

Pengaruh Kualitas Produk, Promosi, Citra Merek, Harga dan Gaya Hidup terhadap Keputusan Pembelian Rokok Sampoerna A Mild di Semarang

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ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh kualitas produk, promosi, citra merek, harga dan gaya hidup terhadap keputusan pembelian rokok Sampoerna A Mild di Semarang. Populasi penelitian ini adalah konsumen yang membeli rokok Sampoerna A Mild. Sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Teknik sampel menggunakan metode Purposive sampling. Instrument pengumpulan data pada penelitian ini dengan menggunakan kuesioner. Teknis analisis data menggunakan analisis regresi linier. Hasil penelitian menyimpulkan bahwa kualitas produk, promosi, citra merek, harga dan gaya hidup memiliki pengaruh terhadap keputusan pembelian. Kualitas produk, promosi, citra merek, harga dan gaya hidup mampu menjelaskan variabel keputusan pembelian sebesar 80,1% dimana kualitas produk memiliki pengaruh sebesar 27,4%, promosi sebesar 19,6%, citra merek sebesar 18,6%, harga sebesar 26,3%, dan gaya hidup sebesar 12,8%. Kualitas produk, promosi, citra merek, harga, dan gaya hidup secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian rokok Sampoerna A Mild di Semarang dimana kualitas produk memiliki pengaruh paling tinggi.

Kata Kunci : Kualitas produk, promosi, citra merek, harga, gaya hidup dan keputusan pembelian

The Influence of Product Quality, Promotion, Brand Image, Price and Lifestyle on Purchasing Decision of Sampoerna A Mild Cigarettes in Semarang

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ABSTRACT

This study aims to determine the influence of product quality, promotion, brand image, price and lifestyle on purchasing decisions Sampoerna A Mild cigarettes in Semarang. The population of this study is consumers who buy Sampoerna A Mild cigarettes. The sample used in this study were 100 respondents. Technique sample using purposive sampling method. Instrument of data collection in this study using a questionnaire. Technical analysis of the data using linear regression analysis. The study concluded that the product quality, promotion, brand image, price and lifestyle have an influence on purchasing decisions. Products quality, promotions, brand image, price and lifestyle variables were able to explain the purchasing decision variable as much 80.1% where the product quality has the influence of 27.4%, 19.6% promotion, brand image by 18.6%, prices by 26.3% and 12.8% lifestyle. Products quality, promotions, brand image, price and lifestyle together significantly have on purchasing decisions of Sampoerna A Mild cigarettes in Semarang where the product quality has the highest influence.

Keyword : product quality, promotion, brand image, price, lifestyle and purchasing decisions