

PENGARUH HARGA DAN KERAGAMAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI UD. DADI JAYA LAMONGAN

ABSTRAKSI

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh harga dan keragaman produk terhadap keputusan pembelian. Penelitian ini bentuk kuantitatif dengan jenis penelitian eksplanasi (*explanatory research*), dengan menggunakan skala pengukuran likert, metode pengumpulan data dengan cara penyebaran kuisioner dan dokumentasi, dan menggunakan analisis regresi linier berganda dengan bantuan program SPSS.

Hasil penelitian menunjukan bahwa harga memiliki pengaruh terhadap keputusan pembelian produk di UD. Dadi Jaya Lamongan, serta keragaman produk memiliki pengaruh terhadap keputusan pembelian produk di UD. Dadi Jaya Lamongan.

Kata kunci : *Harga, keragaman produk dan keputusan pembelian.*

EFFECT OF PRICES AND PRODUCT DIVERSITY TO PRODUCT PURCHASE DECISION IN UD. DAI JAYA LAMONGAN

ABSTRACT

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This study aims to determine and explain the effect of price and product diversity on purchasing decisions. This research is quantitative with explanatory research type, using likert measurement scale, data collecting method by distributing questionnaire and documentation, and using multiple linear regression analysis with SPSS program. This study aims to determine and explain the effect of price and product diversity on purchasing decisions. This research is quantitative with explanatory research type, using likert measurement scale, data collecting method by distributing questionnaire and documentation, and using multiple linear regression analysis with SPSS program.

The results indicate that the price has an influence on product purchasing decisions in UD. Dadi Jaya Lamongan, and the diversity of products have an influence on product purchasing decisions in UD. Dadi Jaya Lamongan..

Keywords: Price, product diversity, and purchasing decisions