

THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISIONS FOR THRIFT CLOTHING IN THRIFT THAY STORE BAGANSIAPIAPI

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Abstract

This study aims to analyze the influence of product quality on purchasing decisions for thrift clothing at the Thay Thrift Store Bagansiapiapi. The method used was associative research with a nonprobability sampling technique. Respondents numbered 100 people, consisting of Bagansiapiapi residents who had previously purchased at the Thay Thrift Store. Data were collected through a questionnaire. The analysis results showed a positive and significant correlation coefficient between product quality and purchasing decisions, at 0.854. The simple linear regression equation obtained was $Y = 9.745 + 0.997X$. The coefficient of determination was 0.729, indicating that product quality influences purchasing decisions by 72.9%. The t-test results showed a calculated t-value of 16.246, greater than the t-table of 0.195. Therefore, H_0 was rejected and H_a was accepted. This indicates that product quality significantly influences purchasing decisions.

Keywords: Product Quality, Purchasing Decisions.