

INTISARI

Penelitian ini membahas tentang faktor-faktor yang mempengaruhi keputusan membeli di Gardena Dept. Store dan Supermarket. Penelitian ini menguji pada (1) keputusan membeli yang diukur melalui persepsi terhadap produk (X_1), harga (X_2), promosi (X_3) dan pelayanan (X_4) yang diduga mempengaruhi keputusan membeli di Gardena Dept. Store dan Supermarket dan (2) untuk mengidentifikasi faktor-faktor keputusan membeli yang paling dominan berpengaruh di Gardena Dept. Store dan Supermarket. Penelitian dilakukan di Gardena Dept. Store dan Supermarket dengan melibatkan 100 konsumen sebagai responden. Hasil penelitian menyatakan bahwa variabel produk, harga, promosi dan pelayanan berpengaruh signifikan terhadap Gardena Dept. Store dan Supermarket dan harga menjadi variabel paling dominan diantara variabel produk, promosi dan pelayanan.

Kata kunci: produk harga promosi pelayanan keputusan membeli

ABSTRACT

This research discuss about factors that influencing consumer decision to buy in Gardena Dept. Store and Supermarket. The research examine (1) the buying decision measured by the perception of the product (X_1), price (X_2), promotion (X_3) and service (X_4) that influence buying decision in Gardena Dept. Store and Supermarket and (2) for identify buying decision factors that have dominant influence in Gardena Dept. Store and supermarket. The research was done in Gardena Dept. Store and Supermarket, involving 100 consumers as respondents. The result shown that variable of product, price, promotion and service significantly influencing buying decision in Gardena Dept. Store and Supermarket, and the price become the most influencing variable among the product, promotion and service.

Keyword : product, price, promotion, service, buying decision