

**The Influence of Product Quality, Price, Safety and Service on Online Clothing Purchase Decisions at the TikTok Shop, Indah Puspita Wulandari. 2023, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University.**

**ABSTRACT**

This study aims to examine the effect of product quality, price, safety and service on online clothing purchasing decisions at the TikTok Shop (Case Study in Students of the Faculty of Economics, Darul 'Ulum Lamongan Islamic University). This research was conducted at Darul 'Ulum Islamic University Lamongan involving 85 economics faculty students as respondents. This study uses data analysis techniques instrument test, classical assumption test, multiple linear regression analysis test, test the coefficient of determination and test the hypothesis that is processed using SPSS 24 to analyze several hypotheses. The results of the t test results obtained the t-value of the product quality variable  $t_{count} > t_{table}$  ( $2.166 > 1.66412$ ) has an effect on purchasing decisions, the t-value of the price variable  $t_{count} < t_{table}$  ( $0.643 < 1.66412$ ) has no effect on purchasing decisions, the value -t security variable  $t_{count} > t_{table}$  ( $1.598 > 1.66412$ ) has an effect on the purchase decision and the t-value of the service variable  $t_{count} < t_{table}$  ( $1.558 < 1.66412$ ) has no effect on the purchase decision. From the results of the F test, the value of  $F_{count} > F_{table}$  ( $32.549 > 2.58$ ) is obtained, so that product quality, price, safety and service simultaneously affect purchasing decisions. service to purchasing decisions by 60% while the remaining 40% is influenced by other variables not included in this study.

Keywords: Product Quality, Price, Safety and Service and Purchasing Decisions

**Pengaruh Kualitas Produk, Harga, Keamanan dan Pelayanan Terhadap Keputusan Pembelian Pakaian Online Di TikTok Shop, Indah Puspita Wulandari. 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul 'Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengkaji pengaruh kualitas produk, harga, keamanan dan pelayanan terhadap keputusan pembelian pakaian online di TikTok Shop (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Islam Darul 'Ulum Lamongan). Penelitian ini dilakukan di Universitas Islam Darul 'Ulum Lamongan dengan melibatkan 85 mahasiswa fakultas ekonomi sebagai responden. Penelitian ini menggunakan teknik analisis data uji instrumen, uji asumsi klasik, uji analisis regresi linear berganda, uji koefisien determinasi dan uji hipotesis yang diolah menggunakan SPSS 24 untuk menganalisis beberapa hipotesis. Hasil dari hasil uji t diperoleh nilai-t dari variabel kualitas produk  $t_{hitung} > t_{tabel}$  ( $2,166 > 1,66412$ ) berpengaruh terhadap keputusan pembelian, nilai-t variabel harga  $t_{hitung} < t_{tabel}$  ( $0,643 < 1,66412$ ) tidak berpengaruh terhadap keputusan pembelian, nilai-t variabel keamanan  $t_{hitung} > t_{tabel}$  ( $1,598 > 1,66412$ ) berpengaruh terhadap keputusan pembelian dan nilai-t variabel pelayanan  $t_{hitung} < t_{tabel}$  ( $1,558 < 1,66412$ ) tidak berpengaruh terhadap keputusan pembelian. Dari hasil uji F diperoleh nilai  $F_{hitung} > F_{tabel}$  ( $32,549 > 2,58$ ), sehingga secara simultan kualitas produk, harga, keamanan dan pelayanan berpengaruh terhadap keputusan pembelian. Dari hasil uji determinasi koefisien menunjukkan bahwa persentase pengaruh variabel kualitas produk, harga, keamanan dan pelayanan terhadap keputusan pembelian sebesar 60% sedangkan sisanya sebesar 40% dipengaruhi oleh variabel lainnya yang tidak di masukkan dalam penelitian ini.

Kata Kunci : Kualitas Produk, Harga, Keamanan dan Pelayanan Dan Keputusan Pembelian