

ABSTRACT

This research aim to find out the effect of marketing mix that is product, price, distribution, and promotion on purchase decision of Fruit Tea product on Junior High School and Senior High School student at Tangerang city.

This is a descriptive research. Data were obtained by questionnaire using judgement sampling method, total sample of 100 respondents. Data were analyzed using validity test, reliability test, and classic assumption test, and also regression linear analysis.

Result indicate that by partially product variable, price, and promotion have an effect on to purchase decision, but distribution variable do not have an effect on to purchase decision. By simultaneously, product variable, price, distribution, and promotion have an effect on to purchase decision. Product variable give bigger influence to purchasing decision of Fruit Tea product, compared to price variable, distribution, and promotion. Influence from independent variable of product, price, distribution, and promotion equal to 10,7% to dependent variable purchase decision, while the rest equal to 89,3% influenced by other factor.

Keyword: product, price, distribution, promotion, purchase decision



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran yaitu produk, harga, distribusi, dan promosi terhadap keputusan pembelian produk Fruit Tea pada siswa SMP dan SMA di kota Tangerang.

Penelitian bersifat deskriptif. Data diperoleh dengan menyebarkan kuesioner menggunakan metode judgement sampling dengan total sampel 100 responden. Data diuji menggunakan uji validitas, reliabilitas, dan uji asumsi klasik, serta dianalisa dengan regresi linier berganda menggunakan software SPSS 17.00.

Hasil menunjukkan bahwa secara parsial variabel produk, harga, dan promosi berpengaruh terhadap keputusan pembelian tetapi variabel distribusi tidak berpengaruh terhadap keputusan pembelian. Secara simultan variabel produk, harga, distribusi, dan promosi berpengaruh terhadap keputusan pembelian. Variabel produk memberikan pengaruh lebih besar terhadap keputusan pembelian produk Fruit Tea, dibandingkan variabel harga, distribusi, dan promosi. Pengaruh dari variabel independen produk, harga, distribusi, dan promosi sebesar 10,7% terhadap variabel dependen keputusan pembelian, sedangkan sisanya sebesar 89,3% dipengaruhi faktor lain.

Kata kunci: produk, harga, distribusi, promosi, keputusan pembelian

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