ABSTRACT

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THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASE INTENTION AT PT HAUS DEVELOPMENT

(xv + 87 pages, 3 figures, 29 tables, 9 appendices)

The real estate industry is highly dynamic and competitive, and property companies are continually working to understand the factors that influence purchase intent. Purchase intention is very necessary to increase sales in the real estate sector by paying attention to price, product quality, and service quality. By paying attention to these three factors, the property company's ability to effectively address and optimize these factors can then increase customer preferences and final purchasing decisions.

Data was collected by distributing questionnaires to respondents, namely customers who made regular purchases at PT Haus Development. Data was processed using validity, reliability analysis, classical assumption tests, and multiple linear regression analysis. Measurements were carried out by distributing questionnaires to 30 respondents, whose validity and reliability were then tested. After that, distribution was carried out to 121 respondents, and then analysis was carried out.

The results of this research have met the validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Based on hypothesis testing, price, product quality, and service quality positively influence purchase intentions at PT Haus Development, both partially and simultaneously. The coefficient of determination is 79.1%, and the remaining 20.9% can be explained by other variables such as promotion and location.

The recommendation for companies is that they consider the product price offered at the time of sale, the materials used for product quality, and the services provided when making purchase transactions so that they can increase their purchasing intentions.

Keywords: Price, Product Quality, Service Quality, Purchase Intention

References: 41 (2018-2023)

ABSTRAK

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PENGARUH HARGA, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP NIAT PEMBELIAN PADA PT HAUS DEVELOPMENT

(xv + 87 halaman, 3 gambar, 29 tabel, 9 lampiran)

Industri real estate sangat dinamis dan kompetitif, dan perusahaan properti terus berupaya memahami faktor-faktor yang mempengaruhi niat membeli. Niat membeli sangat diperlukan untuk meningkatkan penjualan di bidang real estate dengan memperhatikan harga, kualitas produk dan kualitas pelayaan. Memperhatikan ketiga faktor ini, kemampuan perusahaan properti dapat secara efektif mengatasi dan mengoptimalkan faktor-faktor ini yang nantinya dapat meningkatkan preferensi pelanggan dan keputusan pembelian akhir.

Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden yaitu pelanggan yang melakukan pembelian secara rutin di PT Haus Development. Data diolah dengan menggunakan analisis validitas, reliabilitas, uji asumsi klasik dan analisis regresi linear berganda. Pengukuran dilakukan dengan menyebarkan kuesioner kepada 30 orang responden, yang kemudian diuji validitas dan reliabilitasnya. Setelah itu baru dilakukan penyebaran kepada 121 orang responden dan kemudian dilakukan analisis.

Hasil penelitian ini telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji hipotesis, harga, kualitas produk dan kualitas pelayanan mempunyai pengaruh positif terhadap niat beli pada PT Haus Development, baik secara parsial maupun simultan. Besarnya koefisien determinasi sebesar 79,1% dan sisanya 20,9% dapat dijelaskan variabel lain seperti promosi dan lokasi.

Rekomendasi untuk perusahaan adalah perusahaan mempertimbangkan penawaran harga produk yang ditawarkan pada saat penjualan, material bahan yang digunakan untuk kualitas produk dan pelayanan yang diberikan pada saat melakukan transaksi pembelian sehingga perusahaan dapat meningkatkan niat beli.

Kata Kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Niat Beli

Referensi: 41 (2018-2023)