

PENGARUH HARGA, KUALITAS PRODUK, DAN KEMUDAHAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION WANITA DI *SOCIAL MEDIA* INSTAGRAM

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh harga, kualitas produk dan kemudahan terhadap keputusan pembelian produk fashion wanita di Instagram. Penelitian ini menggunakan data primer yang berasal dari 200 responden yang pernah berbelanja produk fashion wanita di sosial media Instagram dalam kurun waktu 3 bulan terakhir. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik *convenience sampling*. Hasil penelitian dengan analisis regresi berganda menunjukkan bahwa ketiga variabel yaitu harga, kualitas produk dan juga kemudahan, berpengaruh signifikan dan positif terhadap keputusan pembelian produk fashion wanita di sosial media Instagram

Kata kunci: produk fashion wanita, harga, kualitas produk, kemudahan, social media Instagram

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EFFECTS OF PRICE, PRODUCT QUALITY, AND EASE OF USE TOWARD PURCHASE DECISION OF WOMEN'S FASHION PRODUCTS ON INSTAGRAM SOCIAL MEDIA

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ABSTRACT

This research aims to analysis the effects of price, product quality, and ease of use on purchase decision of women's fashion product on Instagram social media. This research uses primary data from 200 respondents who have shopped or bought women's fashion products within the last three months. The data were collected by spreading the questionnaire using convenience sampling technique. The results using double regression analysis showed that three of the independent variables which are price, product quality, and ease of use, significantly and positively affect the purchase decision of women's fashion products on Instagram social media.

Keywords: women's fashion products, price, product quality, ease of use, instagram

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