

ABSTRAK

Dalam Keputusan Pembelian, konsumen melihat dari berbagai variabel. Pada penelitian terdahulu mengungkapkan bahwa keputusan pembelian dipengaruhi oleh Produk, Harga, Promosi, Lokasi. Pada penelitian ini yang diduga mempengaruhi keputusan pembelian yaitu Produk, Harga, Lokasi, Merek, Pelayanan dan dengan menggunakan data yang diperoleh dari 100 responden, penelitian ini bertujuan untuk mengetahui pengaruh secara simultan, parsial, dan dominan antara variabel Produk (X_1), Harga (X_2), Lokasi (X_3), Merek (X_4), Pelayanan (X_5) terhadap keputusan pembelian konsumen Depot Mie Galaxy Surabaya (Y).

Pada penelitian ini, alat statistik yang digunakan yaitu Analisis Regresi Linear Berganda dengan menggunakan program SPSS versi 12 *for windows*. Hipotesis pada penelitian ini yaitu untuk melihat pengaruh secara simultan, parsial, dan dominan terhadap keputusan pembelian konsumen Depot Mie Galaxy Surabaya. Dari ketiga Hipotesis, satu hipotesis tidak terbukti yaitu variabel merek yang berpengaruh dominan terhadap keputusan pembelian Depot Mie Galaxy Surabaya sedangkan variabel Lokasi tidak berpengaruh dominan.

Jadi kesimpulan pada penelitian ini yaitu variabel Produk (X_1), Harga (X_2), Lokasi (X_3), Merek (X_4), Pelayanan (X_5) berpengaruh secara simultan dengan nilai $F_{hitung} 30.332 > F_{tabel} 2.31$ dan juga berpengaruh secara parsial karena variabel Produk (X_1) memiliki nilai $t_{hitung} (3.175) > t_{tabel} (1.984)$, variabel Harga (X_2) memiliki nilai $t_{hitung} (0.531) < t_{tabel} (1.984)$, variabel Lokasi (X_3) memiliki nilai $t_{hitung} (0.561) < t_{tabel} (1.984)$, variabel Merek (X_4) memiliki nilai $t_{hitung} (4.125) > t_{tabel} (1.984)$, variabel Pelayanan (X_5) memiliki nilai $t_{hitung} (0.271) < t_{tabel} (1.984)$ terhadap Keputusan Pembelian Konsumen Depot Mie Galaxy (Y). Dan pada penelitian ini variabel yang dominan adalah variabel merek (X_4) dengan nilai *standardized coefficients-beta* tertinggi yaitu sebesar 0.377 yang berarti dalam usaha makanan khususnya yang sekelas Depot, konsumen lebih melihat dari variabel merek atau nama Depot.

Kata kunci: Depot Mie Galaxy Surabaya, Merek, Keputusan Pembelian.

ABSTRACT

On Purchasing Decision, consumer consider various variables. On the previous research showed that Purchasing Decision influenced by Product, Price, Promotion, Location. On this research, it is suspected that the Purchasing Decision is influenced by Product, Price, Location, Brand, Service and using data that required from 100 respondent of Depot Mie Galaxy Surabaya,, the purpose on this research is to know the simultaneous, partial, and dominant influences of Product, Price, Location, Brand, Service variables towards the Purchasing Decision of Consumer of Depot Mie Galaxy Surabaya.

The statistic tool that using on this research is Multiple Linear Regression Analysis with SPSS version 12 for windows. The Hypotesis on this research is to know simultaneous, partial, and dominant influences of Product, Price, Location, Brand, Service variables towards the Purchasing Decision of Consumer of Depot Mie Galaxy Surabaya. From all hypotesis, one hypotesis is not proven that is Brand is the dominant influence towards the Purchasing Decision of Consumer of Depot Mie Galaxy Surabaya and the location variable is not significantly influence.

Thus, the conclusion of this research is Product (X_1), Price (X_2), Location (X_3), Brand (X_4), Service (X_5) simultaneously influential with the F value of 30.332 which is higher than the F_{table} of 2.31. They are also partially influential because Product variable (X_1) has a t value of 3.175 which is higher than t_{table} of 1.984, Price variable (X_2) has a t value of 0.531 which is smaller than t_{table} of 1.984, Location variable (X_3) has a t value of 0.561 which is smaller than t_{table} of 1.984, Brand variable (X_4) has a t value of 4.125 which is higher than t_{table} of 1.984, Service variable (X_5) has a t value of 0.271 which is smaller than t_{table} of 1.984 towards the Purchasing Decision of Consumer of Depot Mie Galaxy Surabaya (Y). The dominant influential variable found in this research is Brand (X_4) with the highest value of standardized coefficients-beta that is 0.377. This means that in the food bussiness, especially Depot, consumers highly consider the brand variable or the name of the Depot.

Keyword: Depot Mie Galaxy Surabaya, Brand, Purchasing Decision.