

## **ABSTRACT**

*The aim of this study is to analyze the effect of product attributes, price, promotion, distribution channels on buying decision. The dimension of product attributes, price, promotion, distribution channels were taken from various source. Samples were collected from consumers CNI Ginseng Coffee randomly in Pekanbaru Branch. Total sample 203 respondents were obtained. The collection of data used the questionnaires method. The collected data were analyzed using the test validity and reliability of data, then be checked with the classical assumptions and core analysis using simple linear regression and multiple regression. The results showed a significant and positif effect on the product attributes, promotion, distribution channels on buying decision; no noticeable effect on the price but have a positive relationship with the strength of the relationship is very weak. While the effect of simultaneously from the independent variable have a very strong influence.*

*Keywords: Product Attributes, Price, Promotion, Distribution Channels, buying – decision*



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## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh atribut produk, harga, promosi dan saluran distribusi terhadap keputusan pembelian CNI Ginseng Coffee oleh konsumen. Dimensi atribut produk, harga, promosi dan saluran distribusi diambil dari berbagai sumber. Sampel dikumpulkan dari konsumen CNI Ginseng Coffee secara acak di Cabang Pekanbaru. Total sampel yang terkumpul sebanyak 203 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 berganda. Hasil penelitian menunjukkan adanya pengaruh yang nyata dan positif pada atribut produk, promosi dan saluran distribusi terhadap keputusan pembelian; pengaruh yang tidak nyata pada harga namun mempunyai hubungan positif dan sangat lemah. Sedangkan pengaruh secara bersama-sama dari variable bebas mempunyai pengaruh yang sangat kuat terhadap keputusan pembelian

Kata Kunci: Atribut Produk, Harga, Promosi, Saluran Distribusi, Keputusan -  
Pembelian



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