

Pengaruh Lokasi, Atmosphere, Keragaman Produk, Harga dan Personal Selling terhadap Keputusan Pembelian (Studi pada CV. Alamindo Perkasa, Ltd di Kota Kudus)

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh lokasi, atmosphere, keragaman produk, harga dan personal selling terhadap keputusan pembelian. Populasi penelitian ini adalah konsumen yang melakukan pembelian rumah tangga di CV. Alamindo Perkasa, Ltd, Jl. Cendrawasih, No. 22 Graha Kencana Properti, Kudus. Sampel yang diambil 100 responden. Data yang digunakan data primer. Metode pengumpulan data menggunakan kuesioner dan teknik analisis yang digunakan adalah regresi berganda. Hasil penelitian menunjukkan bahwa variabel lokasi terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Atmosphere terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Keragaman produk terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Personal Selling terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Lokasi, Atmosphere, Keragaman Produk, Harga, Personal Selling dan Keputusan Pembelian.

The Effect of Location, Atmosphere, Product Diversity, Price and Personal Selling on Purchasing Decision (Study at CV. Alamindo Perkasa, Ltd in Kudus City)

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ABSTRACT

The purpose of this study was to analyze the effect of location, atmosphere, product diversity, price and personal selling on purchasing decisions. Population of this study were consumers who make household purchases at CV. Alamindo Perkasa, Ltd, Jl. Cendrawasih, No. 22 Graha Kencana Property, Kudus. Samples were taken 100 respondents. Data used primary data. Methods of data collection used questionnaires and analysis techniques used are multiple regression. The results show variable location proved that has positive and significant effect on purchasing decisions. Atmosphere proved that has positive and significant effect on purchasing decisions. Product diversity proved that has positive and significant effect on purchasing decisions. Price proved that has positive and significant effect on purchasing decisions. Personal Selling proved that has positive and significant effect on purchasing decisions.

Keyword : Location, Atmosphere, Product Diversity, Price, Personal Selling and Purchasing Decision.