

ABSTRAK

PENGARUH ATRIBUT PRODUK, HARGA DAN *WORD OF MOUTH COMMUNICATION* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SMARTPHONE VIVO* PADA MAHASISWA JURUSAN PIPS FKIP UNIVERSITAS LAMPUNG ANGKATAN 2015-2017

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Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk, harga dan *word of mouth communication* terhadap keputusan pembelian produk *smartphone vivo* pada mahasiswa jurusan PIPS FKIP Universitas Lampung angkatan 2015-2017. Metode yang digunakan dalam penelitian ini adalah metode deskriptif verifikatif dengan pendekatan *ex post facto* dan survei. Populasi dalam penelitian ini adalah mahasiswa jurusan PIPS angkatan 2015-2017, FKIP Universitas Lampung yang menggunakan *smartphone Vivo*.

Teknik pengambilan sampel dalam penelitian ini adalah menggunakan *non probability sampling*. Pengambilan sampel diambil dengan menggunakan metode *accidental sampling*. Jumlah sampel yang digunakan dalam penelitian ini yaitu sebanyak 60 responden. Hasil penelitian menunjukan bahwa ada pengaruh secara simultan atribut produk, harga dan *word of mouth communication* terhadap keputusan pembelian *smartphone vivo* pada mahasiswa jurusan PIPS FKIP Universitas Lampung.

Berdasarkan analisis diperoleh $F_{hitung} = 77,249 > F_{tabel} = 2,77$ yang ditunjukan dengan regresi linier multiple dengan koefisien determinasi (r^2) 0,805 yang berarti keputusan pembelian dipengaruhi oleh atribut produk, harga dan *word of mouth communication* sebesar 80,5 % dan 19,5 % dipengaruhi oleh faktor lain.

Kata kunci: keputusan pembelian, atribut produk, harga, *word of mouth communication*.

ABSTRACT

THE INFLUENCE OF ATTRIBUTE PRODUCTS, PRICES WORD OF MOUTH COMMUNICATION OF THE DECISION THE PURCHASE OF PRODUCTS SMARTPHONE VIVO ON STUDENT PIPS FKIP UNIVERSITY LAMPUNG THE 2015-2017

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Research aims to understand the influence of attribute products, prices and word of mouth communication of the decision the purchase of products smartphone vivo on student pips fkip university lampung the 2015-2017. Methods used in research this is the method descriptive verifikatif with the approach ex post facto capital and survey the. Population in this research is student pips the 2015-2017, fkip university lampung who using a smartphone vivo.

Technique the sample collection in this research was use non probability of sampling. The sample collection taken by using the method accidental sampling. The sample of the used in this research with 60 respondents. The results of the study showed that there was some influence simultaneously attribute products, prices and word of mouth communication of the decision the purchase smartphone vivo on student pips fkip university lampung.

Based on analysis of the obtained f_{hitung} 77,249 > f_{tabel} 2,77 that has been showed with linear regression multiple with of the coefficient of determination (r^2) 0,805 which means a decision which was made influenced by the fact that the attribute of the product, administered prices and specific economic word of mouth communication as much as 80,5 % and 19,5 % influenced by the fact that other factors apart from the.

Keywords: the decision of the purchase, attribute products, the price, word of mouth communication.