

**PENGARUH KUALITAS PRODUK, KESADARAN MEREK
DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN
SEPATU NIKE DI SPORT STATION HARTONO MALL
YOGYAKARTA**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kesadaran merek, dan harga baik secara parsial maupun simultan terhadap keputusan pembelian sepatu Nike di Sport Station Hartono Mall Yogyakarta. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner kepada sampel penelitian sebanyak 100 responden. Teknik pengambilan sampel menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa secara parsial kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian, kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil penelitian ini menunjukkan bahwa secara simultan kualitas produk, kesadaran merek, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga merupakan variabel yang paling dominan berpengaruh terhadap keputusan pembelian konsumen pada sepatu Nike di Sport Station Hartono Mall Yogyakarta.

Kata kunci: Kualitas Produk, Kesadaran Merek, Harga, dan Keputusan Pembelian.

***THE EFFECT OF PRODUCT QUALITY, BRAND AWARENESS,
AND PRICE AS PARCIAL AND STIMULTAN ON THE
DECISION TO PURCHASE NIKE SHOES AT THE HARTONO
MALL YOGYAKARTA SPORT STATION***

ABSTRACT

This study aims to determine the effect of product quality, brand awareness, and price as parcial and stimultan on the decision to purchase Nike Shoes at the Hartono Mall Yogyakarta Sport Station. This research was conducted with a quantitative approach. Primary data collection was carried out by distributing questionnaires to a sample study of 100respondent. using by purposive sampling The results showed that partially product quality had no significant effect on purchasing decisions, brand awareness had a positive and significant effect on purchasing decisions, and price had a positive and significant effect on purchasing decisions. The results of this study indicate that simultaneously product quality, brand awareness, and price have a positive and significant effect on purchasing decisions. Price is the most dominant variable influencing consumer purchasing decisions on Nike shoes at the Hartono Mall Yogyakarta Sports Station.

Keywords: *Product Quality, Brand Awareness, Price, and Purchase Decision.*