

ABSTRACT

ErvanAgusFeryanto“ The Influence of Marketing Mix on purchasing decision of LG Television product (study on Fely Jaya LG Television store, Pamekasan District). Advisor (I) Dr.Ir.Nurita Andriani.MM (II) NirmaKurriwatiSP.M.Si

The development and progress of industries can be seen by the increasing of world business development rapidly. The phenomenon cause each similar companies that run in same product must compete to retain their customers, and one solution conducted is through marketing mix strategy. Marketing mix consists of product, price, promotion and distribution. In particular, this study discusses the marketing mix in the Fely Jaya LG Television store Pamekasan district. The research problem is "the factors that influence the purchasing decisions LG TV products in Pamekasan district". This study uses two variables, the bound and dependent variable. The purpose of this study is to determine and analyze the effect of marketing mix which consists of distribution, product, price, and promotion on consumers' purchasing decisions.

This study is conducted by using questionnaire to 50 customers in the Fely Jaya LG Television store Pamekasan district. Then the analysis of the data obtained in the form of multiple inier Regression analysis. Attaching Ftest and t test.

Results of study, which is taken from data analysis, conclude that the independent variable that consists of the product, price, promotion, and distribution variable have a significant influence on consumer decision bound variable. However, distribution variable influence the purchasing decisions LG TV products in the Fely Jaya LG Television store Pamekasan district because respondents give advice on the distribution of the variable to open a business in a more strategic and convenient location.

Keywords: Marketing Mix and Consumer purchasing decisions.

ABSTRAK

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PengaruhBauranPemasaranTerhadapKeputusanPembelianProduk TV LG (study padatokoFely Jaya LG di KecamatanPamekasa). DibawahbimbinganDr.Ir.Nurita Andriani.MM danNirmaKurriwati,SP.M.Si

Perkembangandankemajuanindustri, salahsatunyaakitalihatdenganadanyaperkembanganduniausaha yang semakinpesat.Fenomenatersebutmenyebabkantiperusahaansejenisbersainguntukmempertahankanpelanggansalahsatunyaamelaluistrategibauran pemasaran.Bauranpemasaranterdiridariproduk, harga,promosidandistribusi. Secarakhusus, penelitianinimembahasbauranpemasarantokoFely Jaya LG di KecamatanPamekasan.Adapun yang menjadimasalahdalampenelitianiniadalah “faktor-faktor yang mempengaruhikeputusanpembelianmerekproduk LG di KecamatanPamekasan”.penelitianinimenggunakan-duavariabel, yaituvariabelterikatdanvariabeltergantung. Tujuanpenelitianiniuntukmengetahuidanmenganalisispengaruhbauranpemasaran yang terdiridaridistribusi, produk, harga, danpromositerhadapkeputusanpembeliankonsumen.

Penelitianinidilakukandenganmenggunakankuesionerterhadap 50 orang pelanggantokoFely Jaya LG di KecamatanPamekasan.Kemudiandilakukananalisissterhadap data-data yang diperolehberupaanalisisregresi Linier Bergandadenganmemakaiuji F danuji t.

Hasildaripenelitianiniadalahberdasarkanhasilanalisa data dapatdisimpulkanbahwaVariabelbebas yang terdiridarivariabelProduk, Harga, Promosi, danDistribusimempunyaipengaruhsecarasignifikanterhadapvariabelterikat Keputusankonsumen. Akan tetapivariabeldistribusi berpengaruh terhadapkeputusanpembelianpadamer ekelektronikFely Jaya LG di KecamatanPamekasankarenarespondenmemberikan saran terhadapvariabeldistribusiuntukmembukausaha yang letaknya lebih strategis dannyaman.

Kata kunci: BauranPemasarandanKeputusanPembelianKonsumen

