

## ABSTRAK

**Erni Alting, 2021.** Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian yang di mediasi oleh minat beli Pada Produk masker wajah, mustika ratu Di Kota Ternate.

Tujuan penelitian ini adalah : (1) Ingin mengetahui Apakah harga berpengaruh terhadap minat beli pada produk Masker wajah mustika ratu di Kota Ternate; (2) Ingin mengetahui Apakah kualitas produk berpengaruh terhadap minat beli pada produk Masker wajah mustika ratu di Kota Ternate; (3) Ingin mengetahui Apakah harga berpengaruh terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (4) Ingin mengetahui Apakah Kualitas Produk berpengaruh terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (5) Ingin mengetahui Apakah minat beli berpengaruh terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (6) Ingin mengetahui Apakah harga berpengaruh terhadap keputusan pembelian yang dimediasi minat beli pada produk Masker wajah mustika ratu di Kota Ternate; dan (7) Ingin mengetahui Apakah kualitas produk berpengaruh terhadap keputusan pembelian yang dimediasi minat beli pada produk Masker wajah mustika ratu di Kota Ternate. Jumlah sampel penelitian adalah sebanyak 125 orang yang masker wajah mustika ratu di Kota Ternate. Analisis datanya menggunakan analisis statistik deskriptif, *path analysis* dan *sobel test* dengan bantuan program SPSS 16.0.

Hasil dari penelitian ini menunjukkan bahwa: (1) harga berpengaruh positif dan tidak signifikan terhadap minat beli pada produk Masker wajah mustika ratu di Kota Ternate; (2) Kualitas produk berpengaruh positif dan signifikan terhadap Minat beli pada produk Masker wajah mustika ratu di Kota Ternate; (3) Harga berpengaruh positif dan tidak signifikan terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (4) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (5) Minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Masker wajah mustika ratu di Kota Ternate; (6) Harga berpengaruh dan tidak signifikan terhadap keputusan pembelian melalui mediasi minat beli pada produk Masker wajah mustika ratu di Kota Ternate; dan (7) Kualitas produk berpengaruh langsung terhadap keputusan pembelian melalui mediasi minat beli pada produk Masker wajah mustika ratu di Kota Ternate.

**Kata Kunci: Harga, kualitas produk, Minat beli dan keputusan pembelian.**

## **ABSTRACT**

**Erni Alting, 2021.** *The Influence of Price and Product Quality on Purchasing Decisions mediated by buying interest in face mask products, Mustika Ratu in Ternate City.*

*The objectives of this study are: (1) Want to know whether the price affects the purchase intention of Mustika Ratu face mask products in Ternate City; (2) Want to know whether the quality of the product affects buying interest in Mustika Ratu face mask products in Ternate City; (3) Want to know whether the price has an effect on purchasing decisions on Mustika Ratu face mask products in Ternate City; (4) Want to know whether the quality of the product affects the purchasing decision for the Mustika Ratu face mask product in Ternate City; (5) Want to know whether buying interest affects purchasing decisions on Mustika Ratu face mask products in Ternate City; (6) Want to know whether the price affects purchasing decisions mediated by buying interest in Mustika Ratu face mask products in Ternate City; and (7) Want to know whether product quality affects purchasing decisions mediated by buying interest in Mustika Ratu face mask products in Ternate City. The number of research samples were 125 people who had mustika Ratu face masks in Ternate City. The data analysis used descriptive statistical analysis, path analysis and sobel test with the help of the SPSS 16.0 program.*

*The results of this study indicate that: (1) price has a positive and insignificant effect on buying interest in Mustika Ratu face mask products in Ternate City; (2) Product quality has a positive and significant effect on buying interest in Mustika Ratu face mask products in Ternate City; (3) Price has a positive and insignificant effect on purchasing decisions for Mustika Ratu face mask products in Ternate City; (4) Product quality has a positive and significant effect on purchasing decisions for Mustika Ratu face mask products in Ternate City; (5) Purchase intention has a positive and significant effect on purchasing decisions for Mustika Ratu face mask products in Ternate City; (6) Prices have an effect on and are not significant towards purchasing decisions through mediation of purchase interest in Mustika Ratu face masks in Ternate City; and (7) product quality has a direct effect on purchasing decisions through mediation of purchase interest in Mustika Ratu face mask products in Ternate City.*

**Keywords:** *Price, product quality, purchase intention and purchase decision.*