

Keputusan Pembelian Cat Semprot di Outline Store Semarang yang Dipengaruhi Oleh Word Of Mouth, Harga, Kualitas Produk, Lokasi, Citra Merek, Promosi.

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ABSTRAK

Outline store termasuk salah satu toko atau tempat yang menyediakan kebutuhan para pelaku seniman mural jalanan atau yang biasa dikenal dengan street art, terutama para graffiti writer, dalam penelitian ini penulis mencoba mengetahui pengaruh setiap variabel word of mouth, harga, kualitas produk, lokasi, citra merek dan promosi terhadap keputusan pembelian. Adapun masalah penelitian ini adalah " apakah faktor word of mouth, harga, kualitas produk, lokasi, citra merek dan promosi berpengaruh terhadap keputusan pembelian cat semprot di Outline store kota Semarang ? "

Teknik pengambilan sampel ini menggunakan teknik non probability sampling yaitu sampling purposive dan jumlah sampel yang diperoleh sebesar 160 responden. Teknik analisis data menggunakan Structural Equation Modelling (SEM) dengan AMOS22. maka diperoleh hasil analisis : Word Of Mouth dan Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian sedangkan harga, kualitas produk, lokasi dan citra merek berpengaruh tidak signifikan terhadap keputusan pembelian.

Kata Kunci : word of mouth, harga, kualitas produk, lokasi, citra merek, promosi, keputusan pembelian

**Spray Paint Purchase Decisions in Outline Store Semarang
Influenced by Word Of Mouth, Price, Product Quality, Location,
Brand Image, Promotion.**

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ABSTRACT

Outline stores include one store or places that provide the needs of the actors mural artist street or commonly known as street art, especially the graffiti writer, in this study the authors try to determine the effect of each variable word of mouth, price, quality product, location, brand image and promotion of the purchasing decision. As for the issue of this research is " whether the word of mouth factor , price, product quality , location , brand image and promotional influence on purchase decisions Outline store spray paint in Semarang city ? "

The sampling technique using non-probability sampling technique is purposive sampling and the number of samples obtained of 160 respondents. Data were analyzed using Structural Equation Modeling (SEM) with AMOS22. the obtained results analysis : Word Of Mouth and Promotion of positive and significant impact on purchasing decisions while the price, product quality, location and brand image not significant effect on purchasing decisions.

Keyword : word of mouth, price, product quality, location, brand image, promotion, purchasing decisions