

ABSTRAK

Young Adrian Perdiansyah, 2023. Pengaruh Harga, Kualitas Produk dan *Word of Mouth* Terhadap Keputusan Pembelian Layanan XL Axiata (Studi Kasus pada Mahasiswa Fakultas Agama Islam Universitas Siliwangi)

Keputusan pembelian merupakan bagian dari komponen perilaku konsumen. Dari banyaknya penyedia layanan internet yang ada di pasaran membuat persaingan semakin ketat. Hal ini membuat konsumen melakukan perbandingan antar penyedia layanan internet termasuk XL Axiata. Berdasarkan hasil pra-survei yang dilakukan pada Mahasiswa Fakultas Agama Islam Universitas Siliwangi ditemukan beberapa faktor yang mempengaruhi keputusan pembelian, diantaranya harga, kualitas produk dan *word of mouth*. Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat pengaruh harga, kualitas produk dan *word of mouth* terhadap keputusan pembelian layanan XL Axiata pada Mahasiswa Fakultas Agama Islam Universitas Siliwangi.

Penelitian ini menggunakan metode kuantitatif dan teknik pengumpulan data berupa kuesioner. Jumlah populasi dalam penelitian ini adalah 142 dan teknik pengambilan sampel menggunakan teknik sampel jenuh yaitu semua anggota populasi dijadikan sampel dalam penelitian.

Hasil penelitian ini menunjukkan bahwa variabel Harga (X_1) memiliki pengaruh positif terhadap keputusan pembelian, berdasarkan hasil uji regresi linear sederhana X_1 diperoleh $Y = 19,100 + 0,650X_1$, koefisien korelasi X_1 sebesar 0,617 dan koefisien determinasi sebesar 38%. Kualitas produk (X_2) memiliki pengaruh positif terhadap keputusan pembelian, berdasarkan hasil uji regresi linear sederhana X_2 diperoleh $Y = 12,109 + 0,516X_2$, koefisien korelasi X_2 sebesar 0,714 dan koefisien determinasi sebesar 54,9%. *Word of mouth* (X_3) memiliki pengaruh positif terhadap keputusan pembelian, berdasarkan hasil uji regresi linear sederhana X_3 diperoleh $Y = 15,401 + 0,894X_3$, koefisien korelasi X_3 sebesar 0,669 dan koefisien determinasi sebesar 44,8%. Variabel harga (X_1), kualitas produk (X_2) dan *word of mouth* (X_3) secara bersama sama berpengaruh terhadap keputusan pembelian, berdasarkan hasil uji regresi linear berganda diperoleh nilai $Y = 5,234 + 0,193X_1 + 0,306X_2 + 0,396X_3$, koefisien korelasi berganda sebesar 0,798 dan koefisien determinasi sebesar 62,9%.

Sehingga harga, kualitas produk dan *word of mouth* berpengaruh positif terhadap keputusan pembelian layanan XL pada Mahasiswa Fakultas Agama Islam Universitas Siliwangi, baik secara parsial maupun simultan.

Kata Kunci: Harga, Kualitas Produk, *Word of Mouth*, Keputusan Pembelian

ABSTRACT

Young Adrian Perdiansyah, 2023. *The Effect of Price, Product Quality and Word of Mouth on Purchasing Decisions for XL Axiata Services (Case Study on Students of the Faculty of Islamic Religion, Siliwangi University)*

Purchasing decisions are part of the consumer behavior component. From the many internet service providers on the market, the competition is getting tougher. This makes consumers make comparisons between internet service providers including XL Axiata. Based on the results of a pre-survey conducted on students of the Faculty of Islamic Religion, Siliwangi University, several factors were found to influence purchasing decisions, including price, product quality and word of mouth. The purpose of this study was to determine whether there is an effect of price, product quality and word of mouth on purchasing decisions for XL Axiata services for students of the Faculty of Islamic Religion, Siliwangi University.

This study uses quantitative methods and data collection techniques in the form of questionnaires. The population in this study was 142 and the sampling technique used a saturated sample technique, namely all members of the population were sampled in the study.

The results of this study indicate that the variable Price (X_1) has a positive influence on purchasing decisions, based on the results of the simple linear regression test X_1 obtained $Y = 19.100 + 0.650X_1$, the correlation coefficient X_1 is 0.617 and the coefficient of determination is 38%. Product quality (X_2) has a positive influence on purchasing decisions, based on the results of the simple linear regression test X_2 obtained $Y = 12.109 + 0.516X_2$, the correlation coefficient X_2 of 0.714 and the coefficient of determination of 54.9%. Word of mouth (X_3) has a positive influence on purchasing decisions, based on the results of the simple linear regression test X_3 obtained $Y = 15.401 + 0.894X_3$, the correlation coefficient X_3 of 0.669 and the coefficient of determination of 44.8%. The price variable (X_1), product quality (X_2) and word of mouth (X_3) together have an effect on purchasing decisions, based on the results of multiple linear regression tests, the value $Y = 5.234 + 0.193X_1 + 0.306X_2 + 0.396X_3$ is obtained, the multiple correlation coefficient is 0.798 and the coefficient of determination is 62.9%.

So that price, product quality and word of mouth have a positive effect on purchasing decisions for XL services for students of the Faculty of Islamic Religion, Siliwangi University, both partially and simultaneously..

Keywords: Price, Product Quality, Word of Mouth, Purchase Decision