

Abstrak

**PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN SEPATU MEREK VANS**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas produk secara parsial terhadap keputusan pembelian sepatu merek Vans, (2) pengaruh harga secara parsial terhadap keputusan pembelian sepatu merek Vans, (3) pengaruh promosi secara parsial terhadap keputusan pembelian sepatu merek Vans, (4) pengaruh kualitas produk, harga, dan promosi secara bersama-sama terhadap keputusan pembelian sepatu merek Vans. Populasi pada penelitian ini adalah seluruh mahasiswa - mahasiswi aktif Universitas Sanata Dharma yang sudah pernah menggunakan sepatu merek Vans. Responden dalam penelitian ini sebanyak 100 orang dan teknik pengambilan sampel yang digunakan adalah purposive sampling. Teknik analisis data yang digunakan dalam penelitian ini adalah Regresi Linear Berganda menggunakan Aplikasi SPSS 20. Hasil penelitian ini menunjukkan bahwa (1) kualitas produk berpengaruh secara parsial terhadap keputusan pembelian sepatu merek Vans, (2) harga berpengaruh secara parsial terhadap keputusan pembelian sepatu merek Vans, (3) promosi tidak berpengaruh secara parsial terhadap keputusan pembelian sepatu merek Vans, (4) kualitas produk, harga, dan promosi secara bersama-sama berpengaruh terhadap keputusan pembelian sepatu merek Vans.

Kata kunci: Kualitas produk, Harga, Promosi, Keputusan pembelian

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION TOWARDS PURCHASE DECISION OF 'VANS' BRAND SHOES

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This research aims to find out 1) the partial influence of product quality towards purchasing decisions for Vans brand shoes, 2) the partial influence of price towards purchasing decisions for Vans brand shoes, 3) the partial influence of promotion towards purchasing decisions for Vans brand shoes, 4) the simultaneous influence of product quality, price, and promotion together towards purchasing decisions for Vans brand shoes. The population in this research were all active students at the University of Sanata Dharma Yogyakarta who had used Vans shoes. Respondents in this research were 100 people and the sampling technique used was purposive sampling. The data analysis technique used in this study is Multiple Linear Regression using the SPSS 20 program. The results of this study indicate that; 1) product quality had a partial influence towards purchasing decisions for Vans brand shoes, 2) price had a partial influence towards purchasing decisions for Vans brand shoes, 3) promotion had no influence towards on purchasing decisions for Vans brand shoes, 4) product quality, price, and promotion simultaneously influenced purchasing decisions for Vans brand shoes.

Keywords: product quality, price, promotion, purchase decision

