

ABSTRACT

INFLUENCE OF PRODUCT QUALITY, QUALITY OF SERVICE, AND PRICE ON PURCHASE DECISIONS IN ONLINE SHOPPING AT SOCIOLLA

Willysia Elcha Tilana¹⁾, Teguh Prasetyo²⁾

1) *Student of Management Departement, Pembangunan Jaya University*

2) *Lecture of Management Departement, Pembangunan Jaya University*

This research is titled “ INFLUENCE OF PRODUCT QUALITY, QUALITY OF SERVICE, AND PRICE ON PURCHASE DECISIONS IN ONLINE SHOPPING AT SOCIOLLA” This study aims to determine whether the influence of product quality, service quality and price on purchasing decisions. The research method used is a quantitative method. Researchers used data collection techniques by observation, literature study documents and questionnaires using purposive sampling method. The variables used in this study are product quality, service quality, and price as independent variables and purchasing decisions as the dependent variable. The number of samples in this study using the calculation of Hair J. F, 2010 was $19 \times 10 = 190$ respondents. The results of the research on the t-test with SPSS version 23 software are the variables of product quality, service quality, and price have a significant effect. In this study, it can be concluded that product quality, service quality, and price affect purchasing decisions in online shopping at Sociolla

Keywords : *product quality, quality of servive, price, purchase decisions*

Libraries : 19

Publication Years : 2012 - 2021