

# **“Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk IM3”**

**(Studi pada Mahasiswa Fakultas Ekonomi Universitas Pembangunan Nasional “Veteran” Yogyakarta)**

**ALFIAN NUR RAHMAN HAKIM**

**NPM: 141100010**

**Mahasiswa Program Studi Ekonomi Manajemen  
Fakultas Ekonomi UPN “Veteran” Yogyakarta**

## **ABSTRAKSI**

This study was conducted to determine the effect of price and quality of products on purchase decisions. This research was conducted at the Faculty of Economics UPN "Veteran" Yogyakarta. This study took a total of 110 respondents, with descriptive analysis and quantitative analysis of multiple linear regression. Results of the analysis showed no significant effect of price and product quality on purchasing decisions, there is a significant influence on the price of the purchase decision, there is a significant influence on purchase decisions of product quality.

*Keywords: price, product quality, keputsan purchases, multiple linear regression*