

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA MIO DI BANDAR LAMPUNG

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HENDAR SETIAWAN

Penelitian ini membahas mengenai pengaruh harga, kualitas produk dan promosi sepeda motor Yamaha Mio yang mempengaruhi keputusan pembelian konsumen di Bandar Lampung. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh harga, kualitas produk dan promosi sepeda motor Yamaha Mio terhadap keputusan pembelian konsumen secara simultan dan parsial serta untuk mengetahui variabel harga, kualitas produk dan promosi yang memiliki pengaruh paling dominan terhadap keputusan pembelian.

Tipe penelitian yang digunakan dalam penelitian ini adalah *explanatory research* dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pengguna sepeda motor Yamaha Mio di Bandar Lampung dengan jumlah sampel sebanyak 100 responden. Analisis yang digunakan adalah analisis regresi linier berganda.

Hasil uji F terhadap ketiga variabel penelitian yaitu harga (X1), kualitas produk (X2) dan promosi (X3) menunjukkan bahwa ketiga variabel tersebut secara bersama - sama (simultan) mempunyai pengaruh terhadap keputusan pembelian sepeda motor Yamaha Mio. Secara parsial harga dan kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian, sedangkan promosi tidak berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : Bauran Pemasaran, Keputusan Pembelian dan Sepeda Motor Yamaha Mio.

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY AND PROMOTION OF THE PURCHASE DECISIONS OF MOTORCYCLES YAMAHA MIO IN BANDAR LAMPUNG

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HENDAR SETIAWAN

This research talk about the influence of the prices of the quality of products and promotion of yamaha mio motorcycle that affects the decision of the purchase of consumers in lampung. The aim of this research is to find out how big the influence of the prices of the quality of products and promotion of yamaha mio motorcycle with the resolution of the purchase of consumers simultaneously and partial variable price, and to know the quality of products and promotion that has an effect the most dominant of the decision of a purchase.

Type of research used in this research is explanatory research with the approach of quantitative. Population in this research is users yamaha motorcycle mio in lampung by the number of samples as many as 100 of respondents. The analysis used is multiple linear regression analysis.

The results of the test f against third variable research (x1), namely price the quality of the product (x2) and promotion (x3) indicating that third variables such simultaneously the same (simultaneous) have leverage with the resolution of the purchase of yamaha mio motorcycle. In a partial the price of the quality of products and promotion influential significantly with the resolution of the purchase. while promotion did not influence significantly to the decision of the purchase.

Keywords: marketing mix, purchasing decisions and Motorcycle Yamaha Mio.