

ABSTRAK

PENGARUH HARGA, IKLAN, KUALITAS PRODUK, POSITIONING,
TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE
(Studi Kasus pada Pembeli Handphone Merk OPPO)

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh harga, iklan, kualitas produk dan positioning secara bersama-sama terhadap keputusan pembelian Handphone. (2) Pengaruh harga, iklan, kualitas produk dan positioning secara parsial terhadap keputusan pembelian Handphone. Penelitian ini dikategorikan dalam penelitian studi kasus, dengan populasi seluruh mahasiswa Sanata Dharma Kampus I Mrican dan sampel sebanyak 100 mahasiswa yang menggunakan Handphone OPPO. Teknik analisis yang digunakan adalah uji regresi linear berganda, Uji F dan Uji t. Hasil penelitian menunjukkan bahwa (1) Harga, iklan, kualitas produk, dan positioning secara bersama-sama berpengaruh terhadap keputusan pembelian. (2) Harga, Iklan, Kualitas produk dan Positioning secara parsial berpengaruh positif terhadap keputusan pembelian.

Kata kunci : Harga, Iklan, Kualitas Produk, Positioning, Keputusan Pembelian.

ABSTRACT

Influence of Price, Advertisement, Product Quality,
Positioning, to Decision of Purchasing Mobile Phone

(Case Study on OPPO Brand Mobile Phone Buyers)

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This study aims to determine (1) Influence of Price, Advertisement, Product Quality, Positioning jointly to decision to purchase a mobile phone. (2) Influence of Price, Advertisement, Product Quality, Positioning partially to decision to purchase a mobile phone. This study is categorized in case study research, with the entire student population of Sanata Dharma Mrican and sample of 100 student using OPPO mobile phone. The analysis technique used is multiple linear regression tes, F test, t test. Result of research indicate that (1) price, advertisement, product quality, positioning together influence to purchasing decision (2) price, advertisement, product quality, positioning partially have positive effect to purchasing decision.

Keywords : price, advertisement, product quality, positioning, Purchasing Mobile Phone.