

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU KONSUMEN DALAM PEMBELIAN MOBIL TOYOTA AVANZA DI KOTA SEMARANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh produk, harga, promosi, distribusi, dan pelayanan terhadap perilaku konsumen dalam membeli mobil Toyota Avanza di Kota Semarang, baik secara parsial maupun simultan. Hipotesis penelitian adalah produk, harga, promosi, distribusi, dan pelayanan berpengaruh positif secara signifikan terhadap perilaku konsumen dalam membeli mobil Toyota Avanza di Kota Semarang.

Sampel penelitian adalah 100 orang konsumen PT Nasmoco Semarang yang membeli mobil Toyota Avanza minimal 2 kali, yang diperoleh secara purposive sampling. Data diperoleh menggunakan kuesioner dan dianalisis menggunakan analisis regresi berganda.

Hasil penelitian adalah produk, harga, promosi, distribusi, dan pelayanan berpengaruh positif secara signifikan terhadap perilaku konsumen dalam membeli mobil Toyota Avanza di Kota Semarang, baik parsial maupun simultan. Dengan demikian seluruh hipotesis penelitian diterima.

Kata Kunci : produk, harga, promosi, distribusi, pelayanan, perilaku membeli.

THE ANALYSIS FACTORS THAT AFFECTING CONSUMER BEHAVIOR IN BUYING TOYOTA AVANZA IN SEMARANG

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ABSTRACT

This research is intended to analyze the effect of product, price, promotion, distribution, and servicing of consumer behavior in buying a Toyota Avanza cars in Semarang city, either partially or simultaneously. The research hypothesis is product, price, promotion, distribution, and service quality of significantly positive effect on consumer behavior in buying a Toyota Avanza in Semarang city.

The samples were 100 consumers who purchase PT Nasmoco Semarang Toyota Avanza at least 2 times, which is obtained by purposive sampling. The data were obtained using questionnaires and analyzed using multiple regression analysis .

The results of the study are product, price, promotion, distribution, and service quality of significantly positive effect on consumer behavior in buying a Toyota Avanza cars in the city, either partially or simultaneously. Therefore, all the research hypothesis is accepted .

Keyword : product, price, promotion, distribution, service quality, consumer behavior .