

Pengaruh Produk, Harga, Promosi, dan Reputasi Merek terhadap Keputusan Pembelian Produk Smartphone Samsung (Studi pada Konsumen Smartphone Samsung di Semarang)

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ABSTRAK

Kebutuhan alat komunikasi menyebabkan banyaknya permintaan dan penawaran, sehingga menimbulkan persaingan antar produsen. Smartphone Samsung adalah alat komunikasi yang merupakan alat komunikasi tercanggih pada zaman sekarang. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh produk, harga, promosi, dan reputasi merek terhadap keputusan pembelian smartphone Samsung di Kota Semarang.

Sampel yang dipakai dalam penelitian ini sebanyak 100 responden. Penelitian ini menggunakan teknik pengambilan sampel purposive sampling dan metode analisis data analisis regresi linear berganda. Analisis regresi berganda termasuk uji validitas, uji reliabilitas, uji multikolinieritas, uji heteroskedastisitas, uji normalitas, regresi linier berganda, uji F, uji t, Koefisien Determinasi.

Berdasarkan hasil dari penelitian ini variabel harga memiliki hubungan yang positif dan signifikan terhadap keputusan pembelian smartphone Samsung di kota Semarang, variabel produk, harga, promosi, dan reputasi merek berpengaruh positif dan signifikan terhadap variabel keputusan pembelian iPhone di kota Semarang.

Kata Kunci : Produk, Harga, Promosi, Reputasi Merek dan Keputusan Pembelian

**The Effect of Product, Price, Promotion, and Brand Reputation on
Purchasing Decision of Samsung Smartphone(Study on Consumer
of Samsung Smartphone in Semarang)**

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ABSTRACT

The needs of communications devices cause the number of demand and supply, it is creating the competition among manufacturers. Smartphone Samsung is a communication devices that is always excelled in marketing the reliable product and sophisticated in current time. The purpose of the study is to investigate the effect of product, price, promotion and brand reputation on purchasing decision of Samsung smartphone in Semarang .

The sample used in this study is 100 respondents. The study uses sampling techniques with purposive sampling and data analysis method is multiple linear regression analysis. Multiple linear regression analysis include validity test, reliability test, multicollinearity test, heteroscedasticity test, normality test, multiple linear regression analysis, simultant test, partial test and coefficient of determination.

Based on the result of this study variable product, price, promotion and brand reputation are positively and significantly effect on purchasing decision of Samsung smartphone in Semarang.

Keyword : Product, Price, Promotion, Brand Reputation and Purchasing Decision