

**ABSTRAK**

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN *FACIAL FOAM* MEREK NIVEA**

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Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, saluran distribusi dan promosi terhadap keputusan pembelian. Pengumpulan data dilakukan dengan membagikan kuesioner kepada mahasiswa Universitas Sanata Dharma Mrican Yogyakarta dengan jumlah 100 kuesioner sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah *purposive convenience sampling* dengan pemilihan sampel atas dasar kesesuaian antara karakteristik sampel dengan kriteria pemilihan tertentu. Teknik analisis data yang digunakan adalah regresi linier berganda dengan menggunakan *software* dan SPSS 16.0. Dari hasil penelitian di ketahui bahwa faktor harga, kualitas produk, saluran distribusi dan promosi secara parsial berpengaruh signifikan terhadap keputusan pembelian *facial foam* merek Nivea. Untuk faktor harga, kualitas produk, saluran distribusi dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian *facial foam* merek Nivea. Hasil analisis koefisien determinasi ( $R^2$ ) menunjukkan bahwa faktor harga, kualitas produk, saluran distribusi dan promosi mempunyai pengaruh sebesar 35,1% terhadap keputusan pembelian *facial foam* merek Nivea, sedangkan sisanya sebesar 64,9% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

Kata kunci: harga, kualitas produk dan promosi

**ABSTRACT**  
**AN ANALYSIS ON FACTORS THAT INFLUENCED THE DECISION TO**  
**BUY FACIAL FOAM *NIVEA***

A Case Study on Students of Sanata Dharma University Mrican Yogyakarta

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This research was aimed to find out the influences of price, product quality, distribution, and promotion to the purchasing decision. The data were collected by distributing questionnaires to the students of Sanata Dharma University Mrican Yogyakarta. Campus II Mrican Yogyakarta with 100 Questionnaires was the research sample. The sample technique used in this research was purposive convenience sampling. The sample was collected based on the specific sample characteristics and specific selecting criteria. The data were analyzed using multiple linear regression with the software and SPSS 16.0. Based on the results, it was shown that partially the price, product quality, distribution, and promotion had a significant influence to the decision to buy facial foam *Nivea*. The result of the determination Coefficient analysis ( $R^2$ ) showed that the price, product quality, distribution, and promotion had the influence as big as 35.1% to the decision to buy facial foam *Nivea*. The other 64.9% was influenced by other variables that were not included in this research.

Keywords: price, product quality and promotion