

## ABSTRACT

**(FADHEL M PATRIAT / 1900861201228 / 2024 / THE INFLUENCE OF PRODUCT QUALITY ON PURCHASING DECISIONS AT MARTABAK PACENONGAN 78 MAYANG JAMBI/ LECTURER I AHMAD TARMIZI, SE, MM. / LECTURER II DENNY ASMAS, SE, MSi.)**

*Product quality plays a very important role in purchasing decisions. Therefore, the aim of this research is to describe product quality and purchasing decisions in purchasing products, as well as knowing and analyzing the influence of product quality on product purchasing decisions at Martabak Pacenongan 78 Mayang Jambi.*

*The research method in this research is descriptive and quantitative. Data analysis uses SPSS Ver 23 and uses a simple linear regression model with the calculated results  $Y = a+b.X+e$ .*

*To analyze the influence of product quality on product purchasing decisions at Martabak Pacenongan 78 Mayang Jambi. Distributing the questionnaire to a population of 14,722 people in 2023, the sample search formula according to Sarwono (2012:24) was used so that the sample in this study consisted of 100 respondents.*

*A simple linear regression model with calculated results  $Y = 0.856+0.321X+e$ . The regression coefficient for product quality (X) is 0.321, meaning that product quality (X) has increased by 1 so that consumer purchasing decisions (Y) at Martabak Pacenongan 78 Mayang Jambi have increased by 0.321. The coefficient of determination is known from the value  $R^2 = 0.328$  (32.8%) which means that product quality (X) is able to explain purchasing decisions (Y) at Martabak Pacenongan 78 Mayang Jambi, namely 32.8% and the remaining 67.2% is influenced by variables. other. Not investigated in this study.*

*Based on the t test, the tcount value is 5.207 and ttable is 1.66055. From the comparison results, it can be seen that the test with a comparison of tcount  $5.207 > ttable$  1.66055 means  $H_0$  is accepted as  $H_1$ . Rejected. This means that product quality influences product purchasing decisions at Martabak Pacenongan 78 Mayang Jambi.*

**Keywords: Product Quality, Purchasing Decisions**