

**ANALISIS FAKTOR YANG DIPERTIMBANGKAN
KONSUMEN TERHADAP KEPUTUSAN
PEMBELIAN MASKER KAIN *HOME MADE*
DISAAT PANDEMI COVID-19**
*ANALYSIS OF FACTORS THAT CONSUMERS CONSIDER IN
THEIR DECISION TO PURCHASE HOME MADE CLOTH MASK
DURING THE COVID-19 PANDEMIC*

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Abstrak

Tujuan dilakukannya penelitian ini untuk mengetahui pengaruh Harga, Kualitas produk, Kualitas pelayanan dan Promosi terhadap keputusan pembelian masker Kain *Home Made* pada masyarakat Desa Kemlagigede Kecamatan Turi Kabupaten Lamongan. Penelitian ini menggunakan metode kuantitatif dengan sampel 100 responden.

Kata Kunci:

*Harga, Kualitas
Produk, Kualitas
Pelayanan, Promosi,
Keputusan Pembelian*

Metode analisis data menggunakan Uji validitas, Uji Reliabilitas, Uji Asumsi Klasik, Uji Regresi Linear Berganda, Koefisien determinasi (R^2), Uji t, Uji F.

Berdasarkan hasil penelitian secara parsial variabel harga, kualitas produk, kualitas pelayanan dan promosi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil simultan harga, kualitas produk, kualitas pelayanan dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Dan dari persamaan regresi linier berganda variabel promosi berpengaruh paling dominan terhadap keputusan pembelian masker kain *home made*.

Keywords :

*Price, Product Quality,
Service Quality,
Promotion, Purchase
Decision*

Abstract

The purpose of this study was to determine the effect of price, product quality, service quality and promotion on purchasing decisions for Home Made Cloth masks in the Kemlagigede Village community, Turi District, Lamongan Regency. This study uses quantitative methods with a sample of 100 respondents.

Alamat Kantor:

The data analysis method uses validity test,

reliability test, classical assumption test, multiple linear regression test, coefficient of determination (R²), t test, F test.

Based on the results of the research partially the price, product quality, service quality and promotion variables partially have a positive and significant effect on purchasing decisions. Simultaneous results of price, product quality, service quality and promotion have a positive and significant effect on purchasing decisions. And from the multiple linear regression equation, the promotion variable has the most dominant effect on purchasing decisions for home made cloth masks.

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