

Dampak Harga, Keberagaman Produk, Lokasi dan Word of Mouth Terhadap Minat Beli Konsumen di Plangtown Store Semarang

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ABSTRAK

Penelitian ini bertujuan untuk mempelajari secara empirik dampak variabel, harga, keragaman produk, lokasi, word of mouth terhadap minat beli. Penelitian ini di lakukan pada Plangtown Store di Semarang. Pengambilan sampel sebanyak 100 responden, dalam penelitian ini menggunakan metode purposive sampling dimana tidak semua anggota populasi memiliki kesamaan atau peluang yang sama untuk menjadi sampel. Teknik analisis menggunakan Statistical Product and Service Solutions (SPSS) versi 16. Alat analisis yang digunakan dalam penelitian ini meliputi meliputi beberapa uji yaitu: uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis F (simultan) dan uji t (parsial) serta uji determinasi (R^2). Hasil analisis menggunakan regresi linier berganda dapat diketahui bahwa variabel harga, keragaman produk, lokasi dan word of mouth berpengaruh positif terhadap minat beli konsumen Plangtown Store di Semarang. Secara parsial harga, keragaman produk, lokasi dan word of mouth berpengaruh secara positif dan signifikan terhadap minat beli. Hasil analisis menggunakan koefisien determinasi diketahui bahwa 80,8% variable minat beli dapat di jelaskan oleh harga, keragaman produk, lokasi dan word of mouth, sedangkan 19,2% di jelaskan oleh variable lain yang tidak terdapat dalam penelitian ini.

Kata Kunci : Harga, Keragaman Produk, Lokasi, Word Of Mouth dan Minat Beli Konsumen

The Effect of Price, Product Diversity, Location and Word of Mouth on Consumer Purchasing Decision at Plangtown Store Semarang

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ABSTRACT

This research aims to study empirically the effect of variables, price, product diversity, location, word of mouth on purchasing decision. The research was conducted at Plangtown Store in Semarang. The sampling of 100 respondents, in this study using purposive sampling method in which not all members have the same population or the same opportunities to be sampled. Analysis techniques using Statistical Product and service Solutions (SPSS) version 16. Analytical tool used in this study include covering some tests, ie: validity and reliability, the classic assumption test, hypothesis testing F (simultaneously) and t test (partial) and test of determination (R^2). The result using multiple linear regression analysis showed that the price variable, product diversity, location and word of mouth positive have effect on consumer purchasing decision Plangtown Store in Semarang. Partially price, product diversity, location and word of mouth have effect positively and significantly on purchasing decision. The results of the analysis using the coefficient of determination is known that 80.8% of purchasing decision variable can be explained by price, product diversity, location and word of mouth, while 19.2% explained by other variables that are not included in this study.

Keyword : Price, Product Diversity, Location, Word Of Mouth and Consumer Purchasing Decision