

ABSTRACT

This Research head for analizing of effect the produk quality, promotion and price perception to purchasing decision. Dimension of them were taken from various of sources. Sample was collected from woman who have 1 to 3 years old of child and consume infant formula.

The data was collected by the questionnaire filling. After that it was analyzed by the test of validity and realibility data, and then checked by the classical assumption and the core analysis by using Simple Linear Regression and Multiple regression.

The result of research indicated that variable of product quality, promotion and price perception have the impact for purchasing decision be share equally. From the test analysis of correlation dimension obtained results that dimension of product performance at the variable quality of products have the strongest correlation with dimension selection of brands on the purchasing decision. The dimension of the physical product awareness at the price perception have the strongest correlation with the dimension selection of brand on the purchasing decision variable. And the promotion variable has the influence is not significant for purchasing decision variable. It means that “Morinaga Chilkid” is a brand of infant formula that already known by the public.

Key Word : Product Quality, Promotion, Price Perception, Purchase Decision

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh kualitas produk, promosi dan persepsi harga terhadap keputusan pembelian.. Dimensi kualitas produk, promosi, dan persepsi harga diambil dari berbagai sumber. Sampel dikumpulkan dari ibu yang mempunyai bayi usia 1 sampai 3 tahun dan mengkonsumsi susu formula. Total sampel yang terkumpul sebanyak 111 responden.

Pengumpulan data melalui pengisian kuesioner. Data yang terkumpul dianalisa menggunakan pengujian validitas & realibilitas data, selanjutnya dilakukan pengecekan dengan asumsi klasik dan Analisa inti dengan menggunakan regresi linier sederhana dan regresi berganda.

Hasil penelitian menunjukkan variabel kualitas produk, promosi dan persepsi harga secara bersama-sama berpengaruh terhadap keputusan pembelian. Dari hasil uji analisis korelasi dimensi didapatkan hasil bahwa dimensi kinerja produk pada variabel kualitas produk memiliki korelasi paling kuat terhadap dimensi pemilihan merek pada variabel keputusan pembelian. Dimensi kesadaran fisik produk pada variabel persepsi harga memiliki korelasi paling kuat terhadap dimensi pemilihan merek pada variabel keputusan pembelian. Dan variabel promosi mempunyai pengaruh tidak signifikan terhadap variabel keputusan pembelian. Hal ini berarti bahwa susu morinaga chilkid merupakan merek susu yang sudah dikenal oleh masyarakat.

Kata Kunci : Kualitas Prodak, Promosi, Persepsi Harga, Keputusan Pembelian.

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