ABSTRACK

(INDAH OKTAPRIANI / 1900861201160/ 2024 / THE INFLUENCE OF PRODCT QUALITY ON BATIK PURCHASE DECISIONS AT THE SITI HAJIR JAMBI BATIK HOUSE / SUPERVISOR I AHMAD TARMIZI, S.E MM / SUPERVISOR II RIKO MAPPADECENG, S.E MM)

Product quality plays a very important role in purchasing decisions. Therefore, the aim of this research is to determine product quality and purchasing decisions for Jambi Batik at Siti Hajır Jambi Batik House and to determine and analyze the influence of product quality on Jambi Batik purchasing decisions at Siti Hajir Batik House Jambi.

The research method in this research is quantitative descriptive research, namely quantitative research is research used to investigate. finding describes and explains the characteristics or qualities of social influences that cannot be explained. Variables are usually measured with research instruments so that data consisting of numbers can be analyzed based on statistical procedures. The number of respondents in this study was 61 people.

Batik Siti Hajir is a batik business originally from Jambi which was founded by a Siti clothing woman who was started in 1985 and is located at Jin K.H.A. Majid Rofar RT. 22, RW 1, Jelmu Village, Pelayangan District. She is a woman who used to live in Jambi City, and has succeeded in building a batıkaya business until now

Simple linear regression model with results Y 7.412 +513X Product Quality regression coefficient of 0.513. The coefficient of determination R square (R) is 0.494. This figure states that the Product Quality variable (X) is able to influence the Purchasing Decision variable (Y) by 49.4% and the remaining 50.6% is influenced by other factors not examined in this research.

The conclusion of this research is that product quality (X) has a significant effect on the purchasing decision variable (Y).

Keywords : Product quality, purchasing decisions