

ABSTRAK

Persaingan usaha ritel yang semakin ketat menuntut pelaku usaha untuk memperhatikan faktor produk dan harga dalam memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui keputusan pembelian produk kelontong non-pangan di Toko H. Abdul Majid Palembang yang berkaitan dengan produk dan harga sebagai pertimbangan utama konsumen. Metode penelitian yang digunakan adalah metode kuantitatif deskriptif dengan teknik pengumpulan data melalui observasi, kuesioner, dan studi pustaka. Populasi penelitian berjumlah 4.368 konsumen dengan sampel sebanyak 98 responden yang ditentukan menggunakan rumus Slovin dan teknik purposive sampling. Data dianalisis menggunakan skala Likert dan interpretasi skor. Hasil penelitian menunjukkan bahwa produk kelontongan non-pangan memperoleh nilai rata-rata sebesar 85,26% interpretasi skor “sangat tinggi”, harga kelontong non-pangan memperoleh nilai rata-rata sebesar 82,11% interpretasi skor “sangat tinggi”, keputusan pembelian kelontongan non-pangan memperoleh nilai rata-rata sebesar 84,55% dengan interpretasi skor “sangat tinggi”. Hasil rekapitulasi terhadap keseluruhan hasil interpretasi skor setiap kuesioner memperoleh hasil 83,74% dengan interpretasi skor tergolong “sangat tinggi”. Berdasarkan hasil penelitian dapat disimpulkan bahwa keputusan pembelian produk kelontong non-pangan di Toko H. Abdul Majid Palembang berada pada kategori sangat tinggi dan dipengaruhi oleh penilaian positif konsumen terhadap produk dan harga yang ditawarkan.

Kata Kunci: Keputusan Pembelian, Produk, Harga, Kelontong Non-Pangan.

ABSTRACT

The increasing competition in the retail business requires business owners to pay attention to product and price factors in influencing consumer purchasing decisions. This study aims to determine the purchasing decisions of non-food grocery products at H. Abdul Majid Store Palembang, particularly those related to product and price as the main considerations for consumers. The research employed a descriptive quantitative method. Data were collected through observation, questionnaires, and literature study. The population consisted of 4.368 consumers, with a sample of 98 respondents selected using the Slovin formula and purposive sampling technique. The data were analyzed using a Likert scale and score interpretation. The results of the study show that non-food grocery products received an average score of 85.26%, which is interpreted as “very high”; prices of non-food grocery items received an average score of 82.11%, interpreted as “very high,” and purchasing decisions for non-food grocery items received an average score of 84.55%, interpreted as “very high.” A summary of the overall score interpretations for each questionnaire yielded a result of 83.74%, classified as “very high.” Based on the research results, it can be concluded that purchasing decisions for non-food grocery products at Toko H. Abdul Majid in Palembang fall into the “very high” category and are influenced by consumers’ positive assessments of the products and prices offered.

Keywords: Purchasing Decision, Product, Price, Non-Food Grocery Products.