

ABSTRAK

ANALISIS PENGARUH HARGA, KUALITAS PRODUK, DESAIN, DAN PELAYANAN PURNA JUAL TERHADAP KEPUTUSAN PEMBELIAN KENDARAAN BERMOTOR MEREK YAMAHA NMAX DI YOGYAKARTA 2019

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, kualitas produk, desain dan pelayanan purna jual terhadap keputusan pembelian kendaraan bermotor merek Yamaha NMAX di Yogyakarta. Penelitian ini merupakan penelitian lapangan dan menggunakan pendekatan kuantitatif yang dilaksanakan di wilayah Yogyakarta pada bulan April-Mei 2019. Populasi dalam penelitian ini adalah konsumen yang menggunakan kendaraan bermotor merek Yamaha NMAX di Yogyakarta. Sampel sebanyak 116 responden diambil dengan menggunakan rumus Slovin dan teknik sampling aksidental. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda.

Analisis data menunjukkan bahwa: (1) harga berpengaruh positif terhadap keputusan pembelian; (2) kualitas produk berpengaruh positif terhadap keputusan pembelian; (3) desain berpengaruh positif terhadap keputusan pembelian; (4) pelayanan purna jual berpengaruh positif terhadap keputusan pembelian; dan (5) harga, kualitas produk, desain dan pelayanan purna jual secara bersama-sama berkontribusi pada keputusan pembelian.

Kata kunci: harga, kualitas produk, desain, pelayanan purna jual, dan keputusan pembelian.

ABSTRACT

THE EFFECT OF PRICE, PRODUCT QUALITY, DESIGN, AND AFTER SALE SERVICE ON PURCHASE DECISION OF THE YAMAHA NMAX MOTOR VEHICLE IN YOGYAKARTA 2019

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This study aims to examine and analyse the effect of price, product quality, design and after sales service on purchase decision of Yamaha NMAX motor vehicle in Yogyakarta. This research is a field research using a quantitative approach carried out in Yogyakarta in April-May 2019. The research population are consumers who ride the Yamaha NMAX motor vehicle in Yogyakarta. The research sample covered 116 respondents taken using the Slovin formula and accidental sampling technique. The data collection method is a questionnaire. The data analysis technique is multiple linear regression.

The result of data analysis showed that: (1) price had a positive effect on purchase decision; (2) product quality had a positive effect on purchase decision; (3) the design had a positive effect on purchase decision; (4) after sales service had a positive effect on purchase decision; and (5) prices, product quality, design and after sales service together contribute on purchase decision.

Keywords: *price, product quality, design, after sales service, and purchase decision.*