

## **ABSTRAKSI**

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### **PENGARUH IKLAN DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI DI KECAMATAN BALARAJA KABUPATEN TANGERANG PROVINSI BANTEN.**

Skripsi : Jurusan Manajemen, 2022

Kata Kunci : Iklan, Kualitas Produk, Keputusan Pembelian  
(xiii+93+lampiran)

Penelitian ini bertujuan untuk menganalisis dan mengetahui Pengaruh Iklan Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Xiaomi Di Kecamatan Balaraja Kabupaten Tangerang Provinsi Banten. Jumlah responden yang dijadikan sampel dalam penelitian ini adalah 100 responden dengan kriteria yang telah ditentukan. Pada penelitian ini analisis data menggunakan bantuan SPSS versi 23. Adapun teknik pengujian data yang dilakukan dalam penelitian ini adalah uji validitas, uji reabilitas, uji normalitas, analisis korelasi parsial, koefisien determinasi ( $R^2$ ), uji regresi berganda, dan uji hipotesis (Uji t dan F). Hasil penelitian menunjukkan bahwa iklan berpengaruh terhadap keputusan pembelian. dan kualitas produk berpengaruh terhadap keputusan pembelian. Dari hasil uji t parsial untuk variabel iklan (X1) diperoleh t hitung = 3.771 > t tabel 1.660. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh iklan terhadap keputusan pembelian terhadap pembelian smartphone xiaomi, Persentase iklan terhadap keputusan pembelian sebesar 31.1% dilihat dari standardized coefficients. serta hasil uji parsial untuk variabel kualitas produk (X2) diperoleh t hitung = 5.680 > t tabel 1.660. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh iklan terhadap keputusan pembelian pada pembelian smartphone xiaomi. Persentase kualitas produk terhadap keputusan pembelian sebesar 46.9% dilihat dari standardized coefficients.. Untuk hasil uji F untuk variabel iklan (X1) dan kualitas produk (X2) diperoleh F hitung = 35.009 > F tabel = 3.09. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh iklan dan kualitas produk terhadap keputusan pembelian pada smartphone xiaomi. Persentase pengaruh iklan dan kualitas produk terhadap keputusan pembelian sebesar 40.7% sedangkan sisanya 59.3% dipengaruhi oleh faktor lain.

## **ABSTRACT**

**MUHAMAD KODIR, 1816120114**

### **THE INFLUENCE OF ADVERTISING AND PRODUCT QUALITY ON THE PURCHASE DECISION OF XIAOMI SMARTPHONES IN BALARAJA DISTRICT, TANGERANG REGENCY, BANTEN PROVINCE.**

Thesis : Department of Management, 2022

Keywords : Advertising, Product Quality, Purchasing Decisions  
(xiii+93+attachment)

This study aims to analyze and find out the Effect of Advertising and Product Quality on Xiaomi Smartphone Purchase Decisions in Balaraja District, Tangerang Regency, Banten Province. The number of respondents sampled in this study was 100 respondents with predetermined criteria. In this study, data analysis used the help of SPSS version 23. The data testing techniques carried out in this study are validity tests, reliability tests, normality tests, partial correlation analysis, coefficients of determination ( $R^2$ ), multiple regression tests, and hypothesis tests ( $t$  and  $F$  tests). The results showed that advertising influence on purchasing decisions. and product quality influences purchasing decisions. From the partial  $t$  test results for the advertising variable ( $X_1$ ) obtained  $t$  count = 3.771 >  $t$  table 1.660. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is an influence of advertising on purchasing decisions on the purchase of xiaomi smartphones, The percentage of advertisements to purchase decisions is 31.1% judging from standardized coefficients. and partial test results for the product quality variable ( $X_2$ ) obtained  $t$  count = 5,680 >  $t$  table 1,660. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is an influence of advertising on purchasing decisions on the purchase of xiaomi smartphones. The percentage of product quality to purchasing decisions is 46.9% judging from standardized coefficients. For test results  $F$  for advertising variables ( $X_1$ ) and product quality ( $X_2$ ) obtained  $F$  calculate = 35,009 >  $F$  table = 3.09. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is an influence of advertising and product quality on purchasing decisions on Xiaomi smartphones. The percentage of influence of advertising and product quality on purchasing decisions was 40.7% while the remaining 59.3% was influenced by other factors.

