

ABSTRAK

Telaumbanua, Onekhesi. 2025. Pengaruh Harga Terhadap Keputusan Pembelian Konsumen di Toko GSB Keramik Kota Gunungsitoli. Skripsi. Dosen Pembimbing: Otanus Laia, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh harga terhadap keputusan pembelian konsumen di Toko GSB Keramik Kota Gunungsitoli. Permasalahan penelitian didasari oleh adanya ketidaksesuaian harga produk yang relatif lebih tinggi dibanding toko lain, sehingga berpengaruh terhadap penurunan keputusan pembelian konsumen. Penelitian ini menggunakan metode kuantitatif dengan sampel 30 responden yang dipilih secara purposive sampling. Instrumen penelitian berupa kuesioner skala Likert. Data dianalisis dengan bantuan SPSS versi 25 menggunakan uji validitas, reliabilitas, uji asumsi klasik (uji normalitas, multikolinearitas, heteroskedastisitas, dan autokorelasi), regresi linear sederhana, koefisien korelasi, koefisien determinasi, dan uji t parsial. Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Nilai koefisien korelasi sebesar 0,950 menunjukkan hubungan yang kuat, sedangkan nilai koefisien determinasi sebesar 90,3% mengindikasikan bahwa harga menjelaskan 90,3% variasi keputusan pembelian, dan sisanya 9,7% dipengaruhi faktor lain. Uji t membuktikan bahwa $t_{hitung} (16,134) > t_{tabel} (2,048)$, sehingga hipotesis penelitian diterima. Implikasi penelitian ini secara teoritis memperkuat konsep Kotler & Keller (2016) bahwa harga merupakan salah satu faktor utama dalam keputusan pembelian. Secara praktis, hasil ini memberikan masukan bagi manajemen Toko GSB Keramik untuk menetapkan strategi harga yang lebih kompetitif agar dapat meningkatkan loyalitas konsumen.

Kata kunci: Harga, Keputusan Pembelian, Konsumen.

ABSTRACT

Telaumbanua, Onekhesi. 2025. The Effect of Price on Consumer Purchase Decisions at GSB Ceramic Store, Gunungsitoli City. Undergraduate Thesis. Advisor: Otanius Laia, S.E., M.M.

This study aims to analyze the effect of price on consumer purchase decisions at GSB Ceramic Store, Gunungsitoli City. The research problem is based on the discrepancy of product prices, which are relatively higher compared to other stores, thereby influencing the decline in consumer purchase decisions. This research employed a quantitative method with a sample of 30 respondents selected through purposive sampling. The research instrument used was a Likert scale questionnaire. Data were analyzed using SPSS version 25 through validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), simple linear regression, correlation coefficient, coefficient of determination, and partial t-test. The results showed that price has a positive and significant effect on consumer purchase decisions. The correlation coefficient value of 0.950 indicates a strong relationship, while the coefficient of determination value of 90.3% indicates that price explains 90.3% of the variation in purchase decisions, with the remaining 9.7% influenced by other factors. The t-test proved that $t_{count} (16.134) > t_{table} (2.048)$, thus the research hypothesis is accepted. The implications of this research theoretically reinforce Kotler & Keller's (2016) concept that price is one of the main factors in purchase decisions. Practically, these findings provide input for the management of GSB Ceramic Store to establish more competitive pricing strategies in order to increase consumer loyalty.

Keywords: Price, Purchase Decision, Consumer.