

ABSTRAK

PENGARUH HARGA, KUALITAS PELAYANAN, LOKASI, KEBERAGAMAN PRODUK DAN *DISPLAY* BARANG TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA KOPERASI KARYAWAN BLOK F PT GULA PUTIH MATARAM

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Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan, lokasi, keberagaman produk dan *display* barang pada Koperasi Karyawan Blok F PT Gula Putih Mataram. Metode penelitian yang digunakan dalam penelitian ini adalah metode *deskriptif verifikatif* dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini yaitu seluruh konsumen Koperasi Karyawan Blok F PT Gula Putih Mataram yang berjumlah ± 2.500 orang dan sampel 75 responden yang ditentukan dengan teknik *non probabilitas sampling* dengan menggunakan *accidental sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis data menggunakan *regresi linier sederhana* dan *regresi multiple*. Hasil penelitian menunjukkan bahwa ada pengaruh harga, kualitas pelayanan, lokasi, keberagaman produk dan *display* barang pada Koperasi Karyawan Blok F PT Gula Putih Mataram. Berdasarkan analisis data diperoleh $F_{hitung} 8,806 > F_{tabel} 2,35$ yang ditunjukkan dengan *regresi linear multiple* dengan koefisien determinasi sebesar (r^2) 0,390 yang berarti keputusan pembelian konsumen dipengaruhi oleh variabel harga, kualitas pelayanan, lokasi, keberagaman produk dan *display* barang sebesar 39% dan sisanya sebesar 61% dipengaruhi oleh faktor lain yang tidak diteliti pada penelitian ini.

Kata kunci : Harga, kualitas pelayanan, lokasi, keberagaman produk, *display* barang, keputusan pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, SERVICE QUALITY, LOCATION PRODUCT DIVERSITY AND DISPLAY OF GOODS ON THE CONSUMER PURCHASING DECISION AT EMPLOYEE COOPERATIVE BLOCK F PT GULA PUTIH MATARAM

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The purpose of this research is to know the influence of price, service quality, location, product diversity and display of goods to consumer purchasing decision in Employee Cooperative Block F PT Gula Putih Mataram. The method used in this research is descriptive verificative method with ex post facto and survey approach. Population in this research is all of consumer Employee Cooperative Block F PT Gula Putih Mataram that totally ± 2.500 people and this research happened to conduct non probability sampling with an accidental sampling technique to determine 75 consumer as the sample. The data were collected using questionnaires. Then, the data was analyzed using simple linear regression and multiple regression. The results showed that there were influence of price, service quality, location, product diversity and display of goods to consumer purchasing decision of Employee Cooperative Block F PT Gula Putih Mataram. Based on data analysis obtained $F_{hitung} 8.806 > F_{tabel} 2.35$, showed by multiple linear regression with determination coefficient of $(r^2) 0.390$, which means consumer purchasing decisions were influenced by price variables, service quality, location, product diversity and display of goods by 39% and the rest of 61% influenced by other factors which were not examined in this research.

Keywords : Price, service quality, location, product diversity, goods display, consumer purchase decision.