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Nomor: SKET/695/XII/2024/FEB-UBJ

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Adalah benar sebagai Penulis pada Dinasti *International Journal of Economics, Finance and Accounting* (DIJEFA) dengan judul "The Influence of Product Quality and Price on Hebel Purchase Decision" telah terbit pada Volume 5, Nomor 5, E-ISSN: 2721-303X, P-ISSN: 2721-3021, November 2024.

Demikian surat keterangan ini dibuat, agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 09 Desember 2024

DEKAN FAKULTAS EKONOMI DAN BISNIS



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Tembusan:
- Arsip.



DIJEFA:
Dinasti International Journal of
Economics, Finance & Accounting

E-ISSN: 2721-303X
P-ISSN: 2721-3021

<https://dinastipub.org/DJEFA> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijefa>
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The Influence of Product Quality and Price on Hebel Purchase Decision

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Abstract: We often see the use of Hebel as a building wall, especially nowadays, because it is large and light, so the building can be completed more quickly. So product quality is a very important point in making consumer purchasing decisions, if the product offered is of good quality it can build consumer confidence regarding the product purchased. Another factor that can increase purchasing decisions is price. This research aims to determine the level of quality of Hebel products and prices on purchasing decisions at the Sinar Mega Tambun Selatan Building Store, Bekasi. This research uses a non-probability sampling method, namely a saturated sample with a sample of 81 respondents and also uses the help of the SPSS application program. The analysis techniques used are validity test instruments, reliability tests, classical assumption tests, multiple regression tests, t tests, F tests, coefficient of determination tests. Partial results on consumer satisfaction can be seen from the significant t value of $0.00 < 0.05$ and price has a partially significant positive influence on purchasing decisions at Sinar Mega, this can be seen from the significant t value equal to $0.00 < 0.05$, while simultaneously product quality and price have a significant influence on consumer satisfaction. This can be seen from the significant F value of $0.00 < 0.05$.

Keywords: Product Quality, Price, Purchasing Decisions

INTRODUCTION

Competition in the trading world is currently very tight. Moreover, globalization has led to the emergence of free trade which makes the world seem without borders. Many producers of goods and services from one country compete with producers from other countries to attract consumer interest in international trade. Business competition is increasingly fierce in this modern era, which ultimately makes companies compete in providing innovative services to attract consumer purchases. in the product.

The use of Hebel as a material for constructing building walls has recently become more popular than red brick and brick. Hebel is currently the people's main choice, because its quality is good and environmentally friendly. If you compare the process with Red Brick