultan terhadap keputusan penggunaan jasa jahit pada masyarakat yang menggunakan jasa jahit Wamina tailor. Berdasarkan hasil Uji-t menyatakan bahwa secara parsial variabel harga dan gaya hidup berpengaruh signifikan terhadap keputusan penggunaan, sedangkan untuk variabel kualitas produk secara parsial tidak berpengaruh terhadap keputusan penggunaan.

Kata kunci: kualitas produk, harga, gaya hidup, dan keputusan penggunaan

ABSTRACT

Devi Susanti. 2022. Factors Considered by Consumers in Making Decisions on the Use of Sewing Services in Langsar Village, Saronggi District. Thesis: Management Study Program, Faculty of Economics and Business, Wiraraja University, Sumenep. Supervisor Very Ardrianingsih, S.E., M.M.

This research is motivated by the factors that consumers consider in making decisions about the use of sewing services in Langsar village, Saronggi sub-district among the community. The problem that will be discussed in this research is the influence of product quality, price and lifestyle on the decision making of the use of sewing services in Langsar Village, Saronggi District. The purpose of the problems in this study can be seen how much influence product quality, price and lifestyle have on the decision-making to use sewing services in Langsar Village, Saronggi District partially and simultaneously.

This research was conducted at Wamina Tailor, Langsar Village, Saronggi District. In answering these problems, the type of research used is quantitative method with 40 respondents who are taken. It is known that the analysis uses incidental sampling method by distributing questionnaires. The data analysis techniques used are data quality test, classical assumption test, multiple linear regression analysis and hypothesis testing.

The results of this study indicate that product quality, price, and lifestyle simultaneously influence the decision to use sewing services in people who use Wamina tailor's sewing services. Based on the results of the t-test, it is stated that the price and lifestyle variables partially have a significant effect on usage decisions, while the product quality variable partially has no effect on usage decisions.

Keywords: *product quality, price, lifestyle, and usage decisions*