

PENGARUH HARGA, KUALITAS PRODUK, PROMOSI, LOKASI, DAN MEREK TERHADAP KEPUTUSAN PEMBELIAN DI TOKO NEW APOLLO BOJONEGORO



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ABSTRAK

Kini budaya berpakaian di Indonesia berkembang sangat pesat walaupun masih terpengaruh oleh *fashion* internasional karena busana yang dikenakan memang busana modern, yang awalnya dari Barat. Pada penelitian ini yang diduga mempengaruhi keputusan pembelian, yaitu Harga (X_1), Kualitas Produk (X_2), Promosi (X_3), Lokasi (X_4) dan Merek (X_5) terhadap keputusan pembelian di toko New Apollo Bojonegoro.

Sampel yang dipakai pada penelitian ini adalah 100 responden konsumen di toko New Apollo Bojonegoro selama penelitian. Untuk diproses dalam regresi linear berganda dengan menggunakan alat bantu yaitu kuisioner.

Kesimpulan penelitian ini yaitu data dari kuisioner ini diolah untuk mendapatkan analisis regresi linear berganda melalui program SPSS *ver. 20.0 for Windows*. Kesimpulan pada penelitian ini yaitu variabel Harga (X_1), Kualitas Produk (X_2), Promosi (X_3), Lokasi (X_4) dan Merek (X_5) berpengaruh simultan dengan nilai F_{hitung} $53.549 > 2.31 F_{tabel}$ dan juga berpengaruh secara parsial karena variabel Harga (X_1) memiliki t_{hitung} $(12.011) > t_{tabel} (1.984)$, variabel Kualitas Produk (X_2) memiliki t_{hitung} $(-1.108) < t_{tabel} (1.984)$, variabel Promosi (X_3) memiliki $-t_{hitung}$ $(-2.360) < -t_{tabel} (1.984)$, variabel Lokasi (X_4) memiliki $-t_{hitung}$ $(2.799) > -t_{tabel} (1.984)$, dan variabel Merek (X_5) memiliki t_{hitung} $(1.451) < t_{tabel} (1.984)$ terhadap Keputusan Pembelian di Toko New Apollo Bojonegoro (Y). Hipotesis pada penelitian ini untuk melihat pengaruh secara simultan dan dominan terhadap keputusan pembelian di toko New Apollo Bojonegoro. Dari kedua hipotesis, satu hipotesis tidak terbukti, yaitu variable Harga (X_1) berpengaruh secara dominan dengan nilai *Standartdized Coefficient Beta* (β) paling tinggi yaitu 0.762, sedangkan variable Kualitas Produk (X_2) tidak berpengaruh dominan.

Kata Kunci: Harga, Kualitas Produk, Promosi, Lokasi, Merek, Keputusan Pembelian di Toko New Apollo Bojonegoro.

ABSTRACT

Lately, fashion in Indonesian has developed significantly although some international influence can still be seen. This situation is caused by the reality that the fashion worn by Indonesians are modern ones which come from western countries. IN this research, there are some factors which are believed to affect New Apollo Store, Bojonegoro customers purchasing decisions such as Price (X_1), Quality (X_2), Promotion (X_3), Location (X_4), and Brand (X_5).

The samples used in this research are 100 respondents who are customers of New Apollo Store, Bojonegoro. The data is processed into double linear regression using questionairs as helping tools.

The conclusion of this research which is the data obtained from the questioners is processed to obtain doubled linear regression analysis using SPPS version 20.0 for Windows program. Conclusion of this research is variable Price (X_1), Quality (X_2), Promotion (X_3), Location (X_4), and Brand (X_5) effect simultaneously with the value calculated $F = 53.549 > 2.31$ table F and also partially due to the variable influence Price (X_1) had $t_{value} (12.011) > t_{table} (1.984)$, Quality variable (X_2) had $t_{value} (-1.108) < t_{table} (1.984)$, Promotion variable (X_3) had $-t_{value} (-2.360) < -t_{table} (1.984)$, Location variable (X_4) had $-t_{value} (2.799) > -t_{table} (1.984)$, and Brand variable (X_5) had $t_{value} (1.451) < t_{table} (1.984)$ to the Customers Purchasing Decision in New Apollo Store, Bojonegoro (Y). The hypothesis of this research is used to see the influence of each simultan dan dominance to the costumers' purchasing decisions in New Apollo Store. From two hypotheses made before, one cannot be proved where the Price variable (X_1) dominantly affected with the highest *Standardized Coefficient Beta* (β) 0.762, whereas Quality variable (X_2) didn't affect dominantly.

Key words: Price, Quality, Promotion, Location, Brand, Purchasing Decision in New Apollo Store