

## **ABSTRAK**

**Munarfah Karim**, Tahun 2019. Pengaruh Kualitas Produk Dan Harga Motor Honda Beat Terhadap Keputusan Pembelian Konsumen (Study Kasus Mahasiswa Fakultas Ekonomi Dan Bisnis Jurusan Manajemen Angkatan 2017 Universitas Muhammadiyah Makassar), Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Bapak H. Sultan Sarda dan Pembimbing II Ibu Sri Andayaningsih.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga motor honda beat terhadap keputusan pembelian konsumen (study kasus mahasiswa fakultas ekonomi dan bisnis jurusan manajemen angkatan 2017 universitas muhammadiyah makassar).

Berdasarkan hasil analisis data yang telah dilakukan maka hasil penelitian menunjukkan bahwa variabel kualitas produk (X1) dan variabel Harga (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen (study kasus mahasiswa fakultas ekonomi dan bisnis jurusan manajemen angkatan 2017 universitas muhammadiyah makassar).

**Kata Kunci : Kualitas Produk, Harga Dan Keputusan Pembelian.**

## **ABSTRACT**

**Munarfah Karim**, Year 2019. *Effect of Honda Product Quality and Motorbike Beat on Consumer Purchase Decisions (Case Study of 2017 Faculty of Economics and Business Students, Management Department, Muhammadiyah University of Makassar)*, Thesis Management Study Program, Faculty of Economics and Business, Muhammadiyah University Makassar. Supervised by Advisor I, Mr. H. Sultan Sarda and Advisor II, Mrs. Sri Andayaningsih.

*This study aims to find out to determine the effect of product quality and the price of Honda Beat motorcycles on consumer purchasing decisions (case study of students of the Faculty of Economics and Business, Department of Management, 2017 Muhammadiyah University of Makassar).*

*Based on the results of data analysis that has been carried out, the results show that the product quality variable (X1) and Price variable (X2) have a positive and significant effect on consumer purchasing decisions (case study of faculty of economics and business students in management of 2017 Muhammadiyah University Makassar).*

**Keywords: Product Quality, Price and Purchasing Decision.**