

ABSTRAKS

Pada kategori mobil pick up, persaingan sengit terjadi di antara tiga merek yaitu Daihatsu Grand Max, Suzuki Carry, dan Mitsubishi L300. Ketiga merek pick up ini mendominasi penjualan pick up di Indonesia. Penjualan tertinggi pada Daihatsu Grand Max diikuti oleh Suzuki Carry dan pada peringkat ketiga adalah Mitsubishi L300. Mitsubishi L300 pada peringkat ketiga tetapi penjualannya paling stabil. Sedangkan dari perbandingan harga di antaranya ternyata harga untuk varian Mitsubishi L300 tertinggi, sehingga layak diketahui faktor-faktor yang mempengaruhi keputusan pembelian konsumen pada pick up L300. Jenis penelitian ini adalah penelitian kuantitatif, variabel penelitian adalah faktor-faktor yang mempengaruhi keputusan pembelian konsumen pada mobil pick up L300 dan variabel keputusan pembelian. Sumber data dalam penelitian ini adalah data primer. Jumlah sampel penelitian sebanyak 70 sampel. Teknik analisis data menggunakan analisis faktor dan analisis regresi. Temuan penelitian menunjukkan bahwa hasil analisis faktor mendapatkan enam faktor baru. Pemberian nama enam faktor baru tersebut yaitu: kualitas produk, biaya perawatan, fitur produk, promosi, kenyamanan, dan harga. Hasil pengujian pengaruh menunjukkan bahwa Keenam faktor baru tersebut dengan nilai *cummulative* % mampu menjelaskan varian keputusan pembelian pada pick up L300 dengan kemampuan sebesar 78,846%.

Kata Kunci: Pick up L300, Kendaraan Niaga, Keputusan Pembelian, Analisis Faktor, Kualitas Produk, Biaya Perawatan, Fitur Produk, Promosi, Harga, Kenyamanan



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ABSTRACT

Intense competition occurred in the market of pick up category. They are Daihatsu Grand Max, Suzuki Carry, and Mitsubishi L300. Which dominated the sales of this category the highest volume of sales at Daihatsu Grand Max followed by Suzuki Carry, and the last is Mitsubishi L300. Mitsubishi L300 is rounds the third of sales, but the sales of this brand are stable than others although the price of this brand is the highest among them. So, in this research will to identify the factors which influence purchase decision for the Mitsubishi L300. This is quantitative research, the variables are the factors which influence purchase decision for the Mitsubishi L300 and purchase decision. The data source is the primary data which collect with questionnaire. The number of samples are 70 samples. Data analysis technique using factor analysis and regression. The result showing that the factor analysis produce the six new factors which influence purchase decision for the Mitsubishi L300. The names of the six new factors are: product quality, maintenance costs, product features, promotions, comfort, and price. The results of testing the effect shows that the six new factors with cummulative value of% are able to explain the purchase decision variance on the L300 pick up with an ability of 78.846%.

Keywords: Pick up L300, Commercial Vehicle, Purchase Decision, Factor Analysis, Product Quality, Maintenance Costs, Product Features, Promotion, Price, Comfort

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