

**ABSTRAK**  
**PENGARUH POSITIONING, DIFERENSIASI**  
**DAN MEREK TERHADAP KEPUTUSAN**  
**PEMBELIAN KONSUMEN**

Studi Kasus *Mobile Phone* Nokia  
pada Jogjatronik Yogyakarta

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Penelitian ini bertujuan untuk menjelaskan pengaruh *positioning* ( $X_1$ ), diferensiasi ( $X_2$ ) dan merek ( $X_3$ ) terhadap keputusan pembelian konsumen ( $Y$ ) produk *mobile phone* merek Nokia tipe *N-series*.

Penelitian ini dilakukan pada bulan Agustus sampai September 2007 dengan metode studi kasus pada Jogjatronik Yogyakarta. Pengumpulan data dilakukan dengan kuesioner. Populasi dalam penelitian ini adalah pengguna *mobile phone* merek Nokia tipe *N-series* yang berkunjung ke Jogjatronik Yogyakarta. Sampel yang diambil sebanyak 102 responden menggunakan metode *purposive sampling*. Untuk memperoleh responden digunakan teknik *accidental sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian ini menjelaskan bahwa *positioning* ( $X_1$ ), diferensiasi ( $X_2$ ) dan merek ( $X_3$ ) secara simultan dan parsial berpengaruh positif terhadap keputusan pembelian konsumen ( $Y$ ). Koefisien determinasi ( $R^2$ ) sebesar 48,7%, mempunyai arti *positioning* ( $X_1$ ), diferensiasi ( $X_2$ ) dan merek ( $X_3$ ) mempunyai pengaruh terhadap keputusan pembelian konsumen ( $Y$ ) sebesar 48,7% sedangkan 51,3% sisanya dipengaruhi oleh variabel lain.

**ABSTRACT**  
**THE INFLUENCE OF POSITIONING, DIFFERENTIATION,**  
**AND BRAND NAME TO THE CUSTOMER**  
**PURCHASING DECISION**

A Case Study On The User Of Nokia Mobile Phone  
At Jogjatronik Yogyakarta

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The purpose of this research was to explain the influence of positioning ( $X_1$ ), differentiation ( $X_2$ ), and brand name ( $X_3$ ) to the customer purchasing decision ( $Y$ ) Nokia mobile phone, N-series type.

This research was conducted in August until September 2007 using study case method at Jogjatronik Yogyakarta. The data were collected using questionnaire. The population of this research was the user of mobile phone with brand name Nokia N-series type. There were 102 respondents taken by accidental sampling technique. Double Regression Linier was used to analyze the data.

The result of this research explained that positioning ( $X_1$ ), differentiation ( $X_2$ ), and brand name ( $X_3$ ) simultaneously and partially gave a positive influence to the customer purchasing decision. The determination coefficient ( $R^2$ ) of 48, 7% meant that positioning ( $X_1$ ), differentiation ( $X_2$ ), and brand name ( $X_3$ ) influenced the customer purchasing decision ( $Y$ ) about 48, 7%; mean while the other 51, 3% was influenced by other variables.