

## **ABSTRACT**

*This research was conducted to figure out the effect of positioning, differentiation and brand image towards buying decision with promotion as the intervening variable. The problem formulation in this research was whether positioning, differentiation and brand image had direct or indirect influence towards buying decision and whether promotion had influence on buying decision.*

*Population of this research was customer who visited Regional 1 Gramedia Book Store, The technique used was accidental sampling. Sample were counted using Slovin formula and it was obtained 100 respondents. Data was collected using questionnaire. Data analysis was using path analysis method with 5% significance rate.*

*The result showed that in partial, positioning and differentiation had positive influence towards buying decision, while brand image had negative influence towards buying decision and promotion had positive influence towards buying decision. Collectively, positioning, differentiation, brand image and promotion were influencing the buying decision. The conclusion of this research was the increase of positioning and differentiation would increase buying decision, while brand image was not the direct factor that influence buying decision, but could be used to increase buying decision through promotion. Companies were expected to increase positioning, differentiation, brand image and promotion in order to establish long term relationship with customers.*

*It was advised to the subsequent researchers to improve the result of this research, it was expected to add other variables such as innovation.*

**Keywords:** *Positioning, Differentiation, Brand Image, Promotion, Buying Decision*

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *positioning*, diferensiasi dan citra merek terhadap keputusan pembelian dengan promosi sebagai variabel intervening. Perumusan masalah dalam penelitian ini adalah apakah pengaruh antara *positioning*, diferensiasi, dan citra merek secara langsung dan tidak langsung terhadap keputusan pembelian serta adakah pengaruh antara promosi dengan keputusan pembelian.

Populasi dalam penelitian ini adalah pelanggan yang berkunjung ke Toko Buku Gramedia Regional 1, menggunakan teknik accidental sampling dan rumus Slovin dalam penarikan sampel sebanyak 100 responden. Pengumpulan data dilakukan dengan kuesioner. Metode analisis data penelitian ini menggunakan *path analysis* dengan tingkat signifikan sebesar 5%.

Hasil penelitian menunjukkan bahwa secara parsial terdapat pengaruh positif dari *positioning*, diferensiasi dan promosi terhadap keputusan pembelian sedangkan citra merek berpengaruh negatif terhadap keputusan pembelian. Secara simultan terdapat pengaruh positif antara *positioning*, diferensiasi, citra merek dan promosi terhadap keputusan pembelian. Simpulan dari penelitian ini adalah perusahaan diharapkan untuk meningkatkan *positioning*, diferensiasi, citra merek dan promosi agar tercipta hubungan jangka panjang dengan pelanggan. Saran untuk peneliti selanjutnya mengembangkan hasil dari penelitian ini dan diharapkan dapat menambah variabel lain seperti inovasi.

**Kata kunci:** *positioning*, diferensiasi, citra merek, promosi, keputusan pembelian



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