

ABSTRAK

Terasa fenomenal melihat masyarakat masih mengonsumsi minuman berkarbonasi, disaat banyak berita dan penelitian yang menginformasikan penolakan terhadap minuman berkarbonasi beredar di berbagai media. Sehingga penelitian ini pun diangkat untuk mengetahui besarnya pengaruh psikologi konsumen (X) terhadap keputusan pembelian (Y) minuman berkarbonasi Coca-Cola di Kota Surabaya (Timur, Utara, Selatan, Pusat, Barat). Variabel psikologi konsumen terbagi menjadi 5 variabel, yaitu motivasi (X₁); persepsi (X₂); pembelajaran (X₃); keyakinan (X₄); dan sikap (X₅).

Data dari 100 (seratus) orang responden di Kota Surabaya yang telah diolah menggunakan SPSS versi 20.0 menunjukkan bahwa penelitian ini valid dan reliabel, sedangkan dari analisis Regresi Linear Berganda didapatkan model $Y = 0,590 + 0,041(X_1) + 0,223(X_2) - 0,95(X_3) + 0,390(X_4) + 0,073(X_5)$. Nilai Adjusted R Square sebesar 0,181 menunjukkan bahwa variabel motivasi (X₁); persepsi (X₂); pembelajaran (X₃); keyakinan (X₄); dan sikap (X₅) mempunyai pengaruh bersih terhadap keputusan pembelian (Y) minuman berkarbonasi Coca-Cola di Kota Surabaya. Pengaruh terhadap keputusan pembelian (Y) ditunjukkan dengan nilai Koefisien Determinasi Berganda/R Square (R²) sebesar 0,222 atau 22,2%, sedangkan 0,778 atau 77,8% dipengaruhi oleh variabel lainnya yang tidak termasuk dalam model penelitian ini. Nilai R sebesar 0,471 atau 47,1% menunjukkan keeratan antar variabel, yaitu motivasi (X₁); persepsi (X₂); pembelajaran (X₃); keyakinan (X₄); dan sikap (X₅).

Dari hasil uji F diketahui bahwa secara simultan motivasi (X₁); persepsi (X₂); pembelajaran (X₃); keyakinan (X₄); dan sikap (X₅) berpengaruh signifikan terhadap keputusan pembelian (Y) minuman berkarbonasi Coca-Cola di Kota Surabaya. Sedangkan dari hasil uji t dapat disimpulkan bahwa secara parsial hanya variabel keyakinan (X₄) yang berpengaruh signifikan terhadap variabel keputusan pembelian (Y) minuman berkarbonasi Coca-Cola di Kota Surabaya. Adapun variabel X yang berpengaruh dominan terhadap variabel Y adalah variabel keyakinan (X₄) dengan nilai sebesar 0,370 atau sebesar 37%.

Kata kunci : psikologi konsumen; keputusan pembelian; Coca-Cola.

ABSTRACT

It feels phenomenal to see people still consume carbonated soft drinks while many news and researchs informing the rejection of carbonated soft drinks spread in various media. So this research was appointed to find out how big is the influence of the consumer psychology (X) on the purchase decision (Y) of the Coca-Cola carbonated soft drink in Surabaya (East, North, South, Central, West). The consumer psychology variable (X) are divided into 5 variables, that are motivation (X₁); perception (X₂); learning (X₃); beliefs (X₄); and attitudes (X₅).

The data from 100 (one hundred) respondents in Surabaya had processed using SPSS version 20.0 shows that this research is valid and reliable, while the Linear Regression analysis found the model $Y = 0.590 + 0.041 (X_1) + 0.223 (X_2) - 0,95 (X_3) + 0.390 (X_4) + 0.073 (X_5)$. The Adjusted R Square of 0.181 indicates that the motivation (X₁); perception (X₂); learning (X₃); beliefs (X₄); and attitudes (X₅) has a net effect on purchase decision (Y) of the Coca-Cola carbonated soft drink in Surabaya (East, North, South, Central, West). The influence on purchase decision (Y) is indicated by the value of Coefficient of Determination Regression / R Square (R²) of 0.222 or 22.2%, while 0,778 or 77.8% are influenced by the other variables that not include in this research model. While the R value of 0.471 or 47.1% indicates the closeness between variables, that are motivation (X₁); perception (X₂); learning (X₃); beliefs (X₄); and attitudes (X₅).

From the result of the F test is known that simultaneous motivation (X₁); perception (X₂); learning (X₃); beliefs (X₄); and attitudes (X₅) influences the purchase decision (Y) of the Coca-Cola carbonated soft drink significantly. While the results of the t test can be concluded partially, only the beliefs variable (X₄) has influenced the purchase decision variable (Y) of the Coca-Cola carbonated soft drink in Surabaya (East, North, South, Central, West) significantly. The variable X which has a dominant influence on the variable Y is the beliefs variable (X₄) with a value of 0.370 or 37%.

Key words : consumer psychology; purchase decision; Coca-Cola.